



**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.

Course No.	Course Title	Credits
<b>Semester -1</b>		
RD-01	Rural Society	6
RD-02	Rural Development in India	6
RD-03	Rural Social Problems	4
<b>Semester -2</b>		
RD-04	Rural Development Institutions & Entrepreneurship	6
RD-05	Rural Resource Management	6
RD-06	Rural Development in Odisha	4
<b>Semester - 3</b>		
RD-07	Soft Skill Development	4
RD-08	ICT and Geo – Informatics for Rural Development	4
RD-09	Communication and Extension in Rural Development	4
RD-10	Project Work	4
<b>Semester -4</b>		
RD-11	Financial Management	4
RD-12	Rural Health Management	4
RD-13	Entrepreneurship and Rural Development	4
RD-14	Voluntary Action for Rural Development	4
		<b>64</b>

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

### **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**

### **Detailed Syllabus**

<b>Course – I (6 Credits)</b>	
<b>Rural Society</b>	
<b>Block – I: Rural Sociology</b>	
Unit - 1	Emergence - social and intellectual background
Unit - 2	Nature, scope and importance
Unit - 3	Introduction of Rural Sociology in India
Unit - 4	Significance of Rural Sociology in Indian context
<b>Block – II: Village Community</b>	
Unit - 1	Definition and characteristics of Village Community
Unit - 2	Factors affecting Village Community and its changing features
Unit - 3	Rural-Urban Contrast
Unit - 4	Rural-Urban Continuum
<b>Block – III: Rural Social Structure and Institutions</b>	
Unit - 1	Rural Social Structure: Caste and Class

Unit - 2	Rural Social Institutions:Family
Unit - 3	Rural Social Institutions:Marriage
<b>Block – IV: Caste System</b>	
Unit - 1	Caste and Economic Inequalities
Unit - 2	Jajmani system
Unit - 3	Changing labour market
<b>Block – V: Social Research in Rural Sector</b>	
Unit - 1	Types of Data :Primary and Secondary
Unit - 2	Techniques of data collection–Census and Sampling
Unit - 3	Different types of Sampling
Unit - 4	Tools of Data collection – Observation, Questionnaire, Schedule, Interview, Case-study.
<b>Block – VI: Project Work</b>	
Unit - 1	Evaluation of Rural Development Programmes using Participatory Rural Appraisal (PRA) Methodology.
Unit - 2	Field visit / Village Immersion
Unit - 3	Report Presentation (Project Guidelines and Synopsis)
<b>Course – II (6 Credits)</b>	
<b>Rural Development in India</b>	
<b>Block – I: History of Rural Development in India</b>	
Unit - 1	Experiments with Rural Developments during Colonialperiod and Independent India
Unit - 2	Community Development Programme
Unit - 3	Land Reforms, Green Revolution and Cooperative Movement
<b>Block – II: Rural Development and Regional Disparity</b>	
Unit - 1	Problem, Needs and Approaches: Supply driven RuralDevelopment, Sustainable Rural Development, Participatory Rural Development
Unit - 2	Gandhian Model of Development and Socialist model of development
Unit - 3	Rural Development in Indian Five Year Plans
<b>Block – III: Approaches to Rural Development in India</b>	
Unit - 1	Broad Front Approach-Sectoral Approach-ParticipatoryApproach-Area Approach- Target Group Approach- Integrated Approach-Gandhian Approach and its current relevance
Unit - 2	Technology Missions for rural Development - Drinking Water – Sanitation - Communication - Oilseeds
Unit - 3	Wasteland Development
<b>Block – IV: Rural Development Programmes in India</b>	

Unit - 1	IRDP, TRYSEM, MGNREGA, SGSY, Pradhan Mantri AwasYojana, Livelihood Mission, Health Mission, Self Help Group Movement, Pradhan Mantri Gram Sadak Yojana(PMGSY)
Unit - 2	Watershed Programmes and Sustainability
<b>Block – V: Concept and Importance of Gender Studies</b>	
Unit - 1	Concept of gender, Social and economic status of women in India, Gender discrimination
Unit - 2	Women and natural resource management, Women in agriculture
Unit - 3	Issues of gender equity in rural areas, Practical and Strategic Needs of women
Unit - 4	Concept and Significance of Gender Sensitization
<b>Block – VI: Women and Development in Rural Society</b>	
Unit - 1	Women in Rural Society and their roles: Reproduction, Production and Community Management
Unit - 2	Gender needs in Rural Society, Women in Development
Unit - 3	Gender and development

<b>Course – III (4 Credits)</b>	
<b>Rural Social Problems</b>	
<b>Block – I: Rural Poverty</b>	
Unit - 1	Types of Poverty in rural India
Unit - 2	Causes and Consequences of Poverty in rural India
Unit - 3	Anti – Poverty Programmes launched by the Government: Success and Failures
<b>Block – II: Rural Illiteracy and Health Problems</b>	
Unit - 1	Educational problems- Enrolment, Retention and Drop out
Unit - 2	Educational neglects and its changing scenario in the context of Right to Education (RTE)
Unit - 3	Health Scenario of rural India: MMR, IMR and Sex Ratio
Unit - 4	Health neglect and its changing scenario in the context of government programmes- NRHM and ICDS
<b>Block – III: Rural Unemployment</b>	
Unit - 1	Types of Unemployment in rural India
Unit - 2	Causes and Consequences of Unemployment in rural India
Unit - 3	Employment Generation Programmes launched by the Government: Achievements and Failures

<b>Block – IV: Rural Social Problems</b>	
Unit - 1	Domestic Violence against Women
Unit - 2	Casteism
Unit - 3	Dowry System
Unit - 4	Alcoholism
Unit - 5	Crime
Unit - 6	Corruption
Unit - 7	Rural Indebtedness

<b>Course – IV (6 Credits)</b>	
<b>Rural Development Institutions &amp; Entrepreneurship</b>	
<b>Block – I: Institutions of Rural Development</b>	
Unit - 1	Panchayati Raj Institutions(PRIs): Evolution–Structure-Functions
Unit - 2	73rd Constitutional Amendment Act – Devolution of Powers and Functions to PRIs
Unit - 3	Role of Panchayati Raj Institutions in Rural Development, Participatory development
Unit - 4	Cooperative Institutions: Concept and Principles of Cooperation, Types and working of Rural Cooperatives: Credit Cooperatives, Marketing Cooperatives, Dairy Cooperatives, Weavers Cooperatives
<b>Block – II: Planning for Rural Development</b>	
Unit - 1	Types, Level and Functions of Planning
Unit - 2	Decentralization of Planning
Unit - 3	Micro level planning
Unit - 4	Block and District Level Planning- Strategies for Sustainable Development
<b>Block – III: Institutional Linkages for Rural Development</b>	
Unit - 1	Institutional Linkages for Rural Development–Needfor Readjustment of Rural Development Strategies – Right to Information Act and Rural Development
Unit - 2	Community Based Organizations (CBOs): Watershed Committees-Village Forest Committees-Water Users Associates- Integration of CBOs with PRIs-Role of CBOs in Sustainable Rural Development
<b>Block – IV: Rural Economy</b>	
Unit - 1	Agrarian economy and rural livelihood, Features of rural economy and recent changes
Unit - 2	Rural market and Problems of Food Security
Unit - 3	Income generation programmes
Unit - 4	Impact of Industrialization in rural India

<b>Block – V: Rural Industrialization and Entrepreneurship</b>	
Unit - 1	Concept of Rural Industrialization, Importance of Rural Industrialization for Rural Development, Gandhian Approach to Rural Industrialization, Appropriate Technology for Rural Industries
Unit - 2	Concept, Characteristics and Types of Entrepreneurship; Entrepreneurship and Rural Industrialization; Development of Rural Entrepreneurship in India; Factors promoting entrepreneurship; Problems and Prospects of Rural Entrepreneurship in India
Unit - 3	Problems and prospects of Women Entrepreneurship
<b>Block – VI: Diversification of Rural Economic Activities</b>	
Unit - 1	Livestock economies - Livestock resources and their productivity - White revolution - Fishery and poultry development
Unit - 2	Forestry, Horticulture and Floriculture
Unit - 3	Issues and problems in rural Industrialization and development of Agro-based industries
Unit - 4	Rural Non-farm Sector

<b>Course – V (6 Credits)</b>	
<b>Rural Resource Management</b>	
<b>Block – I: Rural Physical Resources</b>	
Unit - 1	Land resources in rural India- Land use pattern, land legislations and their impacts
Unit - 2	Water resources in rural India-uses of water resources, water policies and their impacts
Unit - 3	Forest resources in rural India-uses of forest resources and Forest policies and their impacts
Unit - 4	Energy resources, policies and their impacts on rural life
<b>Block – II: Rural Environment Problems</b>	
Unit - 1	Factor affecting the Ecological setting of rural environment
Unit - 2	Population Explosion
Unit - 3	Pollution – Air Pollution, Water Pollution & Soil Pollution
Unit - 4	Depletion of Natural Resources, Resource crunch and their impact on Sustainable Development in rural India
<b>Block – III: Approaches to Resource Management</b>	
Unit - 1	Ecological Approach, Economic approach, Ethnological Approach
Unit - 2	Natural Resource Management for Rural Development,
Unit - 3	Natural resource governance, community participation and NGO & civil society

	intervention, Skill and capacity building for Natural Resource Management
<b>Block – IV: Backward area Development Programme</b>	
Unit - 1	Kalahandi-Bolangir-Koraput(KBK) Region
Unit - 2	Tribal Area Development Programme(TADP)
Unit - 3	Hill Area Development Programme(HADP)
Unit - 4	Drought Prone Area Programme (DPAP)
<b>Block – V: Development Programmes for Women</b>	
Unit - 1	SHG and Micro-finance; Savings and Credit as an Instrument of Self-help promotion among rural Women
Unit - 2	Experiences of GRAMEEN; SEWA; MYRADA.
<b>Block – VI: Inclusive Development</b>	
Unit - 1	Social Inclusion
Unit - 2	Financial Inclusion
Unit - 3	Development programmes for SCs, STs & Persons with Disability (PWD)

<b>Course – VI (4 Credits)</b>	
<b>Rural Development in Odisha</b>	
<b>Block – I: Evolution of Rural Development in Odisha</b>	
Unit - 1	Evolution of Rural Development in Odisha - Introduction of Decentralized Planning in the state of Odisha
Unit - 2	Planning structure for Pro – poor Development in Odisha
Unit - 3	Resources at Gram Panchayat level
Unit - 4	Schemes for Gram Panchayat Planning
<b>Block – II: Rural Development Administration in Odisha</b>	
Unit - 1	Structure and Function of Rural Development Administration at the State, District and Block level
Unit - 2	Role of District Rural Development Agency (DRDA)
Unit - 3	Role of Integrated Tribal Development Agency(ITDA)
Unit - 4	Role of Modified Area Development Agency(MADA) and Micro Projects
Unit - 5	Functioning of Schemes at DRDA level
<b>Block – III: Developmental Sectors in Odisha</b>	
Unit - 1	Developmental Sectors-Agriculture sector, Industry sector, the Services sector and Social



	sector
Unit - 2	Plans for Poverty termination – Biju KBK Plan, Revised Long Term Action Plan(RLTAP),Biju Kandhamal O Gajapati Yojana
<b>Block – IV: Legal Provisions and Programmes of Rural Development</b>	
Unit - 1	Legal provisions–PESA Act, MGNREGAct, Forest Resources Act
Unit - 2	Programmes – SGSY,NRLM-Odisha, Housing schemes for Rural Poor – Mo Kudia & BPGY
Unit - 3	Other State schemes-GGY,FCA,TSC,BRGF,MGNREGS – Odisha, CC Road and Drinking Water Supply scheme

<b>Course – VII (4 Credits)</b>	
<b>Soft Skill Development</b>	
<b>Block – I: Introduction to Soft Skills</b>	
Unit - 1	Communication Skill
Unit - 2	Presentation Skill
Unit - 3	Time Management Skill
<b>Block – II: Personality Development</b>	
Unit - 1	Body Language and Etiquettes
Unit - 2	Group Discussion and Interview Skill
Unit - 3	Preparation of C.V. / Resume
<b>Block – III: Fundamentals of Computer Application</b>	
Unit - 1	Introduction to computer, its components and functions, Data Storage: Primary and Secondary storage, Introduction to various computer devices such as keyboard, mouse, printers, disk files, floppies etc
Unit - 2	Operating Systems (MS - Windows)
Unit - 3	MS-Office - MS Word, MS Excel and Power Point
Unit - 4	Role of ICT in Rural Development
Unit - 5	Role of Soft Skills in Rural Development

<b>Course – VIII (4 Credits)</b>	
<b>ICT and Geo – Informatics for Rural Development</b>	
<b>Block – I: Geographical Information System (GIS)</b>	
Unit - 1	Definition of GIS, Concept of Space and Time, Spatial data
Unit - 2	Map Projection and Datum
Unit - 3	Domains of Spatial information system, Components of GIS (/Hardware, Software, Data, People and Process)
Unit - 4	GIS Functionalities for end user / system (Data Acquisition, Data Input, Data Management, Data Analysis, Data Modeling and Data Output); Web based GIS Technology
<b>Block – II: Remote Sensing</b>	
Unit - 1	Introduction to Remote Sensing, Fundamentals of Remote Sensing, Electromagnetic Radiation, Electromagnetic Spectrum, Energy interaction with Atmosphere, Energy interaction with Earth Surface, Platform and Sensors
Unit - 2	Characteristics of Image, Image Interpretation and Analysis – Visual Image Interpretation & Digital Image Processing
Unit - 3	Microwave Remote Sensing
Unit - 4	Scenario of Indian Remote Sensing Satellites in future
<b>Block – III: Application of Remote Sensing and GIS in Rural Development</b>	
Unit - 1	Natural Resource Management
Unit - 2	Watershed Management
Unit - 3	Rural Infrastructure Management
Unit - 4	Disaster Management

<b>Course – IX (4 Credits)</b>	
<b>Communication and Extension in Rural Development</b>	
<b>Block – I: Basic Principles and Techniques of Communication</b>	
Unit - 1	Meaning, Concept and Functions of Development Communication
Unit - 2	Development Communication and Development Journalism
Unit - 3	Different Communication Channels
Unit - 4	Use of Communication Channels for Rural Development
<b>Block – II: Extension : Concepts, Philosophy and Approaches</b>	

Unit - 1	Concepts, Philosophy and Principles of Extension
Unit - 2	Historical Development and Rural Extension in India
Unit - 3	Rural Extension through ICAR
Unit - 4	Extension Methods
<b>Block – III: Planning Communication – Extension Support for Rural Development</b>	
Unit - 1	Communication Support
Unit - 2	Extension Management
Unit - 3	Organisational Communication
Unit - 4	Communication Strategies for Rural Development - Media Mix for Rural Development - Audio – visual aids in proper sequence - Cross-media approach - Media forum - Using Social Media for rural development

### Course – X (4 Credits)

#### Project Work

**Objective of the Project Work:**

Course: X (Project Work) is one of the integral part of the Post Graduate Diploma Programme in Rural Development (PGDRD). Students are free to select any topic for project work related to Rural Development. This will help in acquiring better understanding and conceptual clarity in the socio-economic problems prevailing in rural areas and finding out the potentials as the solution to the problems. The objectives section defines both the short-term and long-term objectives that are necessary for realization of project goal. It is also desirable to define the project objective in relation to the developmental goals, i.e., at mission, programme and project level. The objectives set out needs to be **SMART**.

**Specific:** What the project wants to achieve must be stated clearly not in ambiguous terms.

**Measurable:** Achievements must be quantifiable and capable of being measured.

**Achievable:** The objectives should be achievable and attainable.

**Realistic:** Should be possible realistically achieving the objectives within the available resources.

**Time bound:** The time frame specified for achieving set objectives.

**Steps involved in the finalization of the topic of the Project:**

Project is an important element of developmental programmes. It generally refers to new tasks undertaken by an individual or organization in order to achieve a specific goal. Every project from conception to completion passes through a series of sequential phases. There is no universal consensus on the number of phases in a project cycle. However, typically a project consists of four phases - conceptualization, planning, execution and termination. Thus, there are certain steps involved in carrying out the project work which are enumerated as follows:

- 1. Selection of the topic:** The student should select a topic related to different aspects of rural development. You should consult your Supervisor before finalizing the topic.

**2 Consultation with Supervisor for preparing project proposal / Synopsis:** Once the topic has been chosen, you should discuss it with your Supervisor assigned to you by your Study Centre. You may prepare your project proposal / synopsis in about 800 - 1000 words to receive remarks from your Supervisor.

### **SYNOPSIS OF THE PROJECT REPORT**

The research synopsis is the plan for your research project. It provides the rationale for the research, the research objectives, the proposed methods for data collection and recording formats and/or questionnaires and interview guides. The synopsis is based on the information provided by the supervisor(s) and by secondary sources of information. In the final report you will present the results of your data collection and elaboration, with the discussion and the conclusion. The full synopsis should be maximum 800 - 1000 words, excluding appendices.

Following is the chapterization for the project proposal/synopsis:

- **Topic Headline:** This should be brief and self-explanatory. It should relate directly to the main objective of the proposed research. A more specific and descriptive sub-title can be added if necessary, for example to indicate the main methodology that will be applied. The title of the final report can be different from the working title of the synopsis.
- **Introduction:** Here you should introduce the main problem, set it into context and introduce the particular niche within the main subject area that you will work with. For example, the main subject area could be deforestation and the Introduction would then briefly argue why it is relevant to be concerned with deforestation – to whom it is a problem and why. The niche could be the role of small-scale farmers in deforestation processes in mountain areas. Justification for the niche should also be included in the Introduction. ‘Justifying’ a research problem means providing information documenting that both the main problem and the specific niche are of relevance to others than yourself, such as the scientific community and stakeholders. A research problem can be, for example, a gap of knowledge, an unexplained observation, something not yet analysed (using this systematic, with this level of detail, from this particular angle), or something that does not fit traditional beliefs (Rienecker and Jorgensen, 2006). The information you provide as documentation for the existence and relevance of the problem should primarily be scientific peer reviewed literature. Newscourse articles, blogs and a lot of material from the internet are not subject to quality control and are therefore considered less trustworthy.
- **Review of the Literature:** Review of literature is a collective body of works done by earlier researchers and published in the form of books, journals, articles. It helps in generating ideas

and developing significant questions for the research work.

- **Significance of the study:** The rationale for carrying out the particular project is explained here.
- **Objectives of the study:** These should be identified on the basis of the problem analysis. That means, after reading the problem analysis it should be immediately clear that the choice of objectives is relevant and justified. The objectives should focus on concepts and problems mentioned in the problem analysis. Each research proposal should contain one overall objective describing the general contribution that the research project makes to the subject area as well as one or more specific objectives focusing on discrete tasks that will be achieved during the research. The overall objective may be something that the study will contribute towards but not solve/finish; the overall objective should not be a compilation of the specific objectives.
- **Hypothesis of the study (If any):** These are predictions of the outcomes from the study. It is useful at the outset to specify the hypotheses in terms of the assumed relations between variables so as to clarify the position and pre-understanding of the researcher. If statistical tests are to be conducted formulation of hypotheses is a crucial element of the research design. Hypotheses can be derived from theory, experience or knowledge concerning contextual factors. In purely quantitative, deductive research hypotheses are tested statistically, whereas in qualitative, inductive research hypotheses are not formulated.
- **Research Methodology (includes data collection process & statistical process):** Methodology includes Sample, Tests/Tools, and Statistical Analysis. The size and nature of the sample will depend on the topic selected. Tests/ tools are to be selected based on the objectives of the research. The data collected with the help of the tests/ tools is then analyzed by using appropriate statistical techniques.
- **Limitations:** Although the specific or immediate objectives may be quite narrow, they could probably imply much more data collection and analysis than possible for a thesis. To demonstrate a good overview of the general subject area it should be specified what aspects will not be addressed and how this will limit conclusions. It is important to not (only) mention that due to time constraints a limited number of observations/measurements/interviews will be conducted.
- **References:** References of books to be enlisted for reference. These should be alphabetically listed.

While the above format is normally followed, it is not necessary that the same chapter scheme is used for all topics. Synopsis writing is undertaken after the topics choice is completed. Therefore, an in depth discussion should take place between the learner / student and the academic counsellor / supervisor before finalization of the topic.

### SUBMISSION OF THE PROJECT REPORT

Finally, you are expected to submit a properly typed (double-space) and bound report of about 60-70 pages in A-4 size course to your concerned study centre through the Supervisor.

#### **Course – XI (4 Credits)**

#### **Financial Management**

##### **Block – I: Introduction to Finance**

Unit -1	Introduction to Finance
Unit -2	Basic Terminologies of Finance
Unit -3	Principles of Finance

##### **Block – II: Fundamentals of Accounting**

Unit -1	Sources of Finance
Unit -2	Basic Terminologies of Accounting
Unit -3	Principles of Accounting

##### **Block – III: Preparations of Financial Statements**

Unit -1	Financial Accounting & its Applications
Unit -2	Preparation of Financial Statements
Unit -3	Depreciation Methods and Techniques

##### **Block – IV: E-commerce and its Applications**

Unit -1	Financial Statements Analysis
Unit -2	Ratio Analysis and Trend Analysis
Unit -3	Comparative and Common Size Statement

#### **Course – XII (4 Credits)**

#### **Rural Health Management**

##### **Block – I: Health: An Introduction**

Unit - 1	Meaning and Importance of Health
Unit - 2	Development Planning and Health
Unit - 3	Health Planning Approaches and Perspectives
Unit -	Policies, Goals, Objectives, Targets, Organizations, Important Issues and Problems.



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<b>Block – II: Health Care: Programmes and Performance</b>	
Unit - 1	Communicable Diseases in India – An Overview
Unit - 2	Prevention and Control of Communicable Diseases in Rural India
Unit - 3	Environmental Sanitation and Hygiene
Unit - 4	Reproductive and Child Health Programme (RCH), ICDS, AIDS Control Programme
<b>Block – III: Health Care : Planning and Management</b>	
Unit - 1	Planning Rural Health Care Services
Unit - 2	Management of Rural Health Care Services
Unit - 3	Communication and Health Education : An Outline
Unit - 4	NGO Experience in Health Care
<b>Course – XIII (4 Credits)</b>	
<b>Entrepreneurship and Rural Development</b>	
<b>Block – I: Understanding Entrepreneurship</b>	
Unit - 1	Entrepreneurship – Concepts and Theories
Unit - 2	Evolution of Entrepreneurship in India
Unit - 3	Democratic State, Development and Entrepreneurship
Unit - 4	Market – Economy Entrepreneurship
Unit - 5	Unleashing Rural Entrepreneurship
<b>Block – II: Rural Entrepreneurship – Strategies and Experiences</b>	
Unit - 1	Entrepreneurship – Policies and Strategies
Unit - 2	Types of Rural Entrepreneurship





Unit - 3	Rural Entrepreneurship – Successful Experiences
Unit - 4	Rural Entrepreneurship – International Experiences
Unit - 5	Domains of Rural Entrepreneurship
<b>Block – III: An Enterprise in a Rural Area</b>	
Unit -1	Planning a Rural Enterprise
Unit -2	Human Resources and Infrastructure
Unit -3	Arranging of Finance
Unit -4	Managing a Rural Enterprise
Unit -5	Marketing Rural Products and Services
<b>Course – XIV (4 Credits)</b>	
<b>Voluntary Action for Rural Development</b>	
<b>Block – I: Concept of Voluntary Action</b>	
Unit -1	Non Governmental Organizations : Meaning, Definition, Structure and functions
Unit -2	NGOs and Development Functionaries – Distinction between voluntary organizations and Non Governmental Organizations
Unit -3	Role of NGOs in Rural Development
Unit -4	Interface between NGOs and GOs : Role Transformation of NGOs and Withdrawals strategies
<b>Block – II: SHG and Micro-finance</b>	
Unit -1	Financial institutions for rural development
Unit -2	Concept of thrift and credit
Unit -3	Micro finance at small group level: concept, emergence, objectives and thrust areas
Unit -4	Case studies of success stories.
<b>Block – III: Corporate Social Responsibility in Rural Development</b>	
Unit -1	Concept of Corporate Social Responsibility
Unit -2	Stakeholders & Tools of CSR
Unit -3	CSR Policy
Unit -4	CSR in India

