

Syllabus

Master degree in Rural Development and Management
Department of Rural Development and Management

University of Kalyani

August 2009

Part I Semester I

Paper	Subject	Full Marks (Written + I.A.)
1.1	Concept of Development and Theory of Rural Development	80+20
1.2	Rural Development in India and Rural Development Approaches in other Selected Countries	80+20
1.3	Social Sector Development: Poverty, Education, Health and Nutrition	80+20
1.4	Theories of Economics related to Rural Development & Management and Indian Economy	80+20
1.5	Rural Management : Principles and Practices and Human Resource Management for rural India	80+20
1.6	Rural Social Structure, Social Change and Continuity and Development of Other Weaker sections and minority groups	80+20

7 days orientation programme (non-credit)

Part I Semester II

Paper	Subject	Full Marks (Written + I.A.)
2.1	Agriculture Development and Farm Management	80+20
2.2	Non-Farm Sector Development and Entrepreneurship Management	80+20
2.3	Research Methodology : Qualitative and Quantitative Methods for Rural Development and Management	80+20
2.4	Women and Child Development and Sustainable Rural Livelihood and its Diversification	80+20
2.5	Decentralization, PRIs & Local Self Government and Management of Rural Institutions	80+20
2.6	Accounting in Rural Development Management- Principles & Techniques and Rural Marketing Management	80+20

Assignment Work (non-credit)

Part II Semester I

Paper	Subject	Full Marks (Written + I.A.)
3.1	Participatory Methods of data collection and Hands-on-practice (Practical)	(40+10)+50
3.2	Project Appraisal, Formulation, Implementation, Monitoring and Evaluation : Participatory PIME & Project Management	80+20
3.3	Civil Society, NGO Management and GO – NGO Interface and Globalization	80+20
3.4	Infrastructure and Rural Technology Management	80+20
3.5	Special Paper: I Gender Studies II. NGO Management	(40+10)+50
3.6	Villages Survey, Report Writing (Practical & Presentation)	100

Seminar Lecture Series - I

Part II Semester IV

Paper	Subject	Full Marks (Written + I.A.)
4.1	Management of Rural Financing and Micro Finance, Micro Credit	80+20
4.2	Computer Application and Management Information System (MIS) (Theory and Practical)	(40+10)+50
4.3	Management of Environment and Rural Resources and Sustainable Development	80+20
4.4	Placement (Internship) and Institution Visit (Practical & Presentation)	100
4.5	Special Paper : I. Rural Credit & Micro finance II. Environmental management and Sustainable Development	(40+10)+50
4.6	Dissertation, Seminar Presentation and Comprehensive viva (Practical & Presentation)	100

Seminar Lecture Series - II

Semester – I

Paper 1.1: Concept of Development and Theory of Rural Development

Unit – I: Concept of Development **40+10**

- A. Concept of Development
- B. Theories of Development
- C. Measures of Development
- D. Determinants of Development

Unit – II: Theory of Rural Development **40+10**

- A. Concepts of Rural Development
- B. Rural Development Theories
- C. Rural Development Planning
- D. Rural Development Policies and Strategies

Paper 1.2: Rural Development in India and Rural Development Approaches in other Selected Countries

Unit – I: Rural Development in India **40+10**

- A. Phases of Rural Development in India
- B. Rural Development Approaches – Pre Independence Namely- Martandam Experiment, Sriniketan Experiment, Gurgaon experiment, Gandhian Experiment, Bhoodan and Gramdan and other important experiments.
- C. Post Independence: Different Approaches taken by the Government of India for Rural Development
- D. Rural Development and in Five Year Plan

Unit – II: Rural Development Approaches in other Selected Countries **40+10**

Rural Development Experiments and Experiences from the following countries:

- A. Asian Countries [Bangladesh/China]
- B. Latin American Countries [Brazil/Mexico]
- C. African Countries [Ethiopia/Botswana]
- D. East European Countries [Poland/Russia]

Paper 1.3: Social Sector Development: Poverty, Education, Health and Nutrition

Unit – I: Social Sector Development **40+10**

- A. Social Sector Development – Overview and Approaches
- B. Social Development Index
- C. Social Security for Unorganised Sectors
- D. Community Relation – Social Inclusion and Exclusion

Unit – II: Social Sector Development: Poverty, Education, Health and Nutrition **40+10**

- A. Poverty and Unemployment
- B. Health and Nutrition
- C. Education and Literacy
- D. Women in Social Development

Paper 1.4: Theories of Economics related to Rural Development & Management and Indian Economy

Unit--I: Theories of Economics related to Rural Development & Management 40+10

- A. Basic Micro-Economic Theories and Concept
- B. Theories of Growth, Income and Employment
- C. Market, International Trade and Globalisation
- D. Fiscal policy and Financial Institution

Unit – II: Indian Economy 40+10

- A. Agricultural Development
- B. Industrial Development
- C. Rural Resources – Land, Labour, Capital and Market
- D. Rural Finance

Paper – 1.5: Rural Management – Principles and Practices and Human Resource Management for rural India

Unit – I: Rural Management – Principles and Practices 40+10

- A. Introduction to Management and Theory of Management
- B. Planning, Organisation Structure and Design
- C. Motivation and Leadership
- D. Management Control and Managerial Decision Making

Unit – II: Human Resource Management for rural India 40+10

- E. Nature, Scope of Human Resource Management.
- F. Human Resource Planning, Recruitment and Selection, Training and Development, Performance Appraisal
- G. Welfare programme and Fringe benefits, Wage and Salary Administration
- H. Morale and Productivity, Industrial Relations and Industrial Disputes

Paper – 1.6: Rural Social Structure, Social Change and Continuity and Development of Other Weaker sections and minority groups

Unit – I: Rural Social Structure, Social Change and Continuity 40+10

- A. Scope and Subject Matter of Rural Sociology, Approaches to the study of Rural Society, Rural – Urban differences, Rural-Urban Continuum, Urbanism.
- B. Social and Economic Structure of Rural Society, “Village” – concept.
- C. Land Reforms and Agrarian Class Structure in India, Globalisation and Indian Peasantry.
- D. Different Approaches of Social Change, Dialectical approach, Oppression and Empowerment.

Unit – II: Development of Other Weaker sections and minority groups 40+10

Development and Constitutional safeguards for:

- A. SC
- B. ST
- C. OBC
- D. Other Minority groups including women

Semester – II

Paper 2.1: Agriculture Development and Farm Management

Unit – I: Agricultural Development 40+10

- A: Present Scenario of Indian Agriculture
- B: Factors of Production in agriculture
- C: Agricultural Finance and Marketing
- D: Impact of Globalization on Indian Agriculture and issues of Food Security

Unit – II: Farm Management 40+10

- A: Concept and Types of Farm Management
- B: Economic Principles of Farm Management
- C: Farm Planning and Budgeting in view of Risk and Uncertainty
- D: Farm Income and Farm balance sheet

Paper 2.2: Non-Farm Sector Development and Entrepreneurship Management

Unit – I: Non – Farm Sector Development 40+10

- A: Concept and Importance of Non-Farm Sector and Difference with Farm Sector
- B: Non-Farm Employment scenario in India: Programme and Policies for Non- Farm Sector
- C: Cottage and Small Scale Industries, Agro-Industries
- D: Case studies

Unit – II: Entrepreneurship Development 40+10

- A: Concept and types of Entrepreneurship and development of Entrepreneurial Organizations
- B: Factors affecting Entrepreneurial Growth and Management
- C: Role of Institutions in Entrepreneurial Development
- D: Case Studies

Paper 2.3: Research Methodology: Qualitative and Quantitative Methods for Rural Development and Management

Unit – I: Research Methodology: Qualitative 40+10

- A: Concept of Social Research, Traditional Research, Action Research and Participatory Research
- B: Qualitative Data Construction and Methods of Data Collection
- C: Techniques of Interview
- D: Qualitative methods: Sociometry, Case Studies, observation, coding and content analysis

Unit – II: Research Methodology: Quantitative 40+10

- A: Collection, Tabulation and Presentation of data
- B: Measures of Central Tendency, Dispersion, Moments, Skewness and Kurtosis, Correlation and Regression
- C: Unit 3: Sampling Theory and Test of Significance
- B: Time Series and Index Number

Paper 2.4: Women and Child Development and Sustainable Rural Livelihood and its Diversification

Unit – I: Women and Child Development **40+10**

- A: Gender Concept: issues, biases and implications
- B: Demographic features of women and children in India
- C: Constitutional aspects of women and children development: Empowerment and Right to education, health
- D: Programmes and policies initiated in India

Unit – II: Sustainable Rural Livelihood and its Diversification **40+10**

- A: Livelihood: Concept, Income and Livelihood process and out come.
- B: Livelihood in Developing countries: Diversity and Diversification
- C: Sustainability
- D: A Framework of a Livelihood Analysis

Paper 2.5: Decentralization, PRIs & Local Self Government and Management of Rural Institutions

Unit – I: Decentralization, PRIs & Local Self Government **40+10**

- A: Rural Decentralization: Past and present Scenario
- B: Evolution of Local Self Government and Panchayati Raj Institutions in India
- C: Constitutional provisions, functions and finance of PRIs
- D: Comparative analysis of PRIs in the States of India

Unit – II: Management of Rural Institutions **40+10**

- A: Rural Institutions – evolution, types and progress
- B: Administrative Structures and financing
- C: Types, Role, progress, financing and Laws of Rural Institutions
- D: Case Studies

Paper 2.6: Accounting in Rural Development Management-Principles & Techniques and Rural Marketing Management

Unit – I: Accounting in Rural Development Management-Principles & Techniques **40+10**

- A: Accounting Cycle and Double Entry Book-keeping
- B: Accounting of Rural Institutions and Social Audit
- C: Ratio Analysis and Cost Sheet, Budgetary Control, Budgeting Decisions and Marginal Cost Analysis.
- D: Case studies

Unit – II: Rural Marketing Management **40+10**

- A: Conceptual framework of Rural Marketing – development and diversifications
- B: Rural consumers – pattern, behaviour, decision making and entrepreneurial abilities
- C: Marketing strategies and financing models
- D: Rural Marketing in global perspective

Part-II Semester I

Paper 3.1: Participatory Methods of data collection and Hands-on-practice (Practical)

Unit – I: Participatory Methods of Data Collection 40+10

- A: Concept and Need of Data, Information, Appraisal; Various methods of Data Collection, Interpretation of Qualitative and Quantitative Data.
- B: Origin of Participatory Methods, FSA, Rapid Rural Appraisal.
- C: PRA & PLA – Concept, Methods, Tools, Interpretation and Techniques
- D: Focus Group Discussion – Buzz Group Analysis and other relevant methods.

Unit – II: Hands –on-Practice (Practical) 50

Paper 3.2: Project Appraisal, Formulation, Implementation, Monitoring and Evaluation & Participatory PIME and Project Management

Unit – I: Project Appraisal, Formulation, Implementation, Monitoring and Evaluation 40+10

- A: Concept, Planning and Establishment of Projects
- B: Formulation of a Project, Tools and Techniques
- C: Project Work System Design, Execution, Financing, Project Risk and Market Risk
- D: Monitoring and Evaluation, Performance Indicators, Concurrent Evaluation, Cost – Benefit Analysis

Unit – II: Participatory PIME and Project Management 40+10

- A: Concept, Meaning and Approaches of Participatory Project Management
- B: Participatory Approach in Project Identification and Formulation
- C: Participatory Implementation, Monitoring and Evaluation
- D: Social Audit in Project Management

Paper 3.3: Civil Society and NGO Management & GO-NGO Interface and Globalisation

Unit – I: Civil Society and NGO Management 40+10

- A: Understanding Civil Societies, Role of Civil Societies, classification of Civil Societies
- B: Concept of grass-root development organisations, type and characteristics of NGOs, Administrative and financial structure of NGOs.
- C: Guideline for NGO Management, NGOs as Society, NGOs as non-profit company, NGOs as Trust, provision for 80G, FCRA, etc.
- D: Success stories of Local, National and International NGOs.

Unit – II: GO-NGO Interface and Globalisation 40+10

- A: Distinction between GO-NGO Activities, Concept related to GO-NGO interface.
- B: Case studies of NGO working close with GO bodies.

C: Changing NGO-GO concepts after globalisation.

D: Futuristic approaches of strengthening GO-NGO interface.

Paper 3.4: Rural Infrastructure Management and Rural Technology Management

Unit – I: Rural Infrastructure Management 40+10

A: Meaning and Concept of Infrastructure, Rural Urban differences, Component of Rural Infrastructure

B: Importance of Rural Infrastructure, Linkages with Livelihood, Economy and Rural Development, Impact of Rural Infrastructure.

C: Government Programmes and Policies for infrastructure development in Rural Areas

D: Overview of Indian Rural Infrastructure – Roads, Electricity or power, markets, irrigation, health and sanitation, housing, peoples’ organisation, Government and Semi-government organisation

Unit – II: Rural Technology Management 40+10

A: Introduction to Rural Technology

B: Technology for Natural Resources Development and Conservation

C: Technology for Rural Livelihood Development

D: Technology for Infrastructure

Paper 3.5: Special Paper

Paper 3.5 (i) Gender Studies

Unit-I 40+10

A: Conceptual Analysis of gender development.

B: Theories of Women’s development.

C: Status of women in India

D: Status of Women in other Selected Countries

E: Home Economics and income generating activities of women in Rural Families.

F: Gender budgeting.

Unit II Field Visit and Project Report Preparation (Presentation & Viva-voce) 50

Paper 3.5 (ii) NGO Management

Unit-I 40+10

A: NGO concept, Formation, Movements, Types, Characteristics

B: Functions and Role – Administrative and Financial

C: Management of NGOs – Rules and Regulations, Legal Framework, Provisions

D: NGO development in India through plan periods – Dynamics and Strategies.

E: Major Activities performed by different NGOs – Social, Cultural, Income generating, etc.

F: Success Stories of Important Local, National and International level NGOs.

Unit –II Field Visit and Project Report Preparation(Presentation & Viva-voce)50

3.6: Master Thesis-I : Village Survey, Report Writing (Practical & Presentation)

Part II Semester IV

Paper 4.1: Management of Rural Financing and Micro Finance, Micro Credit **Paper : 4.1.1 Management of Rural Financing** **40+10**

Unit-I

A : Rural Credit System, Role of Rural Credit in Rural Development. Evolution and Growth of Rural Credit System in India.

B: Agricultural Credit, Agricultural Credit Review Committee, Report of different Committees and Commissions, Problems and Prospects.

C: Rural Credit to Non-farm Sector, Credit for small and marginal entrepreneurs.

D: Role of Government Institutions towards facilitating Rural Credit. Role of Non- Government/ Semi Government / Quasi- Government Institutions. Growth and Present trend of Rural Financing towards Small scale and Cottage Industries.

Paper 4.1.2 Micro Finance and Micro Credit **40+10**

Unit-II

A: Concept of Micro Finance/ Micro-Credit, Evolution and Growth.

B: Micro- Finance and Social Security, Micro-Finance and Livelihood approach.

C: Different models of Micro-Finance (NABARD, Grameen Bank, BRAC, BASIX, and BANDHAN etc.). Success Stories, Problems and Prospects of Micro-Financing in Rural India.

D: Micro- Finance and Entrepreneurial Development, Rural Women, Self-Help Groups.

4.2.1: Software Engineering and Applications to Rural Development and Management **40+10**

Unit-I

A. Computer Hardware and External Peripherals

Block diagram of Computer – Brief description of : Each functional block of Computer- Input Devices (Key board, Mouse), Output devices (VDU, Different types of Printer), Central Processing Unit (ALU, CU), Primary Memory and Secondary Memory, **Data Representation in Computer-** What is data – Bits, Bytes – ASCII code – Number system (Preliminary idea), decimal, Binary Conversion.

B. Computer Software and Programming Language

Importance of Software – System Software Vs Application Software - Operating System DOS, Windows, Unix (Preliminary idea) – Use of Utility programs – Editor, Compiler, Interpreter – Useful application of Software for problem solving – Scientific, Commercial, Data Manipulation, Analysis and Data Base Management System (DBMS) – Programming, Language: High Level Language, Assembly Language, Machine Language etc.

C. Software Engineering and it's application to Rural Development and Management Software application today – in the changing scenario – Software Development Life Cycle: Technical, operational and economic feasibility – Data Flow Diagram – Verification and Validation – Prototyping – Decision Tree, Decision Table, Cost Estimation, Cost Benefit Analysis – Design of forms and reports, Codification and Classification – Project Management Techniques – Introduction to Business Process Re-engineering: The modern management method.

D. Computer Networking and Internet Technology Concept of 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 Engine, Modem – Base Band and Broad Band ,Leased Line – Electronic Mail, E-Commerce – Computer Virus
(Preliminary idea) – Webpage making by HTML

Unit-II

4.2.2: Hand on Training and Practical

50

Paper 4.3.1 ENVIRONMENTAL MANAGEMENT 40+10

Unit-I

A: Fundamentals of Environmental Management and Environmental Management System: Environmental Management - Definition, scope, characteristics and goals; Environmental Management System (EMS) - Definition, need, core elements and benefits; different environmental management systems; concepts of adaptive management and participatory environmental management.

B: Environmental Management Tools: Environmental Impact Assessment (EIA) - Concept, objectives, principles, steps and different methods; environmental management plan (EMP); economic assessment; benefit cost analysis; environmental audit; waste audits; life cycle analysis (LCA); green accounting and reporting; environmental performance evaluation and risk assessment; ISO-14000 series-principles, components; environmental labeling; ecological footprint; emission trading; case studies.

C:- Pollution Control: Concept of pollution; air pollution, water pollution, soil pollution, noise pollution and bio-pollution – their source, nature, impacts and control measures; waste management; case studies.

D: Resource Management: Concept, kinds and conservation/preservation of natural - and bio-resources; renewable and nonrenewable energy sources; integrated energy management; integrated water resource management; rainwater harvesting; wetland management and conservation; integrated strategies for soil conservation and regeneration; conservation and management of forest, wild life and biodiversity; disaster management; case studies.

Paper 4.3.2 RURAL RESOURCES AND SUSTAINABLE DEVELOPMENT

40+10

Unit-II

A: Understanding sustainable development: Explains and critically evaluates the concept of sustainable development, its main principles, the evolution of ideas about sustainability, strategies for promoting sustainable development, resistances to the concept, and some alternative approaches. It also examines some important current issues and areas of debate in relation to sustainable development.

B: Perceptions of conventional and Non-conventional Natural Resources and its Sustainability in the Context of Rural Development & Management: Concept, kinds and conservation/preservation of natural resources; resources and economic development. Renewable Resources, Concept, kinds, distribution and economic potential and its future.

C: Socio-Economic and Cultural Sustainability of Rural Resources –farm and non farm.

D: Development of Indicators of Sustainability through studying some sustainable Rural Development projects (Case studies).

Paper 4.4: Placement (Internship) and Institution Visit (Practical & Presentation) 100

Special Paper 4.5:

(i) Rural Credit and Micro Finance

Unit- I:

40+10

A. Financing Agriculture and agri-allied sectors in rural area in India:

Agricultural credit- organisational pattern and evolution; Primary Agricultural Credit Societies (PACS) - Functions. Management, Crop loan system; District Central Co-operative Banks- Functions, Management, Credit Policy, Scale of finance, disbursement of loans procedure; State Co-operative Banks- its role in the development of Co-operative movement in a State; Agricultural Refinancing Assistance to Agricultural Credit Co-operatives – Role of NABARD – Procedure and norms of refinance; Financial assistance and Scheme of NABARD in Farm Sector. Joint Liability Group (JLV) – its concept, formation and functions.

B. Reforms of Co-operative Credit Structure

Revival of Short Term Co-operative Credit Structure(STCCS) Long Term Co-operative Structure(LTCCS) in India --- Recommendation of Vaidyanathan Committee and its implementation – Post reform role of RBI and NABARD

C. Financing Non-Farm Sector (NFS) in Rural Area in India

Non- farm Sector – Concept and definition; Govt. Policy on non-farm sector financing – Scheme of Non-farm Sector – Role of NABARD, KVIP, SIDBI, NCDC in financing Non- farm Activities.

D. Micro- finance, Micro finance Institution (MFI)

Regulatory framework for MFI --- Sustainability of MFI – Linkages between Banks and MFI – Progress and Performance of ‘SHG- Bank Linkage Programme’ in India -- Concept of SHG Federation – Financial Inclusion and SHG.

E Diversifying Micro- financial services and Capacity Building of SHG

Micro- insurance, Health insurance – innovations in credit delivery systems – income generating activities of SHG – Capacity Building of SHGs; Scope and limitation of designing, developing and implementing training of SHGs.

F Case Studies on

- a) Rural Credit
- b) Micro- finance

Unit II: Field Visit and Project Report Preparation (Presentation & Viva-voce)

50

Special Paper 4.5 (ii)

Unit: I Environmental Management and Sustainable Development 40+10

A. Sustainable Development: Concept, approaches; global changes and sustainability issues; strategies for sustainable practices in: agriculture, industrialization, urbanization, transport system and resource consumption; eco-friendly products and technologies; non-polluting energy sources; equity in resource distribution and consumption; revival of traditional systems of developments with modern scientific knowledge.

B. Resource Management and Sustainable Development: Renewable and non-renewable energy sources and integrated energy management; integrated water resource management; rainwater harvesting; wetland management and conservation; integrated strategies for soil conservation and regeneration; sustainable agriculture -principles and practices; sustainable aquaculture and fisheries - principles and practice; food and livelihood security; conservation and management of forest, wild life and biodiversity; disaster management; case studies.

C. Interdisciplinary Approaches to Sustainable Development: Application of biotechnology in human welfare and environmental management; application of environmental engineering for pollution control; ecological engineering: concept, principles and practices; green chemistry and green technologies; restoration ecology and restoration and rehabilitation of habitats; application of environmental management tools: environmental impact assessment (EIA), environmental management plan (EMP), cost benefit analysis (CBA), environmental audit, waste audits, life cycle analysis (LCA); green accounting, environmental certification, standards and eco-labeling (ISO-14000 series), ecological footprint, emission trading.

D. Environmental Philosophy and Ethics: Environmental ethics; Gaia hypothesis; Eco-spirituality; Deep Ecology; Eco-centrism; biocentrism; anthropocentrism, principle of intergenerational equity; ethical issues in animal rights; eco-feminism; tribal culture and nature; environmental movements.

E. Global Climate Change and Sustainable Development: Overview of global climate change issues; causes and impacts of the following global issues: greenhouse effect and global warming, ozone hole, acid rain, El Nino, desertification,; national and international efforts to combat environmental problems; global environmental politics.

F. Environmental Governance and Green Justice: National Policies on environment, forest, water and energy; constitutional provisions for environmental protection; Public Interest Litigation (PIL) and role of SC and HCs in environmental protection; environmental laws in India: Water (Prevention and Control of Pollution) Act, Air (Prevention and Control of Pollution) Act, Environment (Protection) Act, 1986, Forest (conservation) Act, Wildlife Protection Act, Biodiversity Diversity Act; Enforcement bodies: CPCB and SPCB; Merits and failure of following International conferences, conventions, treaties and protocols: Stockholm Conference (UNCHE), Earth Summit (UNCED), Johannesburg Declarations on Sustainable Development, Conventions on Biodiversity (CBD), Montreal - and Kyoto protocols, CoPs, Copenhagen Conference, Cuncun Summit.

Unit II: Field Visit and Project Report Preparation (Presentation & Viva-voce)

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Paper 4.6: Master Thesis II: Dissertation, Seminar Presentation and Comprehensive viva (Practical & Presentation) 100

