

## **CERTIFICATE COURSE IN RURAL MANAGEMENT**

### **CCRM1: RURAL SECTOR IN INDIA**

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

#### **OBJECTIVE:**

Aware and educate human resource regarding scenario of rural sector in India.

#### **Section A**

Unit 1: Introduction of Rural Sector in India, Nature, significance, features, factors affecting rural sector.

Unit 2: Rural social structure: caste and class, rural social institutions: family and marriage.

Unit 3: Rural problems: Rural Poverty - Types, Causes and Consequences of Poverty in rural India.

Unit 4: Rural Illiteracy and Health Problems: Educational problems- Enrolment, Retention, Drop out educational neglects and its changing scenario in the context of Right to Education (RTE).

Unit 5: Health Scenario of rural India: MMR, IMR and Sex Ratio.

Unit 6: Rural Unemployment Types, Causes and Consequences of Unemployment in rural India. Rural Social Problems

#### **Section B**

Unit 7: Rural resources: land, water, forest and energy – Uses and their impacts

Unit 8: Rural Economy: Agrarian economy and rural livelihood, Features of rural economy, Rural market and Problems of Food Security

Unit 9: Diversification of Rural Economic Activities, Livestock economies- Livestock resources and their productivity

Unit 10: White revolution - Fishery and poultry development, Forestry, Horticulture and Floriculture.

Unit 11: Rural industrialization: importance, problems and approaches.

Unit 12: Rural entrepreneurship: concept, characteristics, Factors, types, problems, prospects.

## **Suggested Reading**

- A.R. Desai (Ed). Introduction of Rural Sociology in India.
- B.C. Mehta, Rural poverty in India, concept, publisher.
- K.R. Gupta, Rural Development in India, Atlantic Publishers and Distributors (P) Ltd.
- M. Soundarapandian, Rural Entrepreneurship: Growth and Potentials, Kanishka Publisher.
- C.B. Mammoria, Indian Social Problems, Kitab Mahal Publisher

**CERTIFICATE COURSE IN RURAL MANAGEMENT**  
**CCRM2- RURAL DEVELOPMENT: PLANNING AND PROGRAMMES**

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

**Objective:**

Aware human resource regarding rural planning process and programs to develop rural India.

**Section A**

Unit 1: Rural Development Planning, Planning Process, Types, Function and level of Planning

Unit 2: Multi-level Planning, District Planning

Unit 3: Grassroots Level Planning (Block Level Planning), Grassroots Level Planning (Village Level Planning).

Unit 4: Rural Development Administration: Administrative Structure

Unit 5: Institutions of Rural Sector: Panchayati Raj Institutions (PRIs): Evolution–Structure-Functions.

Unit 6: 73rd Constitutional Amendment Act – Devolution of Powers and Functions to PRIs, Role of Panchayati Raj Institutions in Rural Development.

**Section B**

Unit 7: Cooperative Institutions: Concept and Principles of Cooperation

Unit 8: Types and working of Rural Cooperatives: Credit Cooperatives

Unit 9: Marketing Cooperatives, Dairy Cooperatives

Unit 10: Rural Development Programmes, Poverty Alleviation Programmes: Programmes for Self & Wage Employment

Unit 11: Rural Empowerment

Unit 12: Social Security of Women, Other Development Programmes and Start up India in Rural sector.

**CERTIFICATE COURSE IN RURAL MANAGEMENT**  
**CCRM3: RURAL MANAGEMENT**

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

**Objectives:**

To develop educated rural human resource having skill and know-how required to promote rural area.

**Section A**

Unit 1: Rural Crop: Financing, Production and Marketing

Unit 2: Rural Livestock Management: Financing, Production and Marketing, Rural,

Unit 3: Rural Development Management: Issues in Management of Rural Development Projects, Project Dimension, Identification and Formulation,

Unit 4: Project Appraisal-I (Technical Feasibility) Project Appraisal-II (Economic Feasibility), Project Appraisal-III (Financial Feasibility)

Unit 5: Programme Implementation (Activity Planning and Network Analysis), Monitoring Development Projects, Project Evaluation.

Unit 6: Natural Resources Management: Drought-Prone Areas Programme, Desert Development Programme, Integrated Wasteland Development Programme, Social Forestry and Joint Forest Management.

**Section B**

Unit 7: Application of ICT for Rural Management.

Unit 8: Application of Remote Sensing and GIS in Rural Development: Natural Resource Management, Watershed Management,

Unit 9: Rural Infrastructure Management, Disaster Management.

Unit 10: Communication Channels: Uses for Rural Management, Communication Strategies for Rural Management

Unit 11: Media Mix for Rural Development - Audio – visual aids in proper sequence - Cross-media approach - Media forum – Using social media for rural management.

### **Suggested Reading**

- Katar. Singh (2009), Rural Development: Principles, Policies and Management, SAGE Publications India Pvt Ltd. Publication year: 2009
- H.D. Foth & I.M. Turk, Fundamentals of Soil Science, Wiley Eastern
- Bneerjee G. D, Srijeet (2012), Rural Entrepreneurship Development Programme in India, An Impact Assessment, Abhijeet publication