

MASTER OF RURAL STUDIES

THE FOLLOWING ARE THE SUBJECTS PRESCRIBED FOR

SEMESTER-III

Sr No.	Subject	credit	Evaluation		Title of the Subject	Course No.
			Internal max/min (30/12)	External max/min (70/28)		
1	Foundation-3	2+0	30	70	Scientific and Technical Writing	M.FND-311
2	Core-3	2+0	30	70	1. Agronomy-3 2. Horticulture & Forestry -3 3. Animal Husbandry-3 4. Rural Extension-3 5. Rural Economics-3	M.Agro.-301 M.Hort.-301 M.AH.-301 M.Ext-301 M.Eco-301
3	Elective-7	2+0	30	70	1. Environmental Economics 2. Crop Disease and Weed Control 3. Rural Extension 4. Landscape Gardening	M.ELT-311 M.ELT-312 M.ELT-313 M.ELT-314
4	Elective-8	2+0	30	70	1. Principals of Social Reconstruction 2. Disaster Management 3. Social Engineering	M.ELT-321 M.ELT-322 M.ELT-323
5	Elective-9	2+0	30	70	1. Research Methodology 2. Rural Marketing Management 3. N.G.O. Management	M.ELT-331 M.ELT-332 M.ELT-333

MASTER OF RURAL STUDIES

SEMESTER – III

Foundation-3

Subject: - Scientific and Technical Writing (M.FND-311)

Marks-100

Objective:

- (1) To study and use the scientific and technical methods of writing.
- (2) To study methods of thesis writing and reference citation.
- (3) To understand different experimental designs and their uses.
- (4) To know how to write a research proposal and research paper.

Course:

Unit: 1	Dissertation and thesis: Introduction and Detail methodology of thesis writing	20%
Unit: 2	Reference citations: Introduction and methods of reference writing	15%
Unit: 3	Research proposals: Its importance and method	15%
Unit: 4	Method of research paper writing.	15%
Unit: 5	Research and Types of Research	15%
Unit: 6	Discovery and its types and conditions for each	10%
Unit: 7	Proof reading marks for thesis writing.	10%

Reference Books:-

1. A text book of animal husbandry - G. C. Banerjee
2. Animal genetics and breeding - BAIF
3. Animal management: introduction animal science - James J. Kiser
4. Dairying in India a review - D.N. Kharady
5. "Kshetra Prayog Ni Karya Paddhati"
Dr.Ambalal Sendhabhai Patel & Shri Mahesh Ramaniklal Vaishnav
6. Agriculture Statistics in India -P.C.Bansil
7. Field Experimental Design -Chandel R.S.

MASTER OF RURAL STUDIES

SEMESTER – III

Core- 3

Subject: - Agronomy -3 (M.Agro-301)

Marks - 100

Title: - Techniques for Higher Crop Production.

(2+0)

Objective:

1. Student will become aware with advance technology in agriculture.
2. Students get knowledge of advance technology in agriculture science so useful in progressive farming.

Course:

- | | |
|--|-----|
| 1. Soil Conservation, Problems and Remedies | 20% |
| 2. Soil Fertility | 20% |
| 2.1 Factors affecting soil Fertility | |
| 2.2 Management of Soil Fertility through Rotation And Mixed Cropping | |
| 3. Soil reclamation:- | 20% |
| 3.1 Saline and alkaline soil and its characteristics and remedies. | |
| 4. Tillage Practices – its Effect on Fertility. | 20% |
| 5. Use of Drip irrigation in higher crop production. | 20% |
| 5.1 What is drip irrigation? | |
| 5.2 Necessity of drip irrigation. | |
| 5.3 Compartments of drip irrigation. | |
| 5.4 Merits and demerits of drip irrigation. | |

Reference Book:-

1. Manures and fertilizer. R.S Yawalkar J.P Agrawal.
- S. Bokde.
2. Soil Fertility & Fertilizer. S. Tisdale, W. Melson.
3. Jamin vigyan & Vyavstha. Babubhai Avarani.
4. Jamin vigyan And Pak Utpadan. Dr. A.S Patel, Dr R.S Joshi.
5. Manule on Irrigatio Agronomy R.D Misra and M.Ahmed.
6. Water Conservation And its efficient use
- Compiled by Dr. A.D Kher.

MASTER OF RURAL STUDIES

SEMESTER – III

Core- 3

Subject: - Animal Husbandry -3 (M.AH-301)

Marks - 100

Title: - Dairy Industry

(2+0)

Objective

- (1) To understand the importance of dairy industry.
- (2) To know various dairy industry problems and how to overcome from them.
- (3) To know how one could help to villagers for preservation of milk and milk products.

Course:

- | | |
|---|-----|
| 1. Importance of Dairy Industry | 10% |
| 2. Milk Production in the world: An overview,
Milk consumption & availability per capita | 15% |
| 3. Milk types and their specifications | 10% |
| 4. Sources of Contamination of Milk and control measures. | 10% |
| 5. Milk testing: society level & dairy level | 15% |
| 6. Storage of Milk: methods and advantages: Heating,
Chilling & by adding preservatives | 10% |
| 7. Diseases transmitted through milk and their preventive measures. | 15% |
| 8. Adulteration in milk and its test: Adulterants used and their testing methods. | 15% |

Reference Books:

- | | |
|--|------------------|
| 1. Dairy Vigyan | - C. H. Joshi |
| 2. Dudh ane Dudhni Banavato (Gujarati) | - B. M. Patel |
| 3. Text Book of Dairy Science | - Henny, Judkin |
| 4. Dairying in India - A review | - D. N. Kharady |
| 5. Dairy Microbiology | - K. C. Mahanta. |

MASTER OF RURAL STUDIES

SEMESTER – III

Core- 3

Subject: - Horticulture & Forestry -3 (M.Hort-301)

Marks - 100

Title: - Applied forestry

(2+0)

Objectives: –

1. Student gets theoretically, as well as practical Knowledge about forest
2. Self Employment thought forest and its product

Unit: - 1 Roll of government for forest development scheme -social forestry etc. 10%

Unit: - 2 Honey bee keeping – Apiculture. 20%

2.1 Importance

- Economical
- Pollination

2.2 Body structure of honeybee

2.3 Types of bee

- male
- female queen
- soldier

2.4 structure of honey comb

2.5 Honey bee cultivation

2.6 Information center for apiculture

Unit: - 3 Lac Culture. 10%

3.1 importances

3.2 Cultivation of host tree and Caria lecca

3.3 Economical View

Unit: - 4 Biodiversity 20%

4.1 Introduction.

4.2 Bio geographic classification of India

4.3 Value of biodiversity.

4.4 Biodiversity at global, national and local level.

4.5 Threats of biodiversity.

4.6 Endangered and endemic species of India.

Unit:- 5 Introduction wild life Century and National park 10%

5.1 Lion

5.2 Tiger

5.3 Deer

5.4 Leopard

5.5 Bird.

Unit: - 5 Information of Medal and award of Forest – India and Gujarat. 10%

Unit: - 6 Forest conservation 10%

- 6.1. from fire
- 6.2 From animal
- 6.3 From human being
- 6.4 From insect
- 6.5. From parasite

Unit: - 7 Field Programme 10%

- 7.1 To Visit a forest Department
- 7.2 To Visit a Forest nursery
- 7.3 Participation in Social Forestry.
- 7.4 Arrange a meeting with range Forest Officer

REFERENCES:-

1. Forests in india - Agrawal V.P (1985) -Pub: oxford & IBH publishing Co. pvt. Ltd, new delhi
2. Forestry in india - Dwivedi A. P (1980) - Pub: jugalkishor& co., dehradun
3. A textbook of silviculture - Dwivedi A.P (1980) - Pub IBD, Dehradun

MASTER OF RURAL STUDIES

SEMESTER – III

Core- 3

Subject: - Rural Economics -3 (M.Eco-301)

Marks - 100

Title: - Rural Economy: Problems and Policies

(2+0)

Objectives:

1. To aware about importance of rural economy
2. To get informed about rural economic problems
3. To understand the Gandhi' view about rural development
4. To think about the remedial measures of rural economic problems

Course:

Unit: 1 Meaning and characteristics of rural economy, importance of rural economy in national economy. 15%

Unit: 2 Employment and development relationship, Poverty and unemployment in India, Nature, present state, causes and remedial measures of Poverty and unemployment, Major poverty alleviation and employment generation programs, evaluation of MANREGA 30%

Unit: 3 Meaning, present state and problems of agri. labour, causes of the poor economic conditions, remedial measures. 15%

Unit: 4 Food security in India – concept of Food security, Food self – Sufficiency and food security in India – public distribution system (PDS) and its Impact on poverty alleviation. 20%

Unit: 5 Rural industries: Meaning, nature, importance, problems and remedial measures, Govt. policies, Gandhian approach about rural industries. 20%

References:

1. Rural Development- Sundhamr L.S.
2. Fundamentals of Rural Development – Vasanl desai .
3. Rural Development. Katarsingh.
4. Rural development. – John harris.
5. Poverty, planning and social change – C. T. Kurien.
6. Government of India – Planning commission.
7. Agriculture systems and rural development, ILO. 1989 .
- Dharamghu
8. Globalization and rural development – Batra.
9. The Indian Economy – Environment & Policy
- Ishwar Dhingra
10. Why poor people stay Poor – michel lipton.

MASTER OF RURAL STUDIES

SEMESTER – III

Core- 3

Subject: - Rural Extension -3 (M.Ext-301)

Marks - 100

Title: - Rural Development and Planning

(2+0)

Objective

1. Students will understand the meaning of community development.
2. Students will get information regarding different project of community development.
3. Students will know about the different factors responsible for change in rural economy.

Course:-

Unit: - 1	Meaning of community development project - Objectives of community development	20%
Unit: - 2	Programmers of community development project - Impact on rural society	30%
Unit: - 3.	Administrative structure of community development project	30%
Unit: - 4.	Factor of change in rural society, change in rural economy	20%

Reference:-

1. Rural Sociology - A.G Shah
2. Extension Education - Babubhai avarani
3. Vistran sikshan na multavo - Pro- Dhiraj Dhakan.

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-7

Subject: - Environmental Economics (M.ELT-311)

Marks-100

Objective: To acquaint studies with basic theories of environment economics so that - they can development use appropriate theoretical frame to analyze and understand important environment issues.

Course

Unit: 1. Meaning of environment economics, various defination, and nature of environment economics. 15%

Unit: 2. Relation between environment and development, theory of sustainable development - and problems of operationalising this theory 20%

Unit: 3. Agriculture development and environment problems, changing land-use and cropping pattern and environmental issues, the problems of grazing - land, the problem of conservation of forest and biodiversity, supply and quality of ground water and its management. 30%

Unit: 4. Change in growth and structure of industries in India, growth of pollutant industries, problems of air and water pollution, management of solid and liquid wastes. 20%

Unit: 5. Environment policy in India, important environmental laws, 15%

Reference:-

1. Bhattacharya ravindra N. -environment economics- oxford uni. Press
2. Dasgupta - The control of resources - oxford uni- press
3. Kerr, J.M.D other - Natural Resources economics - Oxford uni. Press
4. Kaulastand C.D - Environment Economics - oxford uni. Press
5. Joshi M.V - Theories and approaches of environment economics - oxford uni.press
6. Chari,S.N and vyasalu, Vinod - environment management : An Indian Perspective, Mcmillan India Ltd.
7. Murthy .M.N, James.A.J and smita misra - Economics of water pollution - oxford uni.press.
8. Rio, Johniburg and beyond - Indians progress in sustainable development - oriet- logman.new delhi
9. Ramprasad seugupta - ecology & Economics, oxford uni uni. press
10. syam, diwan and arman - environmental land and policy in India - oxford uni. press

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-7

Subject: - Crop Disease and Weed Control (M.ELT-312)

Marks-100

Objectives:-

1. Students should be aware about insects ,its nature ,lifecycle and control measures
2. Introduction to plant diseases ,its causes ,symptoms in plant and principles of disease control to the student
3. The student should know about weeds ,its disadvantages ,dispersal ,classification and control measures

Course:

Unit: 1 What is Diseases? Its importance and classification	05%
Unit:2 Causes of diseases.	05%
Unit:3 Introduction bacteria, fungi and viruses.	10%
Unit:4 Symptoms of diseases on crop plants.	10%
Unit:5 Factors affecting spreading of diseases.	05%
Unit:6 Diseases infection.	10%
Unit:7 Principles of diseases control.	10%
Unit:8 Chemicals used in diseases control.	05%
Unit:9 Weed and weed control.	40%
9.1 What is weed?	
9.2 Genomic importance of weed.	
9.3 Merits of weed.	
9.4 Spreading of weed.	
9.5 Classification of weed.	
9.6 Method of weed control.	

Reference:

1. Principles and procedures of plant protection. - S.B Chattopadhyay.
2. Introduction to principles of plant pathology - R.S Singh.
3. Insect pest of Crops. - S. Pradhan.
4. Sampurna pak – Sarakshan (part – II) - Babubhai avarani.
5. Principles of weed science. - V.S Rao.
6. Weed Management- in important crop of Gujarat state.- Dr. J.C Patel.
- Shri H.D Kavani.
- Shri A.L Potat.

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-7

Subject: - Rural Extension (M.ELT-313)

Marks-100

Objective

1. To develop understand about administration in the students
2. Students become aware about characteristics of effective administration.
3. Students become aware about effective principles of the administration and execute it.
4. Students will get information regarding characteristics of effective administration.
5. Students will get skill of a good administrator.

Course:-

Unit: - 1 Administration meaning, development of Administration in India types of Administration 20%

1.1 Centralized: its advantage and disadvantage.

1.2 Decentralized: its advantage and disadvantage.

Factor of centralized and decentralized administration

1.1.1 Administration factor

1.2.1 Functional Factors

1.2.3 External Factors.

Unit: - 2 Scope of Administration mechanism. 30%

2.1 Planning

2.2 Organizing

2.3 Staffing

2.4 Direction

2.5 Co- Ordination

2.6 Supervision

2.7 Budgeting

2.8 Evaluation.

2.9 Responsibility

2.10 Authority.

Unit: - 3 Principles of Administration

40%

3.1 Principles of Co-Ordination

Need of Co-Ordination, Classification of Co-Ordination, Means and ways for bringing about Co-Ordination.

3.2 Principles of responsibility and authority meaning of authority

Types of authority

1. Line authority

2. Staff authority

3. Functional authority

4. Executive authority

Scalar Process

3.3 Principles of command

3.4 Principles of staff

3.5 Principles of control

3.6 Principles of policy analysis.

3.7 Principles of span of action

3.8 Principles of unity of action

3.9 Principles of motivation

3.10 Principles of procedure analysis

Unit: - 4 characteristic of

10%

4.1 Effective administration.

4.2 Effective administration.

Reference:-

1. Krishi vistran shikshan (Gujarat) - Iswarbhai patel

2. Vistran shikshan na multatva (Gujarat) - Pro.Dhirag Dhakan.

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-7

Subject: - Landscape Gardening (M.ELT-314)

Marks-100

Objectives:-

- (i) Student gets theoretical as well as practical knowledge of Flower cultivation practices and landscape and gardening so useful in progressive farming and for to make well planned garden in city and in industries.
- (ii) Create self - employment source.

Course

Unit - 1:- Garden 10%

1.1 Definition

1.2 Importance

Unit - 2:-Classification of garden on utility base. 10%

2.1 Public garden

2.2 Private garden

2.3 Children Garden and Other

Unit - 3:- Characteristic of garden 20%

3.1 Mogul garden.

3.2 Japanese Garden

3.3 English garden.

3.4 Famous garden in India

Unit - 4:- Bonsai 20%

4.1 Definition

4.2 Types of bonsai

4.3 Steps of bonsai preparation

Unit - 5:- Lawn 20%

5.1 Importance

5.2 Preparation method.

Unit -6:- Garden tools. 10%

6.1 Name and use

6.2 Price and manufacturing company

Unit - 7:-Nursery management 10%

7.1 Importance

7.2 Bed preparation

7.3 Type of nursery- private, government, forest department

7.4 Important plant for nursery

Reference:-

1. Floriculture in India

-Randhawa G.S and Mukhopadhyay A.(1986) pub. Allied publishers private ltd, newdelhi, india.

2. Advances in horticulture vol. 12

-edited by chadhu, K.L and Bhattacharya
-Malhotra publishing house New delhi

3. Beautiful gardens

-Randhawa M.S
-I.C.A.R, New Delhi

4. Creating small gardens

-roy strong
-conran octopus ltd, London

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-8

Subject: - Principles of Social Reconstruction (M.ELT-321)

Marks-100

Objective:-

1. To Familiarize with Knowledge of Social Reconstruction.
2. To get Information regarding religion, Philosophy and Science.
3. To know the contribution of Abraham Lankan, Karl Marks, etc in social reconstruction

Course

૧. ધર્મનો અર્થ અને સ્વરૂપ. ૫૦%
 ૧. હિંદુ ધર્મ :-
 ૧. શ્રુતિ અને સ્મૃતિ સાહિત્ય – આઠો પરીચય
 ૨. સ્મૃતિ સાહિત્યનો પચ પ્રાણનો ખ્યાલ (નીતી શાસ્ત્ર)
 - ૩.રામયણ મહાભારતનો સામાજિક અભીગમ
 - ૪.ભાગવદગીતાનો માનવ ધર્મનો ખ્યાલ
 ૨. યાહુદી ધર્મ :- સ્થાપકનુ જીવન અને ઉપદેશ
 ૩. ખ્રીસ્તી ધર્મ :- સ્થાપકનુ જીવન અને ઉપદેશ
 ૪. જૈન ધર્મ :- મહાવીર સ્વામીનુ જીવન અને તેના સીધાતો
 ૫. બૌધ ધર્મ :- સ્થાપકનુ જીવન અને આર્યઅષ્ટાગ માર્ગ
 ૬. ઈસ્લામ ધર્મ :- મહમદ પયગબર નુ જીવન અને ઈસ્લામ ના સીધાતો
૨. સમાજ સુધારણા આદોલન ૩૦%
 ૧. બ્રહ્મો સમાજ
 ૨. આર્ય સમાજ
 - ૩.પ્રાર્થના સમાજ
 - ૪.થિયો સોફીકલ સોસાયટી
 - ૫.સામાજિક ક્ષેત્રે પરીવર્તન લાવનાર પ્રવૃત્તિઓમા સ્વાધ્યાય પરીવાર,સ્વામીનારાયણ સપ્રદાય
૩. ગાધીજીના સત્ય અને અહીસા અગેના વિચારો:- ૨૦%

ગાધીજીનુ સામાજિક પ્રદાન :-કેળવણી,અસ્પૃસ્યતા ધર્મના ક્ષેત્ર મા.

સદર્ભ ગ્રંથો :-

- | | |
|----------------------|--------------|
| ૧.આપણો ધર્મ | આ.બા.ધ્રુવ |
| ૨.જગતના વિધમાન ધર્મો | જે.એ.યાજ્ઞીક |
| ૩.જગતના ધર્મ:- | બી.જી.દેસાઈ |

૪.સમાજ સુધારણામા ગાધીજીનુ પ્રદાન	અજના
૫.ગાધીજીનુ ધર્મ દર્શન	મ.જો.પટેલ
૬.અ-વૈદીક દર્શનો	સી.વી.રાવજી
૭.જૈન દર્શન	ઝેડ.વી.કોઠારી
૮.બૌધ દર્શન	એમ.કે.ભટ
૯.બૌધ ધર્મ દર્શનો	નગીન જી.શાહ
૧૦. ધર્મનુ તુલનાત્મક અધ્યયન	બી.જી.દેસાઈ
૧૧.ગૌતમ બુધ્ધ	ધર્માનંદ કોસબી

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-8

Subject: - Disaster Management (M.ELT-322)

Marks-100

Objectives:

1. To understand the natural disaster
2. To know remedial steps in disaster
3. To know organizations working in disaster management
4. To understand civilian responsibility in disaster

Course:

Unit: -1.	Disaster Management: -	10%
	<ol style="list-style-type: none">1. Introduction.2. Natural Disaster3. Man – Made Disaster.	
Unit: -2.	Disaster Management – Nature and Working System:	30%
	<ol style="list-style-type: none">1. Disaster Management Policy.2. Disaster Management Plan.3. Disaster relief and rescue Management.4. Disaster rehabilitation Programme.	
Unit: -3.	Disaster Management and Voluntary Services Organization	10%
	<ol style="list-style-type: none">1. Role of Voluntary Organization in Disaster Management.2. Some Hints to Voluntary Organization.	
Unit: - 4.	Disaster Management – Some Experiences	10%
	<ol style="list-style-type: none">1. Disaster Management in India.2. Disaster Management in Gujarat.	
Unit: - 5.	Some Points related to Disaster Management	30%
	<ol style="list-style-type: none">1. Disaster Management Education.2. Disaster Management and Civilian Responsibility.3. Disaster Management Research.4. Disaster Management Research5. Some Problems related to Disaster Management	
Unit: - 6	Remedial and Preventive Step During.	10%
	<ol style="list-style-type: none">1. Flood2. cyclone3. Earth Quake	

Reference Book:-

1. Disaster Management - Dr.Ramnik J. Yadav.
2. Essentials of Environment and seismic engineering- Dr. M.B.Gohil, - Anil K.Popat
3. પર્યાવરણ અધ્યયનક્રમ યુ.જી.સી, અરેચ ભરૂચા

૪. ભુકંપ માર્ગદર્શિકા ગુજરાત રાજ્ય આપત્તિ વ્યવસ્થાપન સત્તામંડળ ટનકમોબલ ગાધિનગર
૫. વાવાઝોડુ માર્ગદર્શિકા _____ ગુજરાત રાજ્ય આપત્તિ વ્યવસ્થાપન સત્તામંડળ ટનકમોબલ ગાધિનગર
૬. ભુકંપ પુર્વતૈયારી અને સુરક્ષા
ગુજરાત રાજ્ય આપત્તિ વ્યવસ્થાપન
સત્તામંડળ ટનકમોબલ ગાધિનગર
૭. પુર માટે સુરક્ષા
ગુજરાત રાજ્ય આપત્તિ વ્યવસ્થાપન
સત્તામંડળ ટનકમોબલ ગાધિનગર
૮. વાવાઝોડા સામે પુર્વતૈયારી અને સુરક્ષા
ગુજરાત રાજ્ય આપત્તિ વ્યવસ્થાપન
સત્તામંડળ ટનકમોબલ ગાધિનગર
૯. ઔદ્યોગિક અકસ્માતો
ગુજરાત રાજ્ય આપત્તિ વ્યવસ્થાપન
સત્તામંડળ ટનકમોબલ ગાધિનગર
૧૦. આફતો અગે માર્ગદર્શક પુસ્તિકા
ગુજરાત રાજ્ય આપત્તિ વ્યવસ્થાપન
સત્તામંડળ ટનકમોબલ ગાધિનગર
11. Disaster Management –Text & Case Studies
- DBN Murthy
 - Deepen Deep Public
 - Cantin - 2007

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-8

Subject: - SOCIAL ENGINEERING (M.ELT-323)

Marks-100

Objectives:

1. To know structure of social engineering
2. To know current status of social engineering
3. To understand importance of marriage in ancient and current perspectives

Course:

UNIT-I

20%

- Social-Engineering: Meaning, message and purpose.
- Definition of individual, group, society and community
- Properties of Human potential E.g., Emotion intelligence (E.I.) and Spiritual Intelligence (SI)

UNIT –II

20%

- Social – Engineering : Current status
- Tools of Social – Engineering and linking it with development devices.
- Status and role of family structure in sustainable social development.

UNIT-III

20%

- Marriage – as a tool of multiplying development devices.
- Ancient Indian approaches in marriages settlements.
- Current status of marriage institutions
- Marriage concerned Indian laws.

UNIT-IV

20%

- Group – Dynamics – meaning role and strategies
- Team: Definition, purpose and role
- Strategies of Team – building and task allotment
- S.H.G. as a tool of current rural development; SWOT Analysis.

UNIT – V

20%

Strategy for creating Social Engineering in India:

- Cutting edge Phase-1 (Next Five Years)
- Cutting edge for Phase – 2 (Next Ten Years)
- Cutting edge for Phase – 3 (Next Fifteen years)

NOTE:Lecture Cum student lead. Seminar method adopted in Unit 5

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-9

Subject: - Research methodology (M.ELT-331)

Marks-100

Objective

1. to development scientific attitude in the students by studding research techniques.
2. To Know about the relationship between research and science.
3. To know about the place and importance of the research in social field
4. To know about the place of real knowledge in the research.

Course:

૧. વિજ્ઞાનનો અર્થ, વ્યાખ્યા, લક્ષણો	૧૦%
૨. સામાજિક સશોધનના હેતુઓ / મર્યાદા	૧૫%
૩. સમષ્ટીનો અર્થ અને પ્રકાર	૧૦%
૪. માહિતીનો અર્થ અને પ્રકાર	૧૦%
૫. સશોધન પધ્ધતીઓ	૨૫%
૬. માહિતીની રજુઆત	૧૫%
૭. સશોધન અહેવાલનું આલેખન	૧૫%

સદભૂ ગથ :-

૧. સામાજિક સશોધન પધ્ધતીઓ	— ડો. અરવિંદ દેસાઈ
૨. સશોધન પધ્ધતીઓ	— ડો. દવે
૩. સશોધન પધ્ધતીઓ અને પ્રવિધીઓ	— ડો. હરીભાઈ દેસાઈ
૪. સશોધન ડિઝાઈન	— ડો. વિમલ શાહ
૫. સશોધન અહેવાલ	— ડો. વિમલ શાહ
૬. સશોધન પ્રણાલી	— ડો. વિજય જરારે

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-9

Subject: - Rural Marketing Management (M.ELT-332)

Marks-100

Objective:

The purpose of this course is to develop an understanding of the underlying concept, strategies and the issues involved in the exchange of products and services between the companies and rural markets and rural products to consumers.

Course:

- Unit-1** Concept of rural marketing, need of rural marketing, rural market segmentation
Concept of rural consumer behavior, research in rural consumer behavior, method of
conducting rural marketing research 20%
- Unit-2** Product Planning: Product mix and product life cycle, product diversification.
Product Pricing, pricing strategies 20%
- Unit-3** Distribution channels in rural marketing, advertising for rural marketing 20%
- Unit-4** Basic principles of processing and reservation, value addition and quality control,
Grading and Packaging 20%
- Unit -5** Case study on 'multi-nationals in rural marketing' Case study on 'NGOs in Rural
Marketing' Case study on "Social Marketing" 20%

References:

1. Rural Marketing Mgt.: Raja Gopal (Discovery Publications)
2. Marketing Mgt: Philip Kilter
3. Marketing Mgt: T.N.Chhabra
4. Principles of Marketing: Armstrong & Kotler

MASTER OF RURAL STUDIES

SEMESTER – III

Elective-9

Subject: - N.G.O. MANAGEMENT (M.ELT-333)

Marks-100

Objectives:

1. To know about NGO and its evolution
2. To understand functioning of NGO
3. To know NGO movement in India and its achievement

Course:

UNIT-I	Introduction of NGOs, V.O., C.G.O., G.O., N.G.Os History of Voluntary Action in India People's Movement and Development Action	20%
UNIT-II	Phases of NGO Movement Types of NGOs Current Govt. Policy on NGOs involvement	20%
UNIT-III	Case Studies on NGOs Movement 1. Chipko Movement. 2. Narmada Bachao Movement. 3. KSSP Movement. 4. Kundrakudi Movement. 5. Hamara Ghar Hamara Raj. 6. Feminist Movement. 7. Tehari Dam Movement. 8. Sariska Bachao Movement. 9. Ganga Bachao Movement. 10. Jal Jangal Jameen Andolan. 11. Bandhua Majdoor Andolan.	20%
UNIT-IV	Management of N.G.O Registration of NGO FCRA Income Tax Exemption 80 G Financial Management Annual Report Writing FERRA	20%
UNIT-V	Project Management Project Formulation Project Monitoring Training of NGO's Functions Human Resource Management on NGO's Funding Agencies and their Format/Guidelines	20%