



# UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE' UNIVERSITY)  
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

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## **NOTIFICATION**

**(23/March/Adp/85)**

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the revised Syllabi and Courses of Study of **Master Degree Programme in Rural Studies** for semesters Ist, IInd, IIIrd and IVth under the **Choice Based Credit System (Through Regular Mode)** (as given in the Annexure) in the main Campus for the examinations to be held in the years indicated against each semester as under:-

Subject	Semester	For the examinations to be held in the year
Rural Studies	Semester-I	December 2022, 2023 and 2024
	Semester-II	May 2023, 2024 and 2025
	Semester-III	December 2023, 2024 and 2025
	Semester-IV	May 2024, 2025 and 2026

The Syllabi of the courses are also available on the University website:  
[www.jammuuniversity.ac.in](http://www.jammuuniversity.ac.in).

Sd/-

**DEAN ACADEMIC AFFAIRS**

No. F. Acd/II/23/12980-12994

Dated: 15-3-2023

Copy for information and necessary action to:

1. Dean Faculty of Social Science
2. Director/Convener, Board of Studies Rural Development
3. All members of the Board of Studies
4. C.A. to the Controller of Examinations
5. Director, Computer Centre, University of Jammu
6. Deputy Registrar/Asst. Registrar (Conf. /Exams. P.G)
- ✓ Incharge University Website for necessary action please

**Deputy Registrar (Academic)**

*[Signature]*  
15/03/23

**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU  
JAMMU**

**MASTER OF RURAL STUDIES  
(MRS)**

**SYLLABUS OF MRS**

<b>Semester – 1<sup>st</sup></b>				
<b>S. No.</b>	<b>Title of the Course</b>	<b>Course No</b>	<b>Credits</b>	<b>Total Credits</b>
1	Immersion Programme	PSMRSTC-101	06	26
2	Rural Society and Governance	PSMRSTC-102	04	
3	Management Perspectives & Leadership	PSMRSTC-103	04	
4	Basics of Accounting, Finance & Economics	PSMRSTC-104	04	
5	Basics of Research Methodology	PSMRSTC-105	04	
6	Working with Communities	PSMRSTC-106	04	
Non-Credits Courses				
<b>S. No.</b>	<b>Title of the Course</b>	<b>Course No</b>	<b>Sessions</b>	
1	Communication & Analysis	PSMRSTC-107	10	
<b>Semester – 2<sup>nd</sup></b>				
1	Field Work and Report Writing	PSMRSTC-201	06	26
2	Rural Livelihood, Collective Actions and Organisations	PSMRSTC-202	04	
3	Organisational Behaviour & Human Resource Management	PSMRSTC-203	04	
4	Entrepreneurship and Production Environment	PSMRSTC-204	04	
5	Value Chain and Marketing	PSMRSTC-205	04	
6	Rural Project Management	PSMRSTC-206	04	

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Non-Credits Courses				
S. No.	Title of the Course	Course No	Sessions	
1	ICT Skills	PSMRSTC-207	10	
<b>Semester – 3<sup>rd</sup></b>				
1	Summer Internship Project	PSMRSTC-301	06	26
2	Poverty and Development	PSMRSTC-302	04	
3	Rural Social Infrastructure	PSMRSTC-303	04	
4	Rural Banking and Micro Finance	PSMRSTC-304	04	
5	Social Problems And Marginalised Groups	PSMRSTC-305	04	
6	MOOC	-----	04	
Non-Credits Courses				
S. No.	Title of the Course	Course No	Sessions	
1	Human Rights and Gender	PSMRSTC-306	10	
<b>Semester – 4<sup>th</sup></b>				
1	Dissertation	PSMRSTC-401	08	28
2	Climate Change & Disaster Management	PSMRSTC-402	04	
3	Rural and Agricultural Marketing	PSMRSTC-403	04	
4	Corporate Social Responsibility	PSMRSTC-404	04	
5	Voluntary Organizations	PSMRSTC-405	04	
6	Rural Development Indian Perspective (Open)	PSMRSTO-406	04	
Total Credits				106

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**MASTER OF RURAL STUDIES  
(MRS)**

(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)

**Semester – 1<sup>st</sup>**

S.No.	Title of the Course	Course No	Credits
1	Immersion Programme	PSMRSTC-101	06
2	Rural Society and Governance	PSMRSTC-102	04
3	Management Perspectives & Leadership	PSMRSTC-103	04
4	Basic of Accounting and Finance	PSMRSTC-104	04
5	Basics of Research Methodology	PSMRSTC-105	04
6	Working with Communities	PSMRSTC-106	04
Total Credits			26

**Non-Credits Courses**

S.No.	Title of the Course	Course No	Sessions
1	Communication & Analysis	PSMRSTC-107	10

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**MASTER OF RURAL STUDIES**

**COURSE NO. PSMRSTC-101**  
**Credits: 4**

**Title: Immersion Programme**  
**Total Marks-100**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

Rural Immersion is the process of becoming a part of development by getting deeply involved in the activities in the rural vicinities by the students of MARD. It is the deep mental and physical involvement in the communities so that the student of MARD understands the impulse of Indian rural villages. **Immersion** programme deliberates on relocating individuals into relatively unfamiliar environment for some period of time for the purpose of providing meaningful learning opportunities, and also for making the individual receptive to the social, cultural and/or political circumstances into which they have been placed.

Rural Immersion program is an important component of MRD programme to connect the new generation students with the rural community. The program is planned to be executed preferably in the nearby villages of Jammu district. Immersion program is applicable for all admitted students of MRD programme. It is designed to expose the students to the rural realities. This unique concept is being implemented with an intention of sensitizing the budding rural planners and entrepreneurs to become a part of rural development through various activities in rural area.

During the execution of aforesaid programme, multiple themes like Health, Water and Sanitation, Education, Women Empowerment, Enterprise management would be covered to build up social awareness.

The programme is not only an attempt to give exposure to university students to visit villages but also to create a learning opportunity for students from urban background by actually spending time in the farmer's house for a few days for understanding their plights, problems, value systems and their courage to cope up with the natural as well as man-made calamities faced by the farming sector. It is also poised to understand the struggle of rural communities and their contribution for food security of our country.

The Immersion Programme, thus, is a mission to give an opportunity to students to learn mechanisms deployed by women, men, elderly people, youth and children from different economic and social groups to overcome various obstacles faced by them in their day-to-day survival efforts, in an interaction of student with faculty and rural people continuously for ten days. They are also given an opportunity to work with rural communities and learn the structures and functions of local-self government bodies.

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**MASTER OF RURAL STUDIES**

**COURSE NO. PSMRSTC-101**

**Credits: 4**

**Title: Immersion Programme  
Total Marks-100**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

**Pre-course/Immersion, 4 Weeks (S1)**

Pre-course would start with a 3-4-day classroom orientation about basic concepts, context, purpose, possibilities of the programme and along with the list of do's and don'ts in the field/rural areas. This would be followed by 4-week field immersion, may be as a small group of 3-5 participants. The basic focus is that the participants stay put in the village, day and night, see the rural situation and interact with the communities and families in a freewheeling manner.

Following derivables are expected:

- a. Stay in the village for the entire duration of Immersion.
- b. Maintaining a field diary
- c. Photographs of Interaction with rural communities and observing the village life (issues/ contexts, visual reflection of opportunities/disadvantages, infrastructure, social setting, market, surrounding etc.) and issues.
- d. Sharing Geo-tagged pictures on daily basis
- e. Submitting a brief 10-page report of understanding on rural realities from field immersion individually and a log of activities and time spent.
- f. Submitting a team report, with profiling of the village (as per the checklist) and case studies of 10-15 diverse families.
- g. Making a presentation of observations, understanding, and plan(s) in the class.

**EVALUATION:**

Field stay (diary, log sheet, daily photographs, daily messages etc.) - 20%; Community feedback - 10%; Individual report - 20%; Team Report - 20%; Presentation - 20%; Learning from other Teams - 10%

**Understanding the Context/Appreciating the Realities on Ground: Fieldwork checklist**

- About the village
  - Full Address
  - Socio-geographic location of the village
  - Village map and modes of reaching the village.

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**Credits: 4**

**Total Marks - 100**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

- Major events in village history (or timeline of the village) including changes over the period of time.
- No. of households/Population and demographic details ( sex, caste, religion, age).
- Major Occupational details of the village, and no. of households taking up each occupation.
- Social, Resource and Livelihoods Mapping.
- Declining and Emerging Livelihoods.
- Livelihoods Portfolios in families.
- Education level of adults and children; persons taking up (or having taken up) vocational education; educational facilities used/accessed by the villagers (even if they are outside the village) – no. of children accessing; out of school children.
- Health condition of the villagers. (Any person with chronic diseases, nutritional status of children, any infant or maternal mortality in recent past, details of disabled in the village, nearby health facilities present, preference of persons to access these health facilities.)
- Status of housing in the village.
- Community infrastructure like meeting halls, play grounds, library, etc.
- Roads and sanitation and infrastructural facilities in the village.
- Environment and Ecological Setting, Ownership, access and distribution of resources in the village and risks of the village
- Farming/Livelihoods System of the village
- Caste-class structures and reflections.
- Poor in the village
  - Non-poor, Not-so-poor, Poor and Poorest of the Poor – percentages, description
  - Whom do the people consider poor? Why?
  - How many poor exist in the village?
  - How is poverty experienced by these groups?
  - What efforts have been made in the past by these groups to come out of poverty?
- Vulnerable groups in the village

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**MASTER OF RURAL STUDIES**

**COURSE NO. PSMRSTC-101**

**Title: Immersion Programme**

**Credits: 4**

**Total Marks - 100**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

- Who are they?
- What kind of vulnerabilities are they facing?
- What kind of support are they getting?
- Status of Old People, Marginalized People etc.
- Migrants in the village
  - Who migrates?
  - Places to which migrated
  - Work at the place of migration
- Development organisations and programs in the village
  - Organisations/ institutions working for development in the village
  - Government programs
  - NGOs present and their activities
  - Role of the panchayat in the development
  - Role of youth groups (if present) in the development
  - Women groups and their role in development
  - Services of technical agencies accessed by the villagers
  - Any development program that has failed in the village, along with reasons attributed for its failure
- Stakeholders
  - Identify stakeholders for the development process in the village and their respective stakes.
  - What development programs are catering to the interests of these stakeholders?
  - How are the development programs trying to manage the negative stakes of these stakeholders?
- Natural resources in the village
  - No. of acres of land present in the village, by use of the land present.
  - Water sources in the village, and their maintenance
  - Common lands or properties, and their management
  - Forest lands, products obtained from forest

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**COURSE NO. PSMRSTC-101**

**Title: Immersion Programme**

**Credits: 4**

**Total Marks - 100**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

- Animal wealth in the village and nearby lands
- How are these resources distributed
- Rules governing the use of these resources
- Efforts made to improve the stock of resources in the village
- Factors hindering proper use of the resources
- Conflict and mutual support in the village
  - Major groups present in the village
  - Conflicts in the recent past and conflict resolution mechanisms present
  - Example activities where mutual support was exhibited in the recent past
  - Whom does the community approach for help and advice? How many such persons exist in the village and nearby vicinity?
  - Who take up the causes of the community? Who lead the community in discussions with outsiders?
- Public, Formal, and Informal Institutions,
- Financial services and institutions
  - Where do people save?
  - From where do people obtain loans? What are the terms of these loans?
  - What do people do at times of financial emergencies?
  - What happens when they are unable to repay?
- Items being traded into the village and those being traded out of the village.
- Market
- Culture, Cultural aspects
- Castes
- Discriminations – Social, Gender, Occupational etc.
- Situations of Children, Adolescents, Elders
- What were the major crises faced by the people in the village in the past?
  - How did they overcome these crises?
- Development aspirations of the people

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**COURSE NO. PSMRSTC-101**  
**Credits: 4**

**Title: Immersion Programme**  
**Total Marks - 100**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

- In their view, what is development? What do they want for development to happen?
- What efforts have they made to make development happen?
- Gaps and opportunities existing in the village that can be exploited by entrepreneurs.
- Leaders, including Panchayat Representatives, in the village
  - To which community they belong to?
  - Why were they chosen as leaders?
  - What did you like about these leaders?
- Functioning People's Organisations
  - List Organizations like SHGs, Youth Groups, Associations, Cooperatives, Caste Groups. Political Parties, Unions etc.
  - Details about organizations like formation, membership (numbers, gender, break-up), savings, funds etc., development and economic activities undertaken by them
  - Major perceived benefits in economic as well as social front
- Details about Panchayat Raj Institution
- Functioning of Public Services in the village
- Status of women – health and nutrition, vulnerability, rights, participation in decision making and work and other gender issues
- Household analysis/Individual Profiling (from 20 different households)
  - Income and expenditure analysis
  - Sources of income (cash and kind) and how do they relate to one another
  - How are the 24 hours in a day spent by various members of the family?
  - How do they spend 365 days? How do seasons affect their life? What changes with each season?
  - Household which moved out of poverty
  - Household that still remain in poverty
  - Woman with triple burden
  - Leader (poor/dalit/tribal woman)
  - Labourer and their food security
  - Recent school drop out

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**COURSE NO. PSMRSTC-101**

**Title: Immersion Programme**

**Credits: 4**

**Total Marks - 100**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

- Top Problems, Gaps and Opportunities in the village
- Timeline of the entire fieldwork
- Photographs
- Video clips of interactions

Each participant has to maintain a diary during the entire immersion period

The evaluation of immersion programme at the end shall be done on the basis of

- a. Diary maintenance.
- b. Individual Presentation.

*Note: This checklist can be further improved/fine-tuned.*





**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL SOCIETY AND GOVERNANCE**

**Course No. PSMRSTC102  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**Objectives:** The objective of the paper is to provide a theoretical and detailed understanding about the rural society, its polity, culture and development along with its various perspectives. The detailed understanding of rural society thus, would enable the students to develop clarity about rural development and would thus set the base for rural development management in subsequent papers.

**Learning outcomes:**

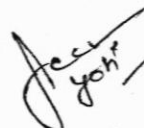
- Generate awareness about Panchayati Raj Institutions working in rural context.
- Apply fundamental of convergence and divergence in rural cultural perspectives.
- Use the knowledge of rural social institutions to better rural governance.

**UNIT-I: RURAL SOCIETY**

Society: Types of society (Tribal, Rural, Urban) and their demographics, features & characteristics; Rural Society: Evolution, determinants, settlement pattern and its factors; Impact of industrialization, modernization and globalization on rural society; Culture: Components, diversity, Convergence & Divergence of culture in rural society.

**UNIT-II: RURAL DEVELOPMENT**

Concept of Development and Underdevelopment, Rural Development: Concept, Philosophy, Principles and significance, Rural Development Experiences in India: **Pre independence and post Independence**; Approaches of Rural Development: Sectoral, Participatory and Gandhian approach, Rural development and five year plans



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**RURAL SOCIETY AND GOVERNANCE**

**Course No. PSMRSTC102**  
**Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**UNIT-III: RURAL SOCIAL INSTITUTIONS**

Rural social stratification: Forms and theories (Functional and Conflict Theory), Caste- Class dynamics; Rural caste: Sanskritization, Westernization, Parochialization and Universalization, little and great traditions. Rural social institutions: Religion, Marriage, Kinship, Family; life-living-livelihood systems, migration, employment.

**UNIT-IV: RURAL GOVERNANCE**

**Rural Governance:** Concept and issues; History of Panchayati raj; Major post-independent development in PRIs in India; Gram Sabha (composition, functions and funding); Zilla Panchayat (composition functions and funding); 73<sup>rd</sup> constitutional Amendment (1992/93), Recent rural development schemes and their impact: MGNREGA, PMAY-G, PMGSY, DDUGKY

**Books Recommended:**

- Desai, V.(1988) Rural Development in India: Programmes and strategies, Himalaya Publishing House
- Dahama O.P & Bhatnagar O P.(1985) Education and Communication for development: Oxford and IBH Publishers
- Dasgupta, D. (2008) Extension Education core Contents and Emerging Areas; Agrobios (India)
- Lalitha N. (2004) Rural Development, Emerging issues and Trends (Vol. I and II) dominate Publications, New Delhi.
- Kalipada D (1977) The challenge of Rural Development, M.D. Publications Pvt. Ltd., New Delhi.
- Maheswari S.(1985) Rural Development in India, - A Public Policy Approach, Sage publication, New Delhi.
- Singh, Katar; Rural Development: Principles, Policies and Management, Sage Publications

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**DEPARTMENT OF LIFELONG LEARNING  
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MASTER OF RURAL STUDIES**

**RURAL SOCIETY AND GOVERNANCE**

**Course No. PSMRSTC102**  
**Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

*Jeet Singh*

**DEPARTMENT OF LIFELONG LEARNING  
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**MANAGEMENT PERSPECTIVES & LEADERSHIP**

**Course No. PSMRSTC-103  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3:00 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

**Objective:** This course provides the students with detailed knowledge of management perspectives for enabling them to develop the ability and skills through management concepts, principles and practices.

**Learning Outcomes:**

- Students would be able to apply the basic principles and different functions of management in the organisational setting;
- Strategic management would enable the students to chalk out strategies for better management in the rural areas.

**UNIT-I: BASICS OF MANAGEMENT**

Management- concept, nature and purpose; Evolution of management thought – Taylor's scientific management, Fayol's administrative management, Systems and contingency approach; McKinsey 7s framework; Management functions-Planning, Organising, Staffing, Directing and Controlling; Current trends in management.

**UNIT-II: PLANNING AND MANAGEMENT BY OBJECTIVES**

Planning- concept, nature and importance; Types of planning; Steps in planning; Objectives- nature and hierarchy; Process of setting objectives; Management by objectives (MBO): process, benefits, limitations and pre-requisites for installing MBO programme; Strategies and levels of strategy; Decision making: Types and Process; Models of decision making- Economic man and Administrative man.

**UNIT III- Organisation, Direction and Control**

Organisation and Organising; Organisational Structure: concept and need; Line organisational structure and Line-staff organisational structure; Factors affecting organisational structure; Staffing- concept, importance and factors affecting Staffing; Concept and importance of directing; Controlling- concept, steps in controlling and types of Control; Coordination.

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**DEPARTMENT OF LIFELONG LEARNING  
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MASTER OF RURAL STUDIES**

**MANAGEMENT PERSPECTIVES & LEADERSHIP**

Course No. PSMRSTC-103  
Credits: 4

Maximum Marks: 100

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

**UNIT-IV: LEADERSHIP**

Leader: Concept, functions and characteristics of a leader; Leadership-concept and importance; Leadership and management; Leadership theories and styles; Leadership development- Elements and process; Leadership in a new economy; Rural leadership: Concept and characteristics.

**Books Recommended:**

- Koontz, H. and Weihrich, H., Essentials of Management- An International and Leadership, Tata McGraw Hill, 2012.
- Prasad, L.M, Principles and Practice of Management, Sultan Chand and Sons, 2019.
- Drucker, Peter. F, Practice of Management, Harper Collins Publishers, 2006.
- Prasad, L.M, Organisational behaviour, Sultan Chand and Sons, 2019.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.





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**MANAGEMENT PERSPECTIVES & LEADERSHIP**

Course No. PSMRSTC-103  
Credits: 4

Maximum Marks: 100

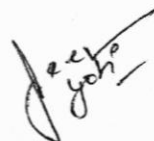
(Syllabus for the examinations to be held in May 2023, 2024, 2025)

- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.



**DEPARTMENT OF LIFELONG LEARNING  
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MASTER OF RURAL STUDIES**

**BASICS OF ACCOUNTING, FINANCE & ECONOMICS**

Course No. PSMRSTC-104  
Credits: 4

Maximum Marks: 100  
Duration of Exam: 3:00 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks

(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)

**OBJECTIVE:** This course provides the students with a detailed knowledge of accounting and finance and also enables them to develop ability and skills through accounting techniques and their application in practical work situation.

**Learning Outcomes:**

- learn the basics of accounting;
- understand the rules of debit and credit and their application;
- develop an understanding of trial balance;
- prepare trading and profit and loss account and balance sheet of sole proprietorship; and apply basics of finance in real life situations.

**UNIT-I: INTRODUCTION**

Accounting - Concept, meaning, as a source of information, objectives, advantages and limitations; Users of accounting information and their needs; Qualitative characteristics of accounting information; Role of accounting in business; Basic accounting terms; System of accounting; Basis of accounting: cash basis and accrual basis; Basic accounting concepts and conventions.

**UNIT-II: ACCOUNTING PROCESS**

Voucher and Transactions: Source documents and vouchers, preparation of vouchers; Accounting equation approach-Meaning and analysis, rules of debit and credit; Recording of transactions: Books of original entry- journal; Special purpose books: Cash book- simple, Cash book with bank column and petty cash book, purchases book, sales book, purchases return book, sales return book; Journal proper; Ledger- format, posting from journal and subsidiary books and preparation of trial balance.

**UNIT-III: FINAL ACCOUNTS OF SOLE PROPRIETORS**

Financial Statements- meaning and users; Distinction between capital expenditure and revenue expenditure; Trading and profit and loss account: Gross profit, operating profit, net profit; Balance sheet-need, grouping, marshalling of assets and liabilities; Preparation of trading and profit and loss account and balance sheet of sole proprietorship (without adjustments).

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**BASICS OF ACCOUNTING, FINANCE & ECONOMICS**

Course No. PSMRSTC-104  
Credits: 4

Maximum Marks: 100

(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)

**UNIT-IV: MONEY AND FINANCE**

Money- Concept, types, functions, types and significance; Monetary standards: mono- metallic, bi-metallic, gold and paper standards; Inflation and deflation—Meaning, causes, effects and control; Difference between inflation and deflation; Money market structure: characteristics and shortcomings; Supply of money- Central bank as a Controller of supply of money; Difference between money and finance; Short-term and long- term sources of finance.

**Books Recommended:**

1. Gupta, R.L. Advanced Financial Accounting, S. Chand & Sons, New Delhi.
2. Kumar, A.S. Advanced Financial Accounting, Himalaya Publication House, New Delhi.
3. Shukla, M.C. and Grewal, T.S. Advanced Accounts, S. Chand & Ltd., New Delhi.
4. Jain, S.P. and Narang, K.L. Advanced Accounts, Kalyani Publishers, Ludhiana.
5. Maheshwari, S.N. Corporate Accounting, Vikas Publishing House Pvt. Ltd, New Delhi.
9. Mithani, D.M. Money and Financial System, Himalaya Publication House, New Delhi.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**BASICS OF ACCOUNTING, FINANCE & ECONOMICS**

**Course No. PSMRSTC-104  
Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

*Jeet Singh*

**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**BASICS OF RESEARCH METHODOLOGY**

**Course No. PSMRSTC-105  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3:00 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

**OBJECTIVES:** To familiarize students with basics of research, research process, sampling, data collection and hypothesis testing procedures. To equip students with the knowledge of qualitative research procedures. To familiarize participants with statistical softwares such as SPSS/EXCEL/NVIVO/ATLAS-TI.

**Learning outcomes:**

- Use knowledge for evaluating the field data.
- Apply relevant approach for data collection.
- Design data collection instrument.

**Unit-I: BASICS OF RESEARCH**

Concepts, characteristics and Classification of Research: Exploratory, descriptive, and inferential. Descriptive research methods: Mean median, mode, and range. Research approaches: - qualitative & quantitative, basic & applied, inductive & deductive; Research design: Types of Research design; Research process and Ethics in Research; Current trends in Research: Mono, Disciplinary, Trans Disciplinary and Inter Disciplinary research.

**Unit-II: SAMPLING AND DATA COLLECTION TECHNIQUES**

Sampling: Concept of universe and sample; Sampling techniques: Probability and non probability; Sampling and non sampling errors; Sampling distributions: Normal, binomial, and poisson distribution and their applications; Data collection techniques: Interview, schedule, questionnaire, observation; Types of data: Primary and secondary; Measurement and scaling: types of scales; Reliability and validity.

**Unit-III: HYPOTHESIS**

Hypothesis formulation & testing: Process, regions of acceptance and rejection. Errors in hypothesis testing: power analysis; Parametric tests: t-test, z-test, f-test, analysis of variance one-way and two-way. Nonparametric tests: Chi-square, Kruskal Wallis test, Man-Whitney, Wilcoxon Signed-Rank Test and Spearman correlation; Data feeding and analysis using SPSS.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**BASICS OF RESEARCH METHODOLOGY**

Course No. PSMRSTC-105  
Credits: 4

Maximum Marks: 100

(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)

**Unit-IV: QUALITATIVE RESEARCH**

Systematic review of literature. Approaches of qualitative Research: epistemological approach, phenomenological approach, pragmatic approach. Methods of qualitative Research: Action research, interview, focus group discussion, ethnography, hybrid/Mixed Methods research; Qualitative Data feeding and analysis using NVIVO /ATLAS-TI.

**Books Recommended:**

- Anastasi, A. (1988). Psychological Testing. New York, The Macmillan Company.
- Babbie, E. R. (2017). Basics of Social Research. Nelson Education Ltd.
- Kothari, C. K. (2014). Research Methodology: Methods & Techniques. New age international Publishers.
- Mukherjee, Amitava. (2004). Participatory Rural Appraisal: Methods and Applications in Rural Planning. New Delhi, Concept Publishing Company,
- Malhotra, N. K. (2019) Marketing Research. Pearson Education.
- Trochim, W. M., Donnelly, J. P., & Arora, K. (2018). Research Methods: Essential Knowledge base. New Delhi, Cengage Learning India Private Ltd.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**BASICS OF RESEARCH METHODOLOGY**

Course No. PSMRSTC-105  
Credits: 4

Maximum Marks: 100

(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)

- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

*Jeet  
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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**WORKING WITH COMMUNITIES**

**Course No. PSMRSTC-106  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3:00 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

**(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)**

**OBJECTIVE:** To orient students about working with the community, its scope, different methods, prerequisite and phases of community mobilization. Further, to impart knowledge about the various community organizations and intervention models.

**Learning Outcomes:**

- Use the knowledge to design rural interventions for various communities.
- Utilise the range of community capitals and the possible strategies to empower the communities.
- Enabling the students to evolve as a development professional.
- Use the ethical standards and principles for community mobilization, participation and interventions.

**UNIT-I: COMMUNITY MOBILIZATION**

Community mobilization; benefits of community mobilization, preparing for community Mobilization, prerequisite for starting community mobilization, phases of community Mobilization, role of community workers in community mobilization (Behavior competencies and skills); appreciation of diversity in communities.

**UNIT-II: WORKING WITH COMMUNITY**

Community Organizations: Concept, models, principles and its functions; Animation –concept and its value for community worker, the story of who moved my cheese, Facilitation-concept and metaphor, Community intervention, models of interventions, contexts of intervention practice,

**UNIT-III: CAPITALS AND EMPOWERMENT FRAMEWORK**

Concept of Community capital framework, types of capitals (human, social, cultural, environmental, financial, physical, spiritual and Political), and role of assets in community based development. Agency –Empowerment- opportunity framework; community development.





**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**WORKING WITH COMMUNITIES**

Course No. PSMRSTC-106  
Credits: 4

Maximum Marks: 100

(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)

**UNIT-IV: PARTICIPATORY LEARNING PROCESSES**

Unlearn-learn-relearn, learning curve, types of learning (synchronous & asynchronous); bottlenecks of learning; collective & participatory learning : Rationale of Participatory appraisal, Factor affecting people's participation, Rapid Rural appraisal (RRA), participatory rural appraisal (PRA), comparison of RRA and PRA.

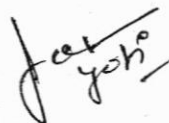
**Books Recommended:**

- Spencer Johnson, Who moved my cheese, vermilion publications, 2002
- Ian Spencer, Social work and spirituality, sage publications, 2009
- R.R. Prashad, Community mobilization Methods and Models , Discovery Publishing House Pvt Ltd, 2015
- Christian Hogan, understanding facilitations-theory & principles, Kogan Page publications, 2002.
- Asha Ramagonda Patil, Community organization and development- an Indian perspective, PHI Learning , 2012
- Gary paul green & Anna Hains, "Asset building and community development" sage publication, 2016

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.





**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**WORKING WITH COMMUNITIES**

Course No. PSMRSTC-106  
Credits: 4

Maximum Marks: 100

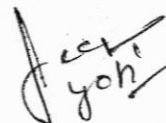
(Syllabus for the examinations to be held in Dec 2022, 2023, 2024)

- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.



## **NON CREDIT COURSES**

- **Communication and Analysis Skills (10 sessions, and daily practice)**
  1. Reading, writing, Arithmetic
  2. Reading Comprehension, Speed Reading, Precis Writing, Presentation
  3. Stories, Case Studies, Taking Notes, Documentation, Reporting
  4. Role Plays, Songs
  5. Text, Picture, Audio, Video
  6. Development Literature

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU  
JAMMU**

**MASTER OF RURAL STUDIES  
(MRS)**

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

**Semester – 2<sup>nd</sup>**

S. No.	Title of the Course	Course No	Credits
1	Field Work and Report Writing	PSMRSTC-201	06
2	Rural Livelihood, Collective Actions and Organisations	PSMRSTC-202	04
3	Organisational Behaviour & Human Resource Management	PSMRSTC-203	04
4	Entrepreneurship and Production Environment	PSMRSTC-204	04
5	Value Chain and Marketing	PSMRSTC-205	04
6	Project Management	PSMRSTC-206	04
Total Credits			24

**Non-Credits**

S. No.	Title of the Course	Course No	Sessions
1	ICT Skills	PSMRSTC-207	10

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**FIELD WORK AND REPORT WRITING**

**Course No. PSMRSTC-201**

**Credits: 6**

**Maximum Marks: 100**

**Duration of Exam: 3 hrs**

**Report Writing: 50 Marks**

**Report Evaluation: 50 Marks**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**Objective:** To acquaint the students with real life situation in the rural perspectives and to enable them to capture the knowledge explicitly in the form of report.

**Outcomes:** The students will make the strategies in the field of related work to be communicated to the Government/Non- Government for further action.

**Field work:** It will comprise one month field work on the selected and approved topics by the DAC. The outcomes will be presented in the form of report.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL LIVELIHOODS, COLLECTIVE ACTION AND ORGANIZATIONS**

**Course No. PSMRSTC-202**  
**Credits: 4**

**Maximum Marks: 100**  
**Duration of Exam: 3 hrs**  
**Minor Test I: 20 Marks,**  
**Minor Test II: 20 Marks**  
**Major Test: 60 Marks**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**OBJECTIVES:** The objective of the paper is to provide students with understanding of rural livelihoods, challenges of livelihood, rural collectives and cooperatives.

**Learning Outcomes:**

- Students will develop techniques for empowering rural communities through sustainable livelihood options.
- With the understanding of the village cooperatives, SHGs, Collectives organizations the students will have avenues for societal involvement of rural people for the better employment options.

**UNIT-I: RURAL LIVELIHOOD**

Rural livelihoods framework: Opportunities, type and determinants of rural livelihoods, (Case Studies Kalpattu Village); Rural livelihood diversification: Determinants and constraints; Natural disasters and shocks to rural livelihood, Disease outbreaks and livelihoods; Recent trends in rural livelihoods

**UNIT-II: RURAL POVERTY**

Subsistence to Market economy: Development of markets, changing pattern of consumption, Abolition of intermediaries; Livelihood empowerment against poverty (LEAPS), (Case studies Bihar), Vulnerabilities of the rural poor in India, Understanding the drivers of rural vulnerability, Livelihoods programs, Missions and movements

**UNIT-III: COLLECTIVE ACTIONS**

Collective Action, Olson's logic, Individual, Family, Collective Enterprises; Promotion of rural livelihood through women Self Help Groups, Impact of SHGs, Livelihood through Self-Help Groups (SHGs); Cases from rural India: SHG case from Jammu and Kashmir, Telangana, Maharashtra; Organizations: In Rural, For Rural, By Rural, Organizations: Informal and formal, profit, non-profit.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL LIVELIHOODS, COLLECTIVE ACTION AND ORGANIZATIONS**

**Course No. PSMRSTC-202**  
**Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**UNIT-IV: VILLAGE COOPERATIVES**

Village cooperatives: Meaning, characteristics, types of cooperative societies, History of Cooperative movements in India; Cooperative societies: Sugar cooperatives in Maharashtra, Milk cooperatives in Gujarat, J&K Cooperatives, Status of Cooperatives in India, Politics in Cooperatives, Rural Women in Agriculture cooperatives

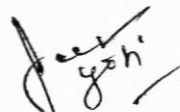
**Books Recommended:**

- Deborah, S., (2014), Rural Livelihoods, Regional Economies, and Processes of Change, 1<sup>st</sup> edition (10 January 2014) Routledge
- Clare, B., & Fiona, N., et.al. (2022), Handbook on Livelihoods in the Global South, 1st edition Routledge International Handbooks
- Kumar D., S., & Naskar, K., (2022), women and tribal livelihood: problems, policy and perspectives Paperback, Redshine Publication
- Mistri, A., & Das, B., (2019), Environmental Change, Livelihood Issues and Migration: Sundarban Biosphere Reserve, India, Springer
- Murphy, W., J., (2014), Community-Based Interventions: Philosophy, Action International, Perspectives on Social Policy, Administration, and Practice, Springer
- Sharma, M., L., (2022) Sustainable Livelihood: Options for Rural Communities, Biotech Books
- Sahoo, N., (2018), Rural Development and Livelihoods in India Hardcover, New Century Publications
- Resources, Rights and Cooperation: A Sourcebook on Property Rights and Collective Action for Sustainable Development, (2010), CAPRI (CGIAR Program on Collective Action and Property Rights) International Food Policy Research Institute

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL LIVELIHOODS, COLLECTIVE ACTION AND ORGANIZATIONS**

Course No. PSMRSTC-202  
Credits: 4

Maximum Marks: 100

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.

- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT**

**Course No. PSMRSTC-203**

**Credits: 4**

**Maximum Marks: 100**

**Duration of Exam: 3 hrs**

**Minor Test I: 20 Marks,**

**Minor Test II: 20 Marks**

**Major Test: 60 Marks**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**OBJECTIVE:** The objective of the course is to help the students to understand conceptual framework of organizational behavior human resource management. It will expose them to the contemporary issues faced by the organizations.

**Learning Outcomes:**

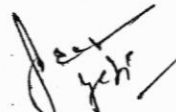
- The students will be able to apply OB approaches in organizational settings.
- The students will be able to design teams on the basis of group dynamics.
- The students will be able to understand the reasons of conflict and solve the same in organizational settings.
- Students will be able to make wise decisions by applying various decisions making approaches.
- To apply the HRM policies, strategies and practices for better management of HR in organizational perspective

**UNIT-I: CONCEPT, APPROACHES AND MODELS OF OB**

Concept of organizational behavior (OB); Disciplines contributing to OB; Role and application of OB knowledge to management practices; Foundations of OB - Hawthorne experiments & human behavior approach; Individual dimensions of organisational behavior; Individual differences and models of man.

**UNIT-II: PERCEPTION, LEARNING, PERSONALITY & ATTITUDE**

Perception - Perceptual process, distortion in person's perception, managerial implications of perception and developing perceptual skills; Learning - components of learning process, learning theories, Personality; Meaning, theories of personality, determinants of personality, personality & behaviour; Attitudes; theories of attitude formation, factors in attitude formation, attitudes and values; Stress; causes, effects and coping strategies for stress.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT**

Course No. PSMRSTC-203  
Credits: 4

Maximum Marks: 100

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

**UNIT-III INTERPERSONAL & GROUP BEHAVIOUR**

Interpersonal behaviour - Transactional Analysis (TA) - levels of self awareness, ego states, psychological games, benefits and uses of TA; Group behaviour - Meaning, types, Group cohesiveness, group decision making, techniques for improving group decision making, positive & negative aspects of group decision making; Organisational committees, task force, quality circle, teams in organization; Inter group behaviour.

**UNIT –IV HUMAN RESOURCE MANAGEMENT**

HRM- Concept, Features, functions, principles and challenges; Human resource planning- Features, process and factors affecting human resource planning; Recruitment- Process and sources of recruitment; Selection- Process and Tests; Placement-Principles and process; Orientation-Concept, and types; Wage & Salary administration- Wage concepts, wage determination process, factors affecting wage & salary structure; Industrial disputes – Concept and causes; Machinery for settlement of industrial disputes

**Books Recommended:**

- Organizational Behavior - Steven McShane Van Glinar, Tata McGraw Hill Publishing Co.
- Organizational Behaviour - Stephen Robbins, Prentice Hall India Pvt. Ltd., New Delhi.
- Organizational Behaviour - Fred Luthans, McGraw Hill Book Company.
- Organizational Behavior - Kavita Sharma, Pearson India.
- Organizational Behavior - Ricky Griffin & Georgy Moorehead, Hough Co. Boston.
- Organisational Behaviour - Griffin, Ricky W, Houghton Mifflin Co; Boston.
- Organizational Behaviour - Hellreigel, Don, Jon W Slocum, Jr. and Richard W. Woodman, South Western College Publishing, Ohio.
- Management of Organisational Behaviour: Utilising Human Resources - Hersey, Paul, Kenneth
- H. Blanchard and Dewey E. Jonson, Prentice Hall, New Delhi.



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MASTER OF RURAL STUDIES**

**ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT**

Course No. PSMRSTC-203

Maximum Marks: 100

Credits: 4

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**ENTREPRENEURSHIP AND PRODUCTION ENVIRONMENT**

**Course No. PSMRSTC-204  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**OBJECTIVE:** The academic goal is to develop the skills necessary for evaluating and creating a new venture, with the ability to communicate the endeavor effectively through written and verbal presentation. At the end of this course, students will be able to evaluate business opportunities as both an entrepreneur and an investor, within start-ups and established companies.

**Learning Outcomes:**

- Utilize the human skills for creative and new idea generation.
- Write business plan keeping in mind the lenders' and investors expectations.
- To forecast the supply and demand needs with respect to production.
- Assess the impact of agriculture on rural development.
- 

**UNIT-I: THE FOUNDATIONS OF ENTREPRENEURSHIP**

Entrepreneurship - Introduction to entrepreneurship, benefits and drawbacks of entrepreneurship, drivers of entrepreneurship, cultural diversity of entrepreneurship; Managing the pitfalls of entrepreneurship; Creativity - Creative thinking, barriers to creativity, creativity and innovation, process of innovation; Role of small business in economic development; Entrepreneurial environment.

**UNIT-II: ORGANIZATION SUPPORTING RURAL ENTREPRENEURSHIPS**

Rural entrepreneurship - Concept, constraints and schemes for rural entrepreneurship, Social Environment linkage in rural perspective, Women Entrepreneurship, Schemes for women entrepreneurship. Institutional arrangements for development of new ventures: NIESBUD, EDI, TCOs, MSME, NABARD, SIDCO.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**ENTREPRENEURSHIP AND PRODUCTION ENVIRONMENT**

**Course No. PSMRSTC-204**  
**Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

**UNIT-III: PRODUCTION ECONOMICS**

Fundamentals of production economics:, product supply, factor demand and resource allocation. Production elasticity; optimization form inside & outside, productivity, efficiency & technological changes; economics of scale & size

**UNIT-IV: SUSTAINABLE AGRICULTURAL ENVIRONMENT**

Agriculture, types of agriculture, impact of agriculture on Rural Development, Impact of Agriculture on Environment, Sustainable agriculture, organic farming, sustainable harvest and renewable resource generation in rural context agro-based industries.

**Books Recommended:**

- Essentials of Entrepreneurship and Small Business Management - Thomas W. Zimmerer, Norman N. Scarborough and Doug Wilson, PHI Learning Pvt. Ltd., New Delhi.
- Entrepreneurship New Venture Creation - David H. Holt, PHI Learning Pvt. Ltd., New Delhi.
- New Venture Creation: Entrepreneurship for the 21st Century - Jeffrey A. Timmons and Stephen Spinelli, McGraw-Hill/Irwin.
- Entrepreneurship and Small Business - Michael Schaper and Thierry Volery, John Wiley and Sons Australia Ltd.
- Rural Management and rural environment, W.G.Prasanna Kumar. K.M. Rekha, Publisher Mahatma, an Gandhi National Council for Rural Education, Hyderabad

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**ENTREPRENEURSHIP AND PRODUCTION ENVIRONMENT**

Course No. PSMRSTC-204  
Credits: 4

Maximum Marks: 100

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**VALUE CHAIN AND MARKETING**

**Course No. PSMRSTC-205**  
**Credits: 4**

**Maximum Marks: 100**  
**Duration of Exam: 3 hrs**  
**Minor Test I: 20 Marks,**  
**Minor Test II: 20 Marks**  
**Major Test: 60 Marks**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**OBJECTIVE:** To acquaint the students with the basics of marketing and equip them with marketing skills for decision making in an organisation.

**Learning Outcomes:**

- To design and develop marketing strategies to enhance market shares.
- To apply the understanding of the consumer behavior for developing better segmentation and positioning strategies.
- To develop and optimal-mix of product handling warehousing inventory, transporting in the supply chain process.
- To apply the inventory management techniques for managing the optimal stocks.

**UNIT-I: MARKETING ENVIRONMENT**

Introduction to marketing- Concept, scope and importance of marketing; Key customer markets; Concepts/Philosophies of marketing- Production concept, product concept, selling concept, marketing concept; Holistic marketing concept; Marketing tasks; Marketing mix; Marketing environment: Techniques of environmental scanning; Marketing information systems; Marketing strategy and organisation for Indian markets.

**UNIT-II: CONSUMERS, MARKETS & MARKET POSITIONING**

Analyzing markets; Factors influencing consumer behaviour; Buying decision process; Post-purchase behaviour; Analysing Business Markets; Organisational buying, buying situations, systems buying & selling, participants in the business buying process; Purchasing/procurement process, stages in the buying process; Market segmentation; Levels of market segmentation, segmenting consumer markets, segmenting business markets; Michael Porter's Five Forces Model; Analyzing competitors; Strategies for market leaders; Targeting and positioning.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**VALUE CHAIN AND MARKETING**

**Course No. PSMRSTC-205**  
**Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**UNIT-III: INTRODUCTION TO LOGISTICS**

Concept and types of logistics; Concept of logistics management; Role of logistics in an economy; Logistics relationships; Difference between logistics and supply chain management; Logistics mix

**UNIT-IV: INVENTORY MANAGEMENT**

Inventory Management: Importance of inventory management; Objectives of inventory management; Different types of inventory costs; Inventory performance measures; Inventory turnover ratio (ITR); Framework of performance indicators; Inventory planning measures; Economic order quantity (EOQ); Reorder point, Safety stock; Supplier-managed inventory.

**Books Recommended:**

- Bowersox, Logistical Management, Mc-Graw Hill, New Delhi.
- Sahay B. S., Supply Chain Management for Global Competitiveness, Macmillan India Ltd., New Delhi.
- Reguram G, Rangaraj N, Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi.
- Coyle, Bradi & Longby, The Management of Business Logistics, 3rd Ed., West Publishing Co.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**VALUE CHAIN AND MARKETING**

**Course No. PSMRSTC-205**  
**Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**PROJECT MANAGEMENT**

**Course No. PSMRSTC-206**

**Credits: 4**

**Maximum Marks: 100**

**Duration of Exam: 3 hrs**

**Minor Test I: 20 Marks,**

**Minor Test II: 20 Marks**

**Major Test: 60 Marks**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**Objective of the paper:** To outline the need for Project Management and highlight different techniques of Project Planning & Management.

**Learning Outcomes:**

- Use the basics of project planning and project Implementation in business setting.
- Apply various reviews techniques for better management of the project.

**UNIT-I: INTRODUCTION**

Project: Concept, characteristics and types of projects; Project Management: Concept; generation and screening of project ideas; Market and demand analysis; Technical analysis; Financial estimates and projection.

**UNIT-II: PROJECT PLANNING AND MANAGEMENT**

Project Planning: Meaning and components in project planning approach; Project design & network analysis: Need and importance; Network techniques- PERT and CPM; Project Report: Meaning and essentials of a project report; Project evaluation: Meaning, purpose and essentials.

**UNIT-III: PROJECT REVIEW, IMPLEMENTATION AND TERMINATION**

Project Review Meetings; Project auditing: Meaning and phases of project Audit; Project success: Meaning and causes; Role of project participants in successful project implementation; Project termination: Process and reasons.

**UNIT-IV: PROJECT MANAGEMENT INFORMATION SYSTEM AND TEAMWORK**

Project management Information System: Meaning, functions and application of PIMS; Project manager: Role and characteristics; Attributes of a good project team; Teamwork in project management: Formation of effective teams and stages of team formation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**PROJECT MANAGEMENT**

**Course No. PSMRSTC-206**  
**Credits: 4**

**Maximum Marks: 100**  
**Duration of Exam: 3 hrs**

(Syllabus for the examinations to be held in May 2023, 2024, 2025)

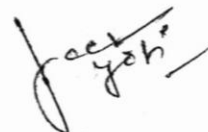
**Books Recommended:**

- Chandra, Prasanna, Projects: Planning Analysis, Selection, Implementation and Review, Tata McGraw Hill, New Delhi, 2017.
- Nicholas J.M., Project Management for business and technology, Pearson Education, 2007.
- Desai V., Project Management, Himalaya Publishing House, 2009.
- Meredith J.R and Mantel S.J., Project Management, Wiley India, 2012.
- Bhavesh, M Patel, **Project Management**, Vikas Publishing House, New Delhi

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**PROJECT MANAGEMENT**

**Course No. PSMRSTC-206**  
**Credits: 4**

**Maximum Marks: 100**  
**Duration of Exam: 3 hrs**

**(Syllabus for the examinations to be held in May 2023, 2024, 2025)**

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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## **Non-Credits Course**

- **ICT Data Skills (10 sessions, and daily practice)**
  1. Laptop, Tablet, Mobile, Apps, Internet
  2. Office – word, excel, ppt
  3. Social Media
  4. Digital - Read, Write, Arithmetic, Graphs

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU  
JAMMU**

**MASTER OF RURAL STUDIES  
(MRS)**

(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)

**Semester – 3<sup>rd</sup>**

S.No.	Title of the Course	Course No	Credits
1	Internship Project	PSMRSTC-301	06
2	Poverty and Development	PSMRSTC-302	04
3	Rural Social Infrastructure	PSMRSTC-303	04
4	Rural Banking and Micro Finance	PSMRSTC-304	04
5	Social Problems And Marginalised Groups	PSMRSTC-305	04
6	MOOC	-----	04
Total Credits			24

**Non-Credits**

S.No.	Title of the Course	Course No	Sessions
1	Human Rights and Gender	PSMRSTC-306	10

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**INTERNSHIP PROJECT**

**Course No. PSMRSTC-301  
Credits: 6**

**Maximum Marks: 100  
Report Evaluation: 50 Marks  
Viva-voce: 50 Marks**

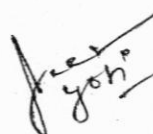
**(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)**

**Objective:** To work with the Government/Non Government agencies to gain on the job experience about their working.

**Learning Outcomes:**

The student's will be able to submit the report of the tasks undertaken and share on the job learning experiences during the internship project.

The field experience and mentoring shall enable the student to shape up as professional and groom him/her as future employee of the organization.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**POVERTY AND DEVELOPMENT**

**Course No. PSMRSTC-302**

**Credits: 4**

**Maximum Marks: 100**

**Duration of Exam: 3 hrs**

**Minor Test I: 20 Marks,**

**Minor Test II: 20 Marks**

**Major Test: 60 Marks**

**(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)**

**Objectives:** To make students understand the forces, which have shaped development both historically and in the contemporary world. Further, to develop a good understanding of regional differences in development and critically explore questions of causality with regard to origins and effects of development around the world.

**Learning Outcomes:**

- Design strategies for alleviating poverty.
- Apply dynamics of population growth for poverty reduction.
- Application of poverty reduction policy practices and options.

**UNIT-I: POVERTY AND ITS MEASURES.**

Introduction: Poverty meaning and characteristics. Dynamics of poverty, problems of poverty, causes of poverty. Measurement of Poverty: Headcount index, poverty gap and poverty severity index, Sen Index, Squared Poverty gap (poverty severity) index, The Sen Shorrocks- Thon Index, The Watts Index. Poverty in India, Poverty in rural India, poverty in urban India, effects of Poverty. Strategies for Alleviating Poverty in India, poverty alleviating programmes, Effective measures for poverty reduction.

**UNIT-II: POPULATION GROWTH AND DEVELOPMENT.**

Population Growth: Increase in population, causes, problems and effects of overpopulation; Effects of population growth, needs for controlling the growth of population, theories of population, two-child policy, solutions to control population growth, advantages and disadvantages of population growth; Family planning in India, family welfare programmes, attitudes towards family planning, measures suggested to contain population growth.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**POVERTY AND DEVELOPMENT**

**Course No. PSMRSTC-302  
Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)

**UNIT-III: UNEMPLOYMENT AND EDUCATION**

Concept of employment, unemployment and underemployment, types of unemployment, causes of unemployment, consequences of unemployment. Nature and estimation of unemployment in India; Functional perspective, liberal perspective, Marxian Perspective; Differential educational attainment, intelligence and educational attainment, class and ethnic subculture educational attainment; Education, opportunity and inequality; Education, occupational status and income.

**UNIT-IV: POVERTY REDUCTION SCHEMES**

Concept of bonded labor, causes, misery and suffering in bondage; Rehabilitation, initiatives of the National Human Rights Commission (NHRC); Understanding poverty reduction outcomes of development intervention: ICDS, PDS, NRHM, MGNREGA and Relegan Siddhi and Hivre Bazaar. India's right based approach and chronic poverty.

**Books Recommended:**

- Ahuja, R. (2021). Social problems in India. 4 th ed. Rawat Publications.
- Haralambos, M., & Heald, R. (2011). Sociology theme and perspective. Oxford university press.
- Hughton, J. & Khandher, S. R. (2009). Handbook of poverty + inequality. Theworld bank Washington DC.
- Mehta et al. (2011). India chronic poverty report, towards solutions and new compacts in a dynamic context. Published by Indian Institute of Public Administration.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**POVERTY AND DEVELOPMENT**

**Course No. PSMRSTC-302  
Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)**

- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL SOCIAL INFRASTRUCTURE**

**Course No. PSMRSTC-303  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)

**OBJECTIVE:** To offer students an orientation about fundamentals of social infrastructure in India. Further, to orient students with the knowledge of key educational policies, its thrusts areas in India. To assist them with the knowledge about dynamics of health and poverty and various health mission programme in India. To offer knowledge of housing & sanitation programmes along with its various aspects and implementation scale in India.

**Learning Outcome**

- To develop an understanding about the scope of social infrastructure in the context of rural areas.
- To equip the students with the key issues of educational infrastructure in the rural context of India.
- To equip them with the basic knowledge of rural health infrastructure and various mission programmes and its implementation.
- To acquaint the students with key knowledge domain of housing and sanitation landscape of India.

**UNIT-I: INTRODUCTION**

Concept of social infrastructure; Financing of supply of social services; Private vs. public sector financing; Debate about fixation of prices of social services; Education and economic growth; Approaches to educational planning; Rate of return and manpower balance approaches; Determinants of health: Poverty, malnutrition, illiteracy and lack of information.

**UNIT-II: ELEMENTARY EDUCATION:**

Conceptual contours of elementary education; The National Policy on Education 2020 and its major Thrusts areas, National Mission for Elementary Education (SSA); Objectives, institutional capacity building, community based monitoring, focus on the education of girls and special groups.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL SOCIAL INFRASTRUCTURE**

**Course No. PSMRSTC-303  
Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)

**UNIT-III: HEALTH**

Poverty and health; Health policy and health Insurance; Disease control programme: National TB Control Programme, National Programme for the Control of Blindness, National Leprosy Control Programme, National Malaria Eradication Programme, National Iodine Deficiency Disorders Control Programme, National Mental Health Programme.

**UNIT-IV: HOUSING & SANITATION:**

Indira Awaas Yojana (IAY): Objectives, target groups, identification & selection of beneficiaries, protection of women's interest, functioning of IAY, components, implementation & funding. Pradhan Mantri Gramodaya Yojana ( PMGY): Objective, target groups, identification of beneficiaries, protection of women's interest, functioning & implementation of the gram in awaas; Status of sanitation in rural areas, accelerated rural water supply programme (ARWSP), Rajiv Gandhi National Drinking Water Mission, Swajal Project: Policy and Strategy.

**Books Recommended:**

- A.V. Bala, Krishnan, "Social Infrastructure", Ikfai publication, Hyderabad, 2009.
- Eric, Klinenberg, "Palaces for the People: How Social Infrastructure Can Help Fight Inequality, Polarization, and the Decline of Civic Life" Crown Publications-New York City, 2018.
- Kapil, A. "Infrastructure and Economic Development" Deep and Deep Publication Pvt. Ltd, New Delh,2010.
- Pravin, Jadhav, Rahul Nath Choudhury, "Infrastructure Planning and Management in India-Opportunities and Challenges", springer,2022.
- Serhiy Kyrychenko , Svitlana Tulchynska , Olha Popelo , " Determinants of Social Infrastructure Development", Lambert Academic Publishing-Saarland Germany, 2020
- Samuel Akinyemi, "The Economics of Education", Strategic Book Group LLC, 2013.
- Baru, R V, Private Healthcare in India: Social Characteristics and Trends, Sage Publications, New Delhi, 1998.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL SOCIAL INFRASTRUCTURE**

**Course No. PSMRSTC-303  
Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)**

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL BANKING AND MICRO FINANCE**

**Course No. PSMRSTC-304  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3 hrs  
Minor Test I: 20 Marks  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

**(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)**

**OBJECTIVES:**

To expose the students with the functioning of rural credit institutions in India and to enable students to understand the concept of micro-financing with special focus on Self Help Groups, its importance, prospects and importance of financial inclusion.

**Learning outcomes:**

- Spreading awareness about rural credit and rural credit institutions among rural people.
- Define strategies for financial inclusion especially in rural context.

**UNIT-I: FINANCIAL INSTITUTIONS IN RURAL DEVELOPMENT**

Basic understanding of rural credit; Institutional structure for rural financing in India; National Bank for agriculture and rural development (NABARD); Concept, role and schemes; District rural development agency; National Institute of Rural Development (NIRD); Council for Advancement of People's Action and Rural Technology (CAPART); Khadi and Village Industries; Cooperative and Grameen banks in India.

**UNIT-II: MICRO FINANCE AND FINANCIAL INCLUSION**

Micro finance; Meaning, features, emergence; Role and objectives of micro-financing; Target groups in micro finance; Financing needs of micro enterprises; Benefits of micro finance to micro enterprises; Financial inclusion: Concept and its role in inclusive growth.

**UNIT-III: SELF HELP GROUPS AS MICRO FINANCE INSTITUTIONS**

Background & concept of Self-Help Groups; Objectives and functions of SHGs; Structural features of Self Help Groups; Problems and prospects of SHGs; Credit operation of SHG's; Role of Self Help Groups in rural development.



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL BANKING AND MICRO FINANCE**

**Course No. PSMRSTC-304**  
**Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)

**UNIT-IV: FINANCIAL MANAGEMENT & PERFORMANCE ASSESSMENT OF SELF HELP GROUPS**

Management of SHG Funds; Repayment of Loans, categorization of loans given by SHGs; Self-Help Group meetings; Monitoring, evaluation and impact assessment of SHG's saving and credit programmes; SHG performance assessment; SHG capacity building; SHG operational problems.

**Books Recommended:**

- Ahmed, R. Rural banking and economic development. Mittal Publications, New Delhi
- Dholakia, R. H. Micro economic for Management studies. Oxford University Press
- Fisher, T. and M.S. Sri Ram. Beyond micro credit. Sage Publications
- Jhingon, M. L. Micro economic theory. Vikas Publication House, New Delhi
- Karmakar, K.G. Rural credit and self-help groups. Sage Publications
- Livinus, K. K. Credit Delinquency in India. Punthi Pustak, Kolkata
- Roy, N.C. Micro economics
- Rural & Micro Finance, Himalayan Publishing House, New Delhi

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-
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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL BANKING AND MICRO FINANCE**

**Course No. PSMRSTC-304**  
**Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)**

500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.

- **Minor 2:** It shall be from unit-II-having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**SOCIAL PROBLEMS AND MARGINALISED GROUPS**

**Course No. PSMRSTC-305**  
**Credits: 4**

**Maximum Marks: 100**  
**Duration of Exam: 3 hrs**  
**Minor Test I: 20 Marks,**  
**Minor Test II: 20 Marks**  
**Major Test: 60 Marks**

**(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)**

**OBJECTIVES:** The objective of the paper is to provide students with understanding of social problems and marginal groups in India

**Learning Outcomes:**

- Students will develop techniques for empowering rural communities through providing those mechanisms to deal with social problems.
- With the understanding of the problems of marginal, women and youth and juvenile they will be able to provide rural people with remedial mechanism and where to approach when such problems emerges.

**UNIT-I: SOCIAL PROBLEM**

Social Problems: Concept, characteristics, reactions to social problems; Causes of social problems: Theoretical approach; Types of social problems, Methods of studying, Stages in development of social problems, Solutions to social problems, Social problems and changes in India

**UNIT-II: BACKWARD CLASS, CASTE AND TRIBE**

The Schedule Tribes: Problems, struggles, strengths, exploitation and unrest; crime against schedule tribes, development programmes for ST's; Schedule caste: Problems, struggles, strengths, exploitation and unrest; crime against schedule caste; Development programmes for ST's; Other backward classes: The Mandal report, reservation policy; remedies, impact of extremism on development activities

**UNIT-III: CRIMES AGAINST WOMEN**

Women harassment: Nature, extent and characteristics; Violence against women; victims of violence, perpetrators of violence; Types of violence, Motivation in violent behavior; Theoretical explanation of violent behavior; Self image, self esteem and adjustment of victims

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**SOCIAL PROBLEMS AND MARGINALISED GROUPS**

**Course No. PSMRSTC-305**

**Maximum Marks: 100**

**Credits: 4**

**(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)**

**UNIT-IV: JUVENILE DELINQUENCY AND DRUG ABUSE**

Juvenile delinquency: Characteristics, nature, types and factors; drug abuse and addiction: aberrant behavior, nature And impact of abusable drugs, extent and nature of drug abuse; motivation in drug abuse; role of families and per group in drug abuse; theories of causation; measures to combat and preventive drugs; control over drug abuse

**Books Recommended:**

- Ahuja, Ram (2014), Social problems in Indias, IIIrd edition, Rawat Publications
- Deborah,S.,(2014), Rural Livelihoods, Regional Economies, and Processes of Change, 1<sup>st</sup> edition (10 January 2014Routledge
- Clare, B., & Fiona, N.,et.al.(2022), Handbook on Livelihoods in the Global South, 1<sup>st</sup> edition Routledge International Handbooks
- Kumar D.,S., & Naskar.K.,(2022), women and tribal livelihood: problems, policy and perspectives Paperback , Redshine Publication
- Mistri.A., & Das.B., (2019), Environmental Change, Livelihood Issues and Migration: Sundarban Biosphere Reserve, India, Springer
- Murphy.W.,J., (2014),Community-Based Interventions: Philosophy, Action International
- Perspectives on Social Policy, Administration, and Practice, Springer
- Sharma,M.,L., (2022)Sustainable Livelihood: Options for Rural Communities, Biotech Books
- Sahoo,N., (2018), Rural Development and Livelihoods in India Hardcover, New Century Publications
- Resources, Rights and Cooperation: A Sourcebook on Property Rights and Collective Action for Sustainable Development, (20101), CAPRI (CGIAR Program on Collective Action and
- Property Rights) International Food Policy Research Institute



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**SOCIAL PROBLEMS AND MARGINALISED GROUPS**

Course No. PSMRSTC-305  
Credits: 4

Maximum Marks: 100

(Syllabus for the examination to be held in Dec. 2023, 2024, 2025)

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

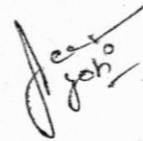
**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.



## **Non Credit Courses**

### **Human Rights and Gender**

- **Human Rights and Vulnerable Groups: Children, Women, refugee, Internally Displaced Population**
- **Emerging Trends of Human Rights**
- **Gender and Society- Religion, Caste, Ethnicity**
- **Contemporary Issues-Women in conflict situation, dowry, female foeticide, infanticide, domestic violence, workplace violence**

A handwritten signature in black ink, appearing to read 'Jeeva' or 'Jeeva' with a stylized flourish.

**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU  
JAMMU**

**MASTER OF RURAL STUDIES  
(MRS)**

(Syllabus for the examination to be held in may 2024, 2025, 2026)

**Semester – 4<sup>th</sup>**

S.No.	Title of the Course	Course No	Credits
1	Dissertation	PSMRSTC-401	08
2	Climate Change & Disaster Management	PSMRSTC-402	04
3	Rural and Agricultural Marketing	PSMRSTC-403	04
4	Corporate Social Responsibility	PSMRSTC-404	04
5	Voluntary Organizations	PSMRSTC-405	04
6	Rural Development Indian Perspective (Open)	PSMRSTO-406	04
Total Credits			28

*Jeet Singh*

**DEPARTMENT OF LIFELONG LEARNING  
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MASTER OF RURAL STUDIES**

**DISSERTATION**

**COURSE NO. PSMRSTC-401**

**Credits: 8**

**Maximum Marks: 100**

**Report & Internal Viva – 60 marks**

**External Viva – 40 marks**

**(Syllabus for the examination to be held in may 2024, 2025, 2026)**

The dissertations will be carried out by the students under the guidance and supervision of a designated Faculty from the Department of Lifelong Learning. At the end of 3rd Semester, the student is expected to submit the synopsis of dissertation with a brief introduction, scope, objectives and research methodology after carrying out the review of related literature to the School through the Faculty Supervisor.

At the end of 4th Semester, the dissertation needs to be submitted through the Faculty Supervisor. Guidelines and format of the dissertation would be shared with the students.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**CLIMATE CHANGE & DISASTER MANAGEMENT**

**Course No. PSMRSTC-402**  
**Credits: 4**

**Maximum Marks: 100**  
**Duration of Exam: 3 hrs**  
**Minor Test I: 20 Marks,**  
**Minor Test II: 20 Marks**  
**Major Test: 60 Marks**

**(Syllabus for the examination to be held in May 2024, 2025, 2026)**

**OBJECTIVES:** The course will aware the students aware about global climate change and relevant disaster management practices.

**Learning outcome:**

- Student will be able to use the knowledge about global climate change and disaster management trends in designing localized intervention strategies to manage climatic changes.
- Understanding of disaster trends and management techniques will help student in designing techniques for better management of disasters.

**UNIT-I: CLIMATE CHANGE**

Climate Change: meaning, causes, challenges, indicators & effect of climate change. Green house effect, Key scientific evidence for climate change in the past, present & future. Meeting the challenges of climate change.

**UNIT-II: CLIMATE CHANGE INITIATIVES**

United Nations Framework Convention on Climate Change (UNFCCC) & Kyoto Protocol. Globalisation, sustainability, and climate change. India and climate change initiatives: Prime ministers council on climate change, Indian GHG Emission profiles, National Green tribunal bill (2009), Role of NGOS & IGOS.

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MASTER OF RURAL STUDIES**

**CLIMATE CHANGE & DISASTER MANAGEMENT**

**Course No. PSMRSTC-402**  
**Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examination to be held in May 2024, 2025, 2026)

**UNIT-III: DISASTER**

Disaster: Meaning & Approaches. Disaster trends. Changing nature of risks and hazard. Human behavior: Disaster review and response. Hazards & Types of hazards: Technonic hazards, hydrological hazards, technological hazards, environmental hazards.

**UNIT-IV: DISASTER MANAGEMENT**

Risk assessment & Management, Disaster Management Act of India (2005): Disaster Survey & Assessment. Disaster training & control planning; New face of disaster: Wars mortality and poverty.


**Books Recommended:**

- **Bose, B.C. (2016).** Introduction to disaster management Rajat publication, New Delhi.
- **Gupta, K.R. (2010).** Climate change. Meeting the challenges. Atlantic Publications.
- **Peake, S.& Smith, J. (2009).** Climate change. From Science to Sustainability. Oxford University Press.
- **Smith, K. (2013).** Environmental Hazards, assessing risk and reducing disasters, 6<sup>th</sup> Edition Rutledge.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-



**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**CLIMATE CHANGE & DISASTER MANAGEMENT**

**Course No. PSMRSTC-402**  
**Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examination to be held in May 2024, 2025, 2026)

500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.

- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL AND AGRICULTURAL MARKETING**

**Course No. PSMRSTC-403  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

(Syllabus for the examinations to be held in May 2024, 2025, 2026)

**OBJECTIVE:** The objective of this course is to enable the students to develop a thorough understanding of the various concepts of rural marketing in general and agricultural marketing in particular.

**Learning Outcomes:**

1. Students would be able to apply their knowledge about rural and agricultural marketing for sustainable rural development.
2. Students would be able to design strategies for exploiting marketing opportunities in rural settings:

**UNIT-I: INTRODUCTION TO RURAL MARKETING**

Rural Marketing- Concept & evolution; Nature & characteristics of Indian Rural Markets; Rural and urban markets: A comparative analysis; Rural marketing environment; Rural economic structure- Farm sector, non-farm sector and rural industries.

**UNIT-II: RURAL MARKETING MIX**

Rural marketing research process & its limitations; Bases for segmenting the rural consumer markets; Rural marketing mix: Product mix and strategies for Indian rural market; Pricing objectives & strategies for Indian rural market; Promotional media & strategies for Indian rural market; Distribution strategies for Indian rural market.

**UNIT-III: INTRODUCTION TO AGRICULTURAL MARKETING**

Agricultural markets- Concepts & classification; Agricultural marketing- concept & importance in economic Development; History and growth of agricultural marketing in India; Agricultural and manufactured goods: A comparative analysis; National Institute of Agricultural Marketing, Indian Council of Agricultural Research and National Council of Applied Economic Research.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL AND AGRICULTURAL MARKETING**

**Course No. PSMRSTC-403  
Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examinations to be held in May 2024, 2025, 2026)**

**UNIT-IV: LOGISTICS OF FARM GOODS**

Agricultural marketing functions- meaning & classification: Marketing of farm inputs –concept & types; Packaging, transportation, grading & standardization of farm goods; Storage, warehousing, processing & value Addition of farm goods; Buying & Selling of farm goods.

**Books Recommended:**

- Badi R.V, Badi N.V., (2013), Rural Marketing, Himalaya Publishing House.
- Dogra B., Ghuman K., (2018), Rural Marketing- Concept & Practices, Tata McGraw Hill Education.
- Habeeb UR., Rahman K.S., (2011), Rural Marketing in India, Himalaya Publishing House
- Kashyap P., (2018), Rural Marketing, Pearson Education.
- Venkatareddy K., (2012), Agriculture and Rural Development, Himalaya Publishing House.
- Acharya S.S, Agarwal N.L., (2008), Agricultural Marketing in India, Oxford & IBH Publishing.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying

**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL AND AGRICULTURAL MARKETING**

**Course No. PSMRSTC-403**  
**Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examinations to be held in May 2024, 2025, 2026)**

one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.

- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**CORPORATE SOCIAL RESPONSIBILITY**

**Course No. PSMRSTC-404**  
**Credits: 4**

**Maximum Marks: 100**  
**Duration of Exam: 3 hrs**  
**Minor Test I: 20 Marks,**  
**Minor Test II: 20 Marks**  
**Major Test: 60 Marks**

**(Syllabus for the examination to be held in MAY 2024, 2025, 2026)**

**OBJECTIVE:** The purpose of this course is to acquaint the students with concepts of corporate social responsibility and its measurement. To understand concept business policy, strategies and different areas associated with CSR.

**Learning Outcomes**

- Students will be able to use various techniques learnt through corporate social responsibility for empowering rural communities.
- Students will be able to create in CSR based activities for betterment of society.

**UNIT-I: INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY**

Corporate social responsibility (CSR): Concept, scope, importance and history; evolution. Critical elements of CSR initiatives; CSR communication paradox; Implementation issues of CSR initiatives; Social Causes: Meaning, types, theory to reality; Social reports; CSR models; Developing a strategic communication plan for CSR; Prestigious awards for CSR in India.

**UNIT-II: INTERNATIONAL FRAMEWORK FOR CSR**

International Policy framework for CSR, CSR and Sustainable Development Goals, UN guiding principles on conducting business and human rights, ILO tri-partite declaration on social policy, CSR and MDGs (Millennium development goals); CSR and innovation; CSR as global citizenship.

**UNIT-III: CSR AND CORPORATE GOVERNANCE**

Meaning of corporate governance (CG); Organization for economic corporation and development (OECD), CSR and ethics; CSR in cultural context; Quality of social and ethical

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**DEPARTMENT OF LIFELONG LEARNING  
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MASTER OF RURAL STUDIES**

**CORPORATE SOCIAL RESPONSIBILITY**

**Course No. PSMRSTC-404**  
**Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examination to be held in MAY 2024, 2025, 2026)**

responsibility of corporations (Q-RES); Corporate codes of conduct and ethics: Contents of code of conduct and ethics, ethics and the communication paradox, ethics and financial accountability; CSR laws; Provisions of new Companies Act, 2013 towards Corporate Governance.

**UNIT-IV: MANAGEMENT OF CSR**

Performance of CSR programmes in India, Voluntarism and activism in civil society. Stakeholders in CSR, Regulatory environment, Contemporary issues in CSR, Assessment of CSR programmes in India. Emerging opportunities in CSR, CSR as a corporate tool for rural development, Review of success and failures of CSR initiatives

**Books Recommended:**

- H, Mukherjee, (2016) Sustainable Corporate Social Responsibility Basics, Himalaya Publishing House.
- Sharma, J.P, (2015) Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi.
- C.S.V. Murthy, (2022) Business Ethics Text and Cases, Himalaya Publication House.
- S.K.Bhatia, (2004) Business Ethics and Corporate Governance, Deep and Deep Publications.
- K, Philip & L Nancy Lee (2004), Corporate Social Responsibility, John Wiley & Sons.
- P. Francesco, Stefano, and T. Antonio (2011), Developing Corporate Social Responsibility-A European Perspective, Edward Elgar publications.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying



**DEPARTMENT OF LIFELONG LEARNING  
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MASTER OF RURAL STUDIES**

**CORPORATE SOCIAL RESPONSIBILITY**

**Course No. PSMRSTC-404**  
**Credits: 4**

**Maximum Marks: 100**

**(Syllabus for the examination to be held in MAY 2024, 2025, 2026)**

one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.

- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**VOLUNTARY ORGANIZATIONS**

**Course No. PSMRSTC-405  
Credits: 4**

**Maximum Marks: 100  
Duration of Exam: 3 hrs  
Minor Test I: 20 Marks,  
Minor Test II: 20 Marks  
Major Test: 60 Marks**

(Syllabus for the examination to be held in MAY 2024, 2025, 2026)

**OBJECTIVES:**

To equip the students with the voluntarism its dimensions and implications. To help the students understand origin, structure and function of the NGOs in India. To aware the students about the various challenges being faced by the NGOs in new millennium.

**Learning Outcomes:**

- The student shall be able to apply the knowledge while establishing/working with a non-governmental organization (NGOs).
- The student shall be able to take better decisions while framing /assessing issues concerning establishment/working with NGOs in future.
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**UNIT-I: VOLUNTARISM**

Voluntarism: Concept and types (sacrificial, professional, amateur, ventilatory, Survival& Pseudo); Voluntary organization and modern State: Its Origin and justification; Organization and structure of voluntary organizations: Weber's Concept of Bureaucracy' and formal organizations, Factors affecting structure of Voluntary Organizations (VOs).

**UNIT-2: VOLUNTARISM & NGOs**

Genesis of philanthropy and voluntarism in India; Concepts, characteristics and types of Non-Governmental Organizations (NGOs); Foreign Aid to NGO: Its uses and misuses; Specialties of NGOs interventions in rural development; NGOs work on empowerment, case study of SEWA project on empowerment of marginal women of Ahmadabad.

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**VOLUNTARY ORGANIZATIONS**

**Course No. PSMRSTC-405**  
**Credits: 4**

**Maximum Marks: 100**

(Syllabus for the examination to be held in MAY 2024, 2025, 2026)

**UNIT-3: RESOURCES, LEGALITY & VOs**

Nature and significance of Resources; Voluntary organization and resource mobilization; Grant-In-Aid system; Eligibility for Govt./foreign grants; Foreign Contribution (Regulation) Act(FCRA); Legal Framework and Voluntary organizations in India; State and capacity building of NGOs.

**UNIT-4: NGOs & EMERGING CONCERNS**

NGOs in new millennium; Issues of dedication, personnel and NGOs; Ethical values, transparency and working of the NGOs; Grant-In-Aid and its streamlining; Context of NGOs-Donor and target groups; Foreign Funding and its utilization; Key reasons for under performance of the NGOs.

**Books Recommended:**

- Steve, Corbett & Brian, Fikkert , "When helping hurts- How to Alleviate Poverty Without Hurting the Poor and Yourself" Moody Publishers -2014.
- Suresh, Chandra & Anne Karen Trollope, "Non-Governmental Organizations-Origin and Development", Rawat Publications New Delhi-2015.
- S.L. Goel., R. Kumar; "Administration and management of NGOs Texts & Case studies", Deep & Deep Publications, New Delhi.2004.
- Rajeeb, Misra, "Voluntary Sector and Rural Development-Concept, Practice, a new Approach to remove rural Poverty" Rawat Publication- New Delhi-2008.
- Joel S.G.R., Bhose, "NGOs & Rural development- theory & Practice", Concept Publication, New Delhi-2003.
- Johnson, Norman, "The Welfare State in Transition, Sussex : Wheat sheaf Books, 1987

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**VOLUNTARY ORGANIZATIONS**

**Course No. PSMRSTC-405**

**Maximum Marks: 100**

**Credits: 4**

**(Syllabus for the examination to be held in MAY 2024, 2025, 2026)**

- Clark, John, "The Relationship Between State and the Voluntary Sector", e-source: [www.gdrc.org/ngo/state~ngo.html](http://www.gdrc.org/ngo/state~ngo.html)

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

The Paper shall be of two minor tests and one major test.

- **Minor 1:** It shall be from unit-I having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Minor 2:** It shall be from unit-II having two sections consisting of 20 marks. **Section-A** shall be theory based and further consists of 5 very short answer type questions carrying one mark each and two short answer type questions carrying 5 marks each (400-500 words). All questions are compulsory. **Section-B** shall be field based practical carrying 5 marks.
- **Major:** It shall consist of 60 marks comprising two sections.

**Section 1:** It shall comprise 40 marks having four sub-sections:

- **Section-A:** It shall consist of 6 very short answer type questions of 1 mark each from all units.
- **Section-B:** It shall consist of 4 short answer type questions of 2 marks each from 1<sup>st</sup> & 2<sup>nd</sup> unit.
- **Section-C:** It shall consist of two long answer type questions of 6½ marks each from 3<sup>rd</sup> & 4<sup>th</sup> units with internal choice.
- **Section-D:** It shall consist of two compulsory long answer type questions of 6½ marks each. These questions shall be application based from 3<sup>rd</sup> and 4<sup>th</sup> unit.

**Section 2:** It shall consist of 20 marks based on field work outcome of each unit. It shall comprise quiz, assignment and presentation

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**DEPARTMENT OF LIFELONG LEARNING  
UNIVERSITY OF JAMMU, JAMMU  
MASTER OF RURAL STUDIES**

**RURAL DEVELOPMENT IN INDIAN PERSPECTIVE (OPEN)**

**Course No. PSMRSTO-406**

**Credits: 4**

**Maximum Marks: 100**

**Duration of Exam: 3 hrs**

**Minor Test I: 20 Marks,**

**Minor Test II: 20 Marks**

**Major Test: 60 Marks**

**(Syllabus for the examination to be held in MAY 2024, 2025, 2026)**

**OBJECTIVE:** The course will develop broader understanding about rural life to the students from other disciplines.

**Learning outcomes**

- The student will be able to use the knowledge of development in the various aspects of their life
- Students will be able to apply the knowledge gained to understand rural society

**UNIT I: UNDERSTANDING DEVELOPMENT**

Concept of Rural Areas Development, Under-Development, Meaning & Characteristics. Major Issues in Development Planned Development and Shifts in Strategies in India. Theories of Development: Rostow's Stages of Growth, The Lewis Theory, International Development Theories. Sustainable Development and its Strategies

**UNIT II: UNDERSTANDING RURAL SOCIETY**

Individual & Society, types of society & groups, Rural & Urban societies, Differences & relationship. Rural Social institutions; Family kinship marriage - Religion, Caste & Class of India. Social change; Concept-processes, Rural Society in Transition. Rural Development Policies; Policies on employment, social welfare & social security, Regional Imbalances in Rural Development.

**UNIT III: RURAL GOVERNANCE**

Importance, contribution and issues of land reforms in Rural Development. Local Governance & Panchayati Raj, 73rd Amendment Act 1992. Decentralization concepts; nature, rationale and concerns for Governance. Panchayati Raj in J&K.

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**DEPARTMENT OF LIFELONG LEARNING  
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**RURAL DEVELOPMENT IN INDIAN PERSPECTIVE (OPEN)**

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**Maximum Marks: 100**  
**Duration of Exam: 3 hrs**

(Syllabus for the examination to be held in MAY 2024, 2025, 2026)

**UNIT IV: RURAL PLANNING**

Planning for Rural Development: Concept need & objectives. Theories & techniques for planning. Challenges & opportunities in Rural Economy. Rural Development Planning in India.

**Books Recommended:**

- Vekata R.K. (1988) rural Development in India: Poverty & Development, Himalaya Publishing House, New Delhi.
- Singh, K (1999) Rural Development: Principles Policies & Management, Sage Publications, New Delhi.
- Chakravarty, S. (1987): Development Planning: The India Experience, Claredon press, Oxford.
- Inamadar, N.RE., (2000) Development Administration in India, Rawal Publishing, Jaipur.
- Dorhi S. L. & Jain P. C. (2009) Rural Sociology, Rawat Publications, New Delhi.

**INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS**

- **There shall be Minor-1, Minor-2 and Major**

**Minor-1:** It shall be of 20 marks

**Minor-2:** It shall be of 20 marks

**Major:** It shall be of 60 marks



## Credits- Matrix (MRS)

### ➤ Classroom Credit- Matrix

1-credit	15 hours
4-credits	60 hrs

### ➤ Field/ Practical Credit- Matrix

2 ½ hrs field practical	1 session
Per day field work/sessions	7 ½ hrs./3 Sessions
1 credit	5 days field work
4-credits	20 days field work
6- credits	30 days field work

## Courses-Marks-Evaluation: Matrix

Courses	Classroom teaching/interaction	Field session	Evaluation Mechanism	Marks
<b>Pre-Immersion</b> (Mandatory non-credited)	3 -days	nil	N.A.	Nil
<b>Immersion</b>	nil	90	Field work/ Practical	<b>100</b>
<b>4-credits course</b>	30-(4 days/per week class room (Monday-Thursday)).	30( field practical)	Minor exam. major exam Field Practical	<b>100</b>
<b>Non-credited course</b>	10 sessions	Presentations/practical/	----	----

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### Evaluation/Examination Mechanism

Courses	credits	Total marks	Mode of examination	Methods of evaluation	Marks breakup
Immersion	6	100	theory Field /practical	N.A. (Diary, log sheet, daily, daily messages etc.) photographs Individual report – Individual presentation- Team presentation -	..... 20 20 20 20 20  Total =100
Course paper/s	4	100	Theory  Field /Practical	Minor -1  Minor-2  Major  individual/group tasks/assignments etc.( for field assessment)	20 (15 theory + 5 field work) 20 (15+ 5 field work)  60(theory 40 marks + practical /field evaluation 20 marks) total=100

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