



**VINOBA BHAVE UNIVERSITY**

**HAZARIBAG**

A State University & Regd. Under UGC Section 2(F) & 12-B of the U.G.C Act

**NAAC B<sup>++</sup> Accredited**

*Regulations and Course of Study*  
*For*  
*One year Certificate Course*

- Post Graduate Diploma in Rural Development and Marketing Management.
- Post Graduate Diploma in Entrepreneurship Development.
- Post Graduate Diploma in Tourism Development and Travel Management.

**Effective from 2018-19 Sessions.**

*(All these certificate programmes will be run under the Department of Management, V.B.U)*

# **Courses of study**

## **Post graduate Diploma in Rural Development and Marketing Management:- (PGDRDM)**

### **Part – A (Theoretical)**

#### **RDM-101 Rural Development - Indian Context**

**UNIT 1:- Rural Development** - The concept of Rural Development, the role of agriculture in rural development, water shed programme, command area development programme.

**UNIT 2:- Rural Resources** – Rural Income, differences of Income between rural and urban sector, causes for low level rural income & Suggestive measures, steps taken by the Government.

**UNIT 3:- Rural development programs** – Early attempts of rural development, Community Development Programme & National Extension service, Intensive Agricultural Development Programme.

**UNIT 4:- Rural Industrialization** - Rural Industrialization in India, small scale and cottage Industries, Programmes for small scale & cottage Industries, Problems and perspective of rural industrialization.

#### **RDM-102 Rural social Development**

**UNIT 1:- Rural social structures** - Caste and class system, Religion – traditional practices, Community leadership, promotion of traditional and cultural value.

**UNIT 2:- Development of Rural Society** - Belief and practices for stability and development of rural society, Historical development of rural community, Tribal community, factors that influence social change.

**UNIT 3:-Rural & Urban disparities** – Social problems or rural economy, agrarian relations and reforms, poverty, Unemployment and inequality, social problems of weaker sections and remedial measures.

#### **RDM – 103 Rural Development programme, planning & Management**

**UNIT 1: Rural Development Programme-** Concept of rural development programme, early attempts of rural development programs, five year plan and rural development programme, Role of NGOs and Govt. machinery in rural development.

---

**UNIT 2: Type of Farmer**-High income groups of farmer, middle and low income group of farmers, Farmer's development agency

**UNIT 3: National rural employment programme** – Rural employment guarantee programme, integrated rural development programme, Jawahar Rozagar Yojna – The rural social welfare programme, schemes for women development, MNREGA, NHRM programme.

**UNIT 4: Rural Infrastructures** – Rural transport & communication, Rural electrification, Biogas programme, social forestry, Rural ecology, Rural banking, role of commercial banks, Regional Rural banks in Jharkhand, Garmin Banks.

#### **RDM-104 Rural Marketing & Management**

**UNIT 1: Introduction to rural marketing** – meaning, scope, definition & importance, Rural versus urban mind sets, growth of rural markets, Segmentation, Four P's

**UNIT 2: Classification of Markets** – Regulated Market, Defects/Problems of Regulated Market, Role of Regulated Markets on Marketing of Agriculture Produce, Significance of Regulated Markets to Agriculturists.

**UNIT 3: Rural Communications** – Rural Communication, role of media in Rural Markets, conventional media, the main problem in rural communication.

**UNIT 4: Role of Government in the Development of Agriculture Marketing** – Government intervention in Marketing system, role of agencies like, Council of State Agriculture Marketing Boards, (COSAMB), State Trading, Co-operative Marketing, Types of cooperative marketing Federation (NAFED), National Co-operative Development corporation (NCDC), Public Distribution system(PDS), Food corporation of India, Directorate of Marketing and Inspection (DMI), National Institute of Agricultural Marketing (NIAM), Self Help Group (SHG's).

#### **RDM-105 Sustainable Rural Development & E-model village in Jharkhand**

**UNIT 1: Sustainable Rural Development** -Concept of sustainable Rural development, Human development, efforts and goals of rural development in India, problems in rural development, sustainable rural development and its approaches.

**UNIT 2: Rural imbalance/ Disparities** – Problems of Rural unemployment, Remedial measures, migration of Rural poverty in Rural India, Causes & magnitude.

---

**UNIT 3: Concept of e-model village in Jharkhand** – Concept of e-village, obstacle in rural development process, Model of rural development operational system.

**RDM 106: IT & Computer Applications**

**Unit 1: IT -Backbone of Rural Development** :- Key services for rural upliftment through IT, Role of IT, Policy frame work and implementation.

**Unit 2: Computer Applications**

- Importance of Software – Operating System DOS, Windows
- Advantages of Internet – Leased Line – Electronic Mail, E-Commerce – Computer

**RDM-107 . Human Resource Management for rural India**

- A. Nature, Scope of Human Resource Management.
- B. Human Resource Planning, Training and Development,
- C. Welfare programme

**RDM-108: Rural Management – Principles and Practices**

- A. Introduction to Management and Theory of Management
- B. Planning, Organisation Structure and Design
- C. Motivation and Leadership

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

A: Accounting Cycle and Book-keeping B:  
Accounting of Rural Institutions

**Learning Tour (Practical/Field Work)**

**RDM-110** – The candidates/students as part of their course work will be visiting different communities, organizations, institutions and markets during summer to understand the reality in better way. During the visits the students will undertake basic research using different tools learnt to understand the issues in depth. One month field work/Village Survey (15 days in summer & 15 days in winter holidays)

- Village survey shall be based on Govt. sponsored/NGO sponsored programme for Rural Development
- Village survey shall be based on Agro – Product, Rural Marketing and BPL segment.

**RDM-111 – Dissertation/Project Report:** - Shall be based on Rural Development and rural Marketing topics.

**RDM-113** – Viva voice Examination based on entire project/field work/project work activities of students

---