

THE FOLLOWING ARE THE SUBJECTS PRESCRIBED FOR

SEMESTER-III

Sr No .	Course Code	Course Category	C	IM	EM	TM	Course Title
1	16070102030100	Foundation-3	2	30	70	100	Scientific and Technical Writing
2	16070202030200	Core-3	2	30	70	100	1. Agronomy-3
	16070202030300		2	30	70	100	2. Horticulture & Forestry -3
	16070202030400		2	30	70	100	3. Animal Husbandry-3
	16070202030500		2	30	70	100	4. Rural Extension-3
	16070202030600		2	30	70	100	5. Rural Economics-3
3	16070302030700	Elective-7	2	30	70	100	1. Environmental Economics
	16070302030800		2	30	70	100	2. Crop Disease and Weed Control
	16070302030900		2	30	70	100	3. Rural Extension
4	16070402031000	Elective-8	2	30	70	100	1. Principals of Social Reconstruction
	16070402031100		2	30	70	100	2. Disaster Management
	16070402031200		2	30	70	100	3. Social Engineering
5	16070502031300	Elective-9	2	30	70	100	1. Research Methodology
	16070502031400		2	30	70	100	2. Rural Marketing Management
	16070502031500		2	30	70	100	3. N.G.O. Management

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Name of Course	Sem ester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	Foundation-3	16070102030100	Scientific and Technical Writing	2	30	70	--	2.5 Hrs

Title: - Scientific and Technical Writing

Objective:

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

Theory: **100%**

Unit: 1 Dissertation and thesis:

Introduction and Detail methodology of thesis writing 20%

Unit: 2 Reference citations:

Introduction and methods of reference writing 20%

Unit: 3 Research proposals: its importance and method, points to be considered before implementation of projects 20%

Unit: 4 What is Research and what is Discovery?

Types of research and types of discoveries with examples 20%

Unit: 5 Research paper and Proof reading marks

Detail methodology of research paper writing and different proof reading marks and their uses 20%

Reference Books:-

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

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	Core- 3	16070202030200	Agronomy-3	2	30	70	--	2.5 Hrs

Title: Techniques For Higher Crop Production

Objectives:-

100%

1. Students will become aware with advance technology in agriculture
2. Students get knowledge which useful in progressive farming
3. To create self employment

Unit-1 Soil conservation:

20%

- Introduction
- Types of soil conservation
- Problems & Remedies

Unit-2 Soil fertility:

20%

- Introduction
- Factors affecting soil fertility
- Management of soil fertility

Unit-3 Soil reclamation:

20%

- Introduction
- Types of problematic soils
- Types and characteristics of saline soil
- Reclamation of saline soil

Unit-4 Tillage :

20%

- Introduction
- Objectives of tillage
- Types of tillage
- Merits & Demerits of tillage

Unit-5 Micro irrigation

20%

- Concept of sprinkler irrigation
- Concept of drip irrigation

References:

1. *Jamin Vigyan ane vyavastha* (Gujarati Edition)
-Babubhai Avarani
2. *Jamin Vigyan ane pak utpadan* (Gujarati Edition)
-Dr. A.S. Patel & Dr. R. S. Joshi
3. Water resource management
- Anil K. Popat
4. Manures and Fertilizer
- R. S. Yawalkar, J.P. Agrawal and S. Bokde

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	Core- 3	16070202030300	Horticulture & Forestry	2	30	70	--	2.5 Hrs

Title: Applied Forestry

Objectives:

- (1) Student gets knowledge about forest
- (2) To aware with laws of forest and wild life animal
- (3) To aware with social forestry and help in forest conservation.

Theory: -

100%

Unit: 1 Social forestry

10 %

1. Importance
2. Scheme
3. Conservation of forest

Unit: 2 Apiculture (Honey bee keeping)

20 %

1. Importance
2. Types of bee
3. Structure of comb
4. Method of honey bee rearing
5. Centers of bee rearing

Unit: 3 Wild life century and national park in Gujarat state

- Introductory information about wild life animals like; lion, tiger, monkey, deer, leopard, peacock, snake, birds.

20%

Unit: 4 Medals awards of forest department

- The Environment protection act.
- The wildlife protection act.
- Forest conservation act

20 %

Unit: 5 Forest trees and its medicinal use:

30%

1. Satavari
2. Arduci (*Adhatoda vasaca*)
3. Nagod
4. Brahmi (*Centella asiatica*)
5. Kaucha (*Mucuna pruita*)
6. Arjun (*Terminalia anjuna*)
7. Harde (*Terminalia chebula*)
8. Karanj (*Pongamia pinnata*)

9. Amla
10. Garmalo
11. Galo
12. Jethimadh
13. Mahudo
14. Neem (Azardica indica)

References

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

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	Core- 3	16070202030400	Animal Husbandry-3	2	30	70	--	2.5 Hrs

Title :- Dairy Industry

Objectives :-

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

Theory :

100%

Unit : 1

- Importance of Dairy Industry.
- Milk Production in the world : An overview. 20 %

Unit : 2

- Milk consumption & availability per capita.
- Milk types and their specifications. 20 %

Unit : 3

- Sources of Contamination of Milk and control measures.
- Milk testing : society level & dairy level. 20 %

Unit : 4

- Storage of Milk : methods and advantages : Heating.
- Chilling & by adding preservatives. 20 %

Unit : 5

- Diseases transmitted through milk and their preventive measures.
- Adulteration in milk and its test : Adulterants used and their testing methods. 20 %

References :-

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

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	Core- 3	16070202030500	Rural Extension-3	2	30	70	--	2.5 Hrs

Title: Rural Extension

હેતુઓ:-

- (૧) વિદ્યાર્થીઓ સામુદાયિક વિકાસ યોજનાના ઉદ્દેશોથી પરિચિત બને.
- (૨) વિદ્યાર્થીઓ સામુદાયિક વિકાસ યોજનાના કાર્યક્રમોથી માહિતગાર બને.
- (૩) વિદ્યાર્થીઓ સામુદાયિક વિકાસ યોજનાનું વહિવટી માળખું સમજે.
- (૪) વિદ્યાર્થીઓ ગ્રામ અર્થ વ્યવસ્થામાં પરિવર્તન લાવતો પરિબળો વિશે જાણો.

અભ્યાસક્રમ

એકમ :- ૧	સામુદાયિક વિકાસ યોજનાનો અર્થ સામુદાયિક વિકાસ યોજનાના હેતુઓ (ઉદ્દેશો)	૨૦ %
એકમ :- ૨	સામુદાયિક વિકાસ યોજનાના કાર્યક્રમો સામુદાયિક વિકાસ યોજનાની ગ્રામીણ સમાજ પર અસર	૨૦ %
એકમ :- ૩	સામુદાયિક વિકાસ યોજનાનું વહિવટી માળખું	૨૦ %
એકમ :- ૪	ગ્રામીણ અર્થવ્યવસ્થામાં પરિવર્તન લાવતાં પરિબળો	૨૦ %
એકમ :- ૫	ગ્રામીણ અર્થવ્યવસ્થા પર બ્રિટિસ અમલની અસર	૨૦ %

સદર્ભ ગ્રંથો:-

૧. ગ્રામીણ સમાજશાસ્ત્ર - એ. જી. શાહ
૨. કૃષિ વિસ્તરણ શિક્ષણ - ઈશ્વરભાઈ પટેલ
૩. વિસ્તરણ શિક્ષણના મુળતત્વો - પ્રો. ધીરજ ધકાણ

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	Core- 3	16070202030600	Rural Economics-3	2	30	70	--	2.5 Hrs

Title :- Rural Economic Development

Objectives :-

1. To aware about importance of rural Economy.
2. To get informed about – rural Economic problems.
3. To think about the remedial measures of rural Economic Development.

Theory : **100%**

Unit : 1 Meaning and salient features of Rural Economy.
Significance of Rural Development. 15 %

Unit : 2 Negative factors and rural Development.
Drought, Flood & Famine and Rural Development, Drought & Famine Causes, effecton Rural Development. Remedial Measures to solve the Problem of Drought & Famine. 20 %

Unit : 3 Government Approach for Rural Development, major Rural Development Programmes. Evaluation of strategy for Rural Development. Suggestions For the success of Rural Development – Strategy. Rall of NGO’s in Rural Development – Scope, Role limitations, suggestions. 25 %

Unit : 4 Rural infrastructure – Development – salient features, problems and Remedial Measures. 15 %

Unit : 5 Food security in India – concept of Food security, Food self – sufficiency and Food security in India – Public Distribution system (PDS) and its impact on Poverty alleviation Evolution of PDS. 20%

References :-

1. C. M. Chaudhari, Rural Economics – Sublime publication – Jaipur.
2. P. C. Bansal – Eco. Prob. Of Indian Agri.
3. Sndharam L. S. – Rural Development.
4. Vasant Desai – Fundamentals of Rural Development.
5. John Harris – Rural Development.
6. Ishwar Dhingra – The Indian Economy – Environment & Policy.
7. Kartarsingh – Rural Development.

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-7	16070302030700	Environmental Economics	2	30	70	--	2.5 Hrs

Title :- Environmental Economics

Objectives :-

1. To acquaint student with. The basic Theories of Environment Economics.
2. To appraise and sensitive student about major Environmental issues of India.
3. Develop skill to analyse them with the help of appropriate theoretical frames.

Theory : **100%**

Unit : 1 Meaning of environment Economics, various definition and nature of Environment economics meaning, Definition and features of planning. 20 %

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

Unit : 3 Agriculture development and environment problems. Changing land use and Cropping pattern and environmental issues. The problems of grazing – land. The problem of conservation of forest and biodiversity. Supply and quality Of ground water and its management. 20 %

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

Unit : 5 Environment policy in India important environmental laws. Natural Resources And Agriculture Development Policy. 20 %

References :-

1. Development & Environment Economics – Dr. Mahesh Joshi
2. Agricultural Economics – S. O. Shrivestara.

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-7	16070302030800	Crop Diseases and weed control	2	30	70	--	2.5 Hrs

Title:- Crop Disease and Weed-control

Objectives:-

1. To aware the students about plant diseases
2. To introduce the students about the causes, infection and symptoms of diseases in plants.
3. To inform the students about detailed control measures of plant diseases.
4. To aware the students about weed and weed control.

Theory:-

100%

Unit-1 What is diseases? Its importance, classification, causes, infection and dispersal 20%

Unit:-2 Introductory study to Bacteria, Fungi and Viruses. 20%

Unit:-3 Study of symptoms of plant diseases. 20%

Unit:-4 Principles of diseases control and chemical use in disease control. 20%

Unit:-5 Weed and weed control 20%

5.1 Definition and classification of weed

5.2 De-merits of weed

5.3 Uses of weed

5.4 Dispersal of Weed

References:

1. Plant Disease (6th edition)
-R.S.Singh
2. Disease of crop plant in India
-G. Rangaswami
3. Principles and procedures of plant protection (3rd Edition)
- S. B. Chattopadhyay
4. Introduction to principles of plant pathology (3rd Edition)
- R. S. Singh
5. Sampurna Pak Sanrakshan Part-II (Gujarati Edition)
- Babubhai Avarani

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-7	16070302030900	Rural Extension	2	30	70	--	2.5 Hrs

Title: Rural Extension

હેતુઓ:-

- (૧) વિદ્યાર્થીઓમાં વહિવટ અંગેની સમજ કેળવાય.
- (૨) વિદ્યાર્થીઓ અસરકારક વહિવટની ખાસિયતોથી પરિચિત બને.
- (૩) વિદ્યાર્થીઓ વહિવટના અસરકારક સિધ્ધાંતોથી પરિચિત બની તેનો અમલ કરે.
- (૪) વિદ્યાર્થીઓ અસરકારક વહિવટ કરનારની ખાસિયતોથી માહિતગાર બને.

અભ્યાસક્રમ

એકમ :- ૧ વહિવટ ૧૦ %
અર્થ, ભારતમાં વહિવટીતંત્ર પ્રથાનો વિકાસ.

વહિવટના પ્રકાર :-

૧. કેન્દ્રિયત વહિવટ: તેના ફાયદા અને ગેરફાયદા.
૧. વિકેન્દ્રિયત વહિવટ: તેના ફાયદા અને ગેરફાયદા

એકમ :- ૨ કેન્દ્રિયત અને વિકેન્દ્રિય વહિવટના પરિબળો. ૧૦ %
૧. વહિવટી પરિબળો.
૨. ફરજ અંગેના પરિબળો.
૩. બાહ્ય પરિબળો
૪. જવાબદારી.

એકમ :- ૩ વહિવટીતંત્રનું કાર્યક્ષેત્ર ૨૦ %
૧. આયોજન ૨. સંગઠન
૩. મહેકમ ૪. નિર્દેશન
૫. સંકલન ૬. દેખરેખ
૭. અહેવાલ તૈયાર કરવો. ૮. અંદાજપત્ર
૯. મૂલ્યાંકન ૧૦. જવાબદારી.

એકમ :- ૪	વહિવટના સિધ્ધાંતો:	૪૦ %
	૧. સંકલનનો સિધ્ધાંત.	
	૨. જવાબદારી અને સત્તાનો સિધ્ધાંત	
	૩. આદેશમાં એકતાનો સિધ્ધાંત.	
	૪. સ્ટાફનો સિધ્ધાંત.	
	૫. નિયંત્રણનો સિધ્ધાંત.	
	૬. પ્રોત્સાહનનો સિધ્ધાંત	

એકમ :- ૫	વહિવટમાં ખાસિયતો:	૨૦ %
	૧. અસરકારક વહિવટની ખાસિયતો.	
	૨. અસરકારક વહિવટ કરનારની ખાસિયત.	

સદર્ભ ગ્રંથો:-

૧. કૃષિ વિસ્તરણ શિક્ષણ અ ઈશ્વરભાઈ પટેલ
૨. વિસ્તરણ શિક્ષણના મુળતત્વો - પ્રો. ધીરજ ધકાણ

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-8	16070402031000	Principal of social reconstruction	2	30	70	--	2.5 Hrs

Title: સમાજ નવનિર્માણના સિધ્ધાંતો અને પદ્ધતિઓ

હેતુઓ:-

- (૧) વિદ્યાર્થીઓ હિંદુ ધર્મ અને તેના સાહિત્યથી પરિચિત થાય.
- (૨) વિદ્યાર્થીઓ ઈશુ, મહાવીરના જીવનથી પરિચિત થાય.
- (૩) વિદ્યાર્થીઓ બ્રહ્મોસમાજ, આર્યસમાજ, પ્રાર્થના સમાજ વગેરેનું જ્ઞાન મેળવે.
- (૪) વિદ્યાર્થીઓ સ્વાધ્યાય અને સ્વામીનારાયણ સંપ્રદાયનું જ્ઞાન મેળવે.

અભ્યાસક્રમ

એકમ :- ૧	હિંદુ ધર્મ ૧. શ્રુતિ અને સ્મૃતિ સાહિત્ય ૨. પંચ પ્રાણનો ખ્યાલ. ૩. રામાયણ, મહાભારતનો સામાજિક અભિગમ. ૪. ભાગવદ્ ગીતાનો માનવ ધર્મનો ખ્યાલ	૨૫ %
એકમ :- ૨	યહુદી, ખ્રીસ્તી અને જૈન ધર્મ ૧. યહુદીના સ્થાપકનું જીવન અને ઉપદેશ ૨. ઈશુનું જીવન અને ઉપદેશ ૩. મહાવિર સ્વામીનું જીવન અને તેના સિધ્ધાંતો	૨૦ %
એકમ :- ૩	બૌદ્ધ અને ઈસ્લામ ધર્મ ૧. ગૌતમ બુદ્ધનું જીવન અને આર્યઅષ્ટાંગ માર્ગ ૨. મહમદ પયગંબરનું જીવન અને ઈસ્લામનો સિધ્ધાંતો	૨૦ %
એકમ :- ૪	સમાજ સુધારણામાં ફાળો. ૧. બ્રહ્મો સમાજ ૨. આર્ય સમાજ ૩. પ્રાર્થના સમાજ	૨૦ %

એકમ :- ૫ સમાજ સુધારણા અને સામાજિક પવિર્તન
૧. થિયોસોફીકલ સોસાયટી
૨. સ્વાધ્યાય પ્રવૃત્તિ
૩. સ્વામીનારાયણ સંપ્રદાય

૨૦ %

સદર્ભ ગ્રંથો:-

૧. જગતના વિધમાન ધર્મો - જે. એ યાંજીક
૨. જગતના ધર્મો - બી. જી. દેસાઈ
૩. આપણો ધર્મ - આ. બા. ધૃવ
૪. જૈન દર્શન - ઝેડ. વી. કોઠારી
૫. બૌદ્ધ દર્શન - એમ. કે ભટ્ટ
૬. ધર્મનું તુલનાત્મક અધ્યયન - બી. જી. દેસાઈ

Faculty of Rural Studies

Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-8	16070402031100	Disaster management	2	30	70	--	2.5 Hrs

Title :- Disaster Management

Objectives :-

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

Theory : **100%**

Unit : 1 Disaster Management. 30 %

1. Introduction
2. Natural Disaster
3. Man – made Disaster

Unit : 2 Disaster management – Nature and working system. 20 %

1. Disaster management policy
2. Disaster management plan
3. Disaster relief and rescue management

Unit : 3 Disaster management and voluntary services organization. 20 %

1. Role of voluntary organization in Disaster management
2. Some Hints to voluntary organization

Unit : 4 **Some points related to Disaster management.** 20 %

1. Disaster management Education
2. Disaster management Research
3. Some problems related to Disaster management

Unit : 5 **Disaster management – some experiences** 10 %

1. Disaster management in Gujarat

References :-

1. Disaster management – Dr. Ramnik J. Yadav
2. Essentials of Environment & Seismic Engineering – Dr. M. B. Gohil,
Anil K. Popat
3. पर्यावरण अध्ययन - UGC Arch Bharucha.

Faculty of Rural Studies

Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-8	16070402031200	Social Engineering	2	30	70	--	2.5 Hrs

Title: Social Engineering

Objectives

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

Course: 100%

UNIT-1 20%

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

UNIT -2 20%

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

UNIT-3 20%

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

UNIT-4 20%

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

Strategy for creating Social Engineering in India:

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

સંદર્ભગ્રંથ:-

૧. ગ્રામીણ અને નગર સમાજશાસ્ત્ર - પ્રો. એ.જી. શાહ અને પ્રો. જે.કે. દવે
૨. ગ્રામીણ સમાજશાસ્ત્ર - પ્રો. એ.જી. શાહ
૩. સામુદાયીક વિકાસ અને કૃષિ વિસ્તરણ - બાબુભાઈ અવરાણી

Faculty of Rural Studies

Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-9	16070502031300	Research Methodology	2	30	70	--	2.5 Hrs

Title: સંશોધન પધ્ધતિઓ

હેતુઓ:-

- (૧) સંશોધનની ટેકનીકનો ઉપયોગ કરીને વિદ્યાર્થીમાં વૈજ્ઞાનિક વલણ વિકસાવું.
- (૨) સંશોધન અને વિજ્ઞાન વચ્ચેનો સબંધ જાણવો.
- (૩) સામાજિક ક્ષેત્રે સંશોધનનું સ્થાન અને મહત્વ જાણવું
- (૪) સંશોધન દ્વારા સાચા જ્ઞાન વશે જાણવું.

અભ્યાસક્રમ

- એકમ :- ૧** વિજ્ઞાનનો અર્થ, વ્યાખ્યા, લક્ષણો તથા સંશોધનમાં સમષ્ટીનું મહત્વ, અર્થ અને તેના પ્રકારો. ૨૦ %
- એકમ :- ૨** સામાજિક સંશોધનનું મહત્વ અને તેના હેતુઓ. ૨૦ %
- એકમ :- ૩** સંશોધનમાં માહિતીનું મહત્વ તેનો અર્થ, પ્રકાર, ગૌણ માહિતી અને પ્રાથમિક માહિતી, તેના સ્ત્રોત, અર્થ અને ક્ષેત્રીય સ્ત્રોતનો અર્થ અને મહત્વ. ૨૦ %
- એકમ :- ૪** સંશોધનમાં માહિતી એકત્ર કરવાની પધ્ધતિઓમાં ૧. નિરીક્ષણ ૨. પ્રશ્નાવલી. ૩. મૂલાકાત - દરેકનો અર્થ, ઉપયોગીતા પ્રકાર, તેની લાક્ષણિકતા અને તેની મર્યાદા ૨૦ %
- એકમ :- ૫** (એ) સંશોધનમાં માહિતી રજૂ કરવા.
૧. કોષ્ટીકરણ - તેનો અર્થ, પ્રકાર અને તેનું મહત્વ.
૨. આકૃતિઓ - ચિત્રાત્મક રજૂઆત, તેનું મહત્વ અને તેના પ્રકારો.
(બી) સંશોધનમાં અહેવાલનું આલેખન તેનો અર્થ, મહત્વ, વાચક વર્ગ, લેખનશૈલી, સંશોધન લેખ, સારાંશ અહેવાલ ૨૦ %

સદર્ભ ગ્રંથો:-

૧. સામાજિક સંશોધન પધ્ધતિઓ - ડૉ. અરવિંદ દેસાઈ
 ૨. સંશોધન પધ્ધતિઓ - ડૉ. દવે.
 ૩. સમાજ શાસ્ત્રની સંશોધન પધ્ધતિઓ - પ્રો એ.જી. શાહ
 ૪. સંશોધન પ્રણાલી - ડૉ. વિજય હરારે
 ૫. સંશોધન ડિઝાઈન - ડૉ. વિમલ શાહ
 ૬. સંશોધન અહેવાલ - ડૉ. વિમલ શાહ
- સંશોધન પધ્ધતિઓ અને પ્રવિધિઓ - ડૉ. હરીભાઈ દેસાઈ

Faculty of Rural Studies

Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-9	16070502031400	Rural marketing management	2	30	70	--	2.5 Hrs

Title: Rural Marketing Management

OBJECTIVE:

1. To develop an understanding of the underlying concept
2. To develop an understanding of the strategies and the issues involved in the exchange of products and services between the companies and rural markets
3. To develop an understanding of the strategies and the issues involved rural products to consumers.

Course: **100%**

UNIT-1 Concept of rural marketing, need of rural marketing, rural market segmentation
 Concept of rural consumer behavior, research in rural consumer behavior, method of conducting rural marketing research 20%

UNIT -2 Product Planning: Product mix and product life cycle, product diversification.
 Product Pricing, pricing strategies 20%

UNIT-3 Distribution channels in rural marketing, advertising for rural marketing 20%

UNIT-4 Basic principles of processing and reservation, value addition and quality control,
 Grading and Packaging 20%

UNIT -5 Case study on 'multi-nationals in rural marketing'
 Case study on 'NGOs in Rural Marketing'
 Case study on "Social Marketing" 20%

Books:

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

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Name of Course	Semester	Core/ Elective/ Foundation	Course Code	Course Title	Credits	Internal marks	External marks	Practical/ viva marks	External exam time duration
M.R.S.	III	ELECTIVE-9	16070502031500	N.G.O Management	2	30	70	--	2.5 Hrs

Title: N.G.O. MANAGEMENT

Objectives:

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

Course:

100%

UNIT-1

20%

- Introduction of NGOs, V.O., C.G.O., G.O., N.G.Os.,
- History of Voluntary Action in India
- People's Movement and Development Action.

UNIT-2

20%

- Phases of NGO Movement,
- Types of NGOs
- Current Govt. Policy on NGOs involvement.

UNIT-3

Case Studies on NGOs Movement

20%

1. Chipko Movement.
2. Narmada Bachao Movement.
3. KSSP Movement.
4. Kundrakudi Movement.
5. Hamara Ghar Hamara Raj.
6. Feminist Movement.
7. Tehari Dam Movement.
8. Sariska Bachao Movement.
9. Ganga Bachao Movement.
10. Jal Jangal Jameen Andolan.
11. Bandhua Majdoor Andolan.

UNIT-4	Management of N.G.O	20%
	<ul style="list-style-type: none">• Registration of NGO.• FCRA.• Income Tax Exemption 80 G.• Financial Management.• Annual Report Writing.• FERRA.	

UNIT-5	Project Management	20%
	<ul style="list-style-type: none">• Project Formulation• Project Monitoring• Training of NGO's Functions.• Human Resource Management on NGO's• Funding Agencies and their Format/Guidelines.	

Reference

1. “Kudrati sampati ane vavyashapan” (Gujarati Edition) - Babubhai Avarani
2. “Gram Swavikash” (Gujarati Edition) - Babubhai Avarani
3. “Gram vikash karyakram ane yojnao” (Gujarati Edition)- R. B. Matariya.