# MASTER OF RURAL STUDIES

THE FOLLOWING ARE THE SUBJECTS PRESCRIBED FOR

## SEMESTER-III

<table>
<thead>
<tr>
<th>Sr No.</th>
<th>Subject</th>
<th>credit</th>
<th>Evaluation</th>
<th>Title of the Subject</th>
<th>Course No.</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td>2+0</td>
<td>Internal max/min (30/12)</td>
<td>External max/min (70/28)</td>
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<tr>
<td>1</td>
<td>Foundation-3</td>
<td>30 70</td>
<td>Scientific and Technical Writing</td>
<td>M.FND-311</td>
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<tr>
<td>3</td>
<td>Elective-7</td>
<td>30 70</td>
<td>1. Environmental Economics &lt;br&gt;2. Crop Disease and Weed Control &lt;br&gt;3. Rural Extension &lt;br&gt;4. Landscape Gardening</td>
<td>M.ELT-311 &lt;br&gt;M.ELT-312 &lt;br&gt;M.ELT-313 &lt;br&gt;M.ELT-314</td>
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</tbody>
</table>
MASTER OF RURAL STUDIES

SEMESTER – III

Subject: - Scientific and Technical Writing (M.FND-311)     Marks-100

Objective:

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

Course:

Unit: 1  Dissertation and thesis:
        Introduction and Detail methodology of thesis writing
        20%

Unit: 2  Reference citations:
        Introduction and methods of reference writing
        15%

Unit: 3  Research proposals:
        Its importance and method
        15%

Unit: 4  Method of research paper writing.
        15%

Unit: 5  Research and Types of Research
        15%

Unit: 6  Discovery and its types and conditions for each
        10%

Unit: 7  Proof reading marks for thesis writing.
        10%

Reference Books:

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

SEMESTER – III

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

Title: - Techniques for Higher Crop Production. (2+0)

Marks - 100

Objecitive:

1. Student will become aware with advance technology in agriculture.

2. Students get knowledge of advance technology in agriculture science so useful in progressive farming.

Course:

1. Soil Conservation, Problems and Remedies

2. Soil Fertility

   2.1 Factors affecting soil Fertility

   2.2 Management of Soil Fertility through Rotation And Mixed Cropping

3. Soil reclamation:

   3.1 Saline and alkaline soil and its characteristics and remedies.


5. Use of Drip irrigation in higher crop production.

   5.1 What is drip irrigation?

   5.2 Necessity of drip irrigation.

   5.3 Comportments of drip irrigation.

   5.4 Merits and demerits of drip irrigation.

Reference Book:-

1. Manures and fertilizer. R.S Yawalkar J.P Agrawal.
   - S. Bokde.


4. Jamin vigyan And Pak Utpadan. Dr. A.S Patel, Dr R.S Joshi.


6. Water Conservation And its efficient use
   - Compiled by Dr. A.D Kher.
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SEMESTER – III

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

Title: - Dairy Industry

Marks - 100

Objective

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

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

Reference Books:
1. Dairy Vigyan - C. H. Joshi
2. Dudh ane Dudhni Banavato (Gujarati) - B. M. Patel
3. Text Book of Dairy Science - Henny, Judkin
4. Dairying in India - Areview - D. N. Kharady
MASTER OF RURAL STUDIES
SEMESTER – III Core- 3
Subject: - Horticulture & Forestry -3 (M.Hort-301) Marks - 100
Title: - Applied forestry (2+0)

Objectives: –

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

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

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

2.1 Importance
- Economical
- Pollination
2.2 Body structure of honeybee
2.3 Types of bee
- male
- female queen
- soldier
2.4 structure of honey comb
2.5 Honey bee cultivation
2.6 Information center for apiculture

Unit: - 3 Lac Culture. 10%

3.1 importances
3.2 Cultivation of host tree and Caria lecca
3.3 Economical View

Unit: - 4 Biodiversity 20%

4.1 Introduction.
4.2 Bio geographic classification of India
4.3 Value of biodiversity.
4.4 Biodiversity at global, national and local level.
4.5 Threats of biodiversity.
4.6 Endangered and endemic species of India.

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

5.1 Lion
5.2 Tiger
5.3 Deer
5.4 Leopard
5.5 Bird.

Unit: - 5 Information of Medal and award of Forest – India and Gujarat. 10%
Unit: - 6  Forest conservation  10%

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

Unit: - 7  Field Programme  10%

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

REFERENCES:-
new delhi
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SEMESTER – III

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

Title: - Rural Economy: Problems and Policies  

Core- 3  
Marks - 100

Objectives:

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

Course:

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

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

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

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

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

References:

1. Rural Development- Sundhamr L.S.
4. Rural development. – John harris.
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SEMESTER – III

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

Title: - Rural Development and Planning

Objective

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

Course:-

Unit: - 1  Meaning of community development project  
- Objectives of community development  
20%

Unit: - 2  Programmers of community development project  
- Impact on rural society  
30%

Unit: - 3.  Administrative structure of community development project  
30%

Unit: - 4.  Factor of change in rural society, change in rural economy  
20%

Reference:-

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

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

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

Course

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

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

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

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

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

Reference:-

2. Dasgupta - The control of resources - oxford uni- press
5. Joshi M.V - Theories and approaches of environment economics - oxford uni.press
6. Chari,S.N and vyasalu, Vinod - environment management : An Indian Perspective, Mcmillan India Ltd.
8. Rio, Johniburg and beyond - Indians progress in sustainable development - oriet- logman.new delhi
9. Ramprasad seugupta - ecology & Economics, oxford uni unii. press
10. syam, diwan and arman - environmental land and policy in India - oxford uni. press
MASTER OF RURAL STUDIES

SEMESTER – III

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

Elective-7

Marks-100

Objectives:

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

Course:

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

9.1 What is weed?
9.2 Genomic importance of weed.
9.3 Merits of weed.
9.4 Spreading of weed.
9.5 Classification of weed.
9.6 Method of weed control.

Reference:

1. Principles and procedures of plant protection. - S.B Chattopadhyay.
2. Introduction to principles of plant pathology - R.S Singh.
3. Insect pest of Crops. - S. Pradhan.
- Shri H.D Kavani.
- Shri A.L Potat.
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SEMESTER – III

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

Objective

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

Course:-

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

1.1 Centralized: its advantage and disadvantage.
1.2 Decentralized: its advantage and disadvantage.

Factor of centralized and decentralized administration

1.1.1 Administration factor
1.2.1 Functional Factors
1.2.3 External Factors.

Unit: - 2 Scope of Administration mechanism.

2.1 Planning
2.2 Organizing
2.3 Staffing
2.4 Direction
2.5 Co- Ordination
2.6 Supervision
2.7 Budgeting
2.8 Evaluation.
2.9 Responsibility
2.10 Authority.

**Unit: - 3 Principles of Administration 40%**

3.1 Principles of Co-ordination

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

3.2 Principles of responsibility and authority meaning of authority

Types of authority

1. Line authority
2. Staff authority
3. Functional authority
4. Executive authority

Scalar Process

3.3 Principles of command
3.4 Principles of staff
3.5 Principles of control
3.6 Principles of policy analysis.
3.7 Principles of span of action
3.8 Principles of unity of action
3.9 Principles of motivation
3.10 Principles of procedure analysis

**Unit: - 4 characteristic of 10%**

4.1 Effective administration.
4.2 Effective administration.

**Reference:-**

1. Krishi vistran shikshan (Gujarat) - Iswarbhai patel
2. Vistran shikshan na multatva (Gujarat) - Pro.Dhirag Dhakan.
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SEMESTER – III

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

Objectives:-

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

(ii) Create self - employment source.

Course

Unit - 1:- Garden 10%

1.1 Definition

1.2 Importance

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

2.1 Public garden

2.2 Private garden

2.3 Children Garden and Other

Unit - 3:- Characteristic of garden 20%

3.1 Mogul garden.

3.2 Japanese Garden

3.3 English garden.

3.4 Famous garden in India

Unit - 4:- Bonsai 20%

4.1 Definition

4.2 Types of bonsai

4.3 Steps of bonsai preparation

Unit - 5:- Lawn 20%

5.1 Importance

5.2 Preparation method.
**Unit -6:-** Garden tools. 10%

6.1 Name and use

6.2 Price and manufacturing company

**Unit -7:-** Nursery management 10%

7.1 Importance

7.2 Bed preparation

7.3 Type of nursery- private, government, forest department

7.4 Important plant for nursery

**Reference:-**

1. Floriculture in India

2. Advances in horticulture vol. 12
   - edited by chadhu, K.L and Bhattacharya
   - Malhotra publishing house New delhi

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

4. Creating small gardens
   - roy strong
   - conran octopus ltd, London
MASTER OF RURAL STUDIES

SEMESTER – III

Subject: - Principles of Social Reconstruction (M.ELT-321)  
Elective-8  
Marks-100

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

Course

1. पर्मेनो अर्थ अने स्वरुप.
2. समाज सुधारणा आढ़ावन

3. आधीश्ना सत्य अने आधीसा अजिना विचारो:-

M.R.S. Saurashtra University-Rajkot  
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<td>1. સમાજ સુધારકામાં ગાઢીજ્ઞ પ્રકાશ</td>
<td>આજના</td>
<td>મ.જી.પટલ</td>
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<td>પ્ર.બી.વસારી</td>
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<td>નગરન જ.શાહ</td>
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<td>5. સોજ વર્ણદર્શન</td>
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<td>ભી.જ.સારી</td>
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<td>6. ધ્વજનું તુલનાત્મક અધ્યયન</td>
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SEMESTER – III

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

Marks-100

Objectives:

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

Course:

Unit: -1. Disaster Management: - 10%

1. Introduction.
2. Natural Disaster

Unit: -2. Disaster Management – Nature and Working System: 30%

1. Disaster Management Policy.
2. Disaster Management Plan.
3. Disaster relief and rescue Management.
4. Disaster rehabilitation Programme.

Unit: -3. Disaster Management and Voluntary Services Organization 10%

1. Role of Voluntary Organization in Disaster Management.
2. Some Hints to Voluntary Organization.

Unit: - 4. Disaster Management – Some Experiences 10%

1. Disaster Management in India.
2. Disaster Management in Gujarat.

Unit: - 5. Some Points related to Disaster Management 30%

1. Disaster Management Education.
2. Disaster Management and Civilian Responsibility.
3. Disaster Management Research.
4. Disaster Management Research
5. Some Problems related to Disaster Management

Unit: - 6 Remedial and Preventive Step During. 10%

1. Flood
2. cyclone
3. Earth Quake

Reference Book:-

1. Disaster Management - Dr.Ramnik J. Yadav.
2. Essentials of Environment and seismic engineering- Dr. M.B.Gohil, - Anil K.Popat
3. प्राकृतिक आपदाएंच्या कृतीत, अरंख्या व्यवस्था
11. Disaster Management – Text & Case Studies
   - DBN Murthy
   - Deepen Deep Public
   - Cantin - 2007
MASTER OF RURAL STUDIES

SEMESTER – III  Elective-8

Subject: - SOCIAL ENGINEERING (M.ELT-323)  Marks-100

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

Course:

UNIT-I  20%

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

UNIT –II  20%

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

UNIT-III  20%

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

UNIT-IV  20%

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

UNIT – V  20%

Strategy for creating Social Engineering in India:

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

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

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

Objective

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

Course:

1. विज्ञानानी अर्थ, व्याख्या, वस्त्र
2. सामाजिक सशस्त्रना देतुन / मर्यादा
3. समस्तीतीने अर्थ अने प्रकार
4. माहीतीनी अर्थ अने प्रकार
5. सशस्त्रन पध्धतीजो
6. माहीतीनी २ अनुभव
7. सशस्त्रन आंदोलनु आवेदन

सदनवः अबः ¬

1. सामाजिक सशस्त्रन पध्धतीजो ¬ डॉ. अरविंद देसाई
2. सशस्त्रन पध्धतीजो ¬ डॉ. हवे
3. सशस्त्रन पध्धतीजो अने प्रविधिजो ¬ डॉ. करीबाई देसाई
4. सशस्त्रन विज्ञान ¬ डॉ. विमल शाळ
5. सशस्त्रन आंदोलन ¬ डॉ. विमल शाळ
6. सशस्त्रन प्राथमी ¬ डॉ. विजय जरारे
MASTER OF RURAL STUDIES

SEMESTER – III

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

Marks-100

Objective:

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

Course:

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

   Product Pricing, pricing strategies

Unit-3 Distribution channels in rural marketing, advertising for rural marketing

Unit-4 Basic principles of processing and reservation, value addition and quality control,
   Grading and Packaging

Unit -5 Case study on 'multi-nationals in rural marketing' Case study on 'NGOs in Rural Marketing’ Case study on "Social Marketing"

References:

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

SEMESTER – III

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

Objectives:

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

Course:

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

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

UNIT-III  Case Studies on NGOs Movement
          1. Chipko Movement.
          3. KSSP Movement.
          5. Hamara Ghar Hamara Raj.
          6. Feminist Movement.
          7. Tehari Dam Movement.
          8. Sariska Bachao Movement.

UNIT-IV   Management of N.G.O
          Registration of NGO
          FCRA
          Income Tax Exemption 80 G
          Financial Management
          Annual Report Writing
          FERRA

UNIT-V    Project Management
          Project Formulation
          Project Monitoring
          Training of NGO's Functions
          Human Resource Management on NGO's
          Funding Agencies and their Format/Guidelines