

UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION (25/July/Adp./19)

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 syllabi and courses of studies for **Post Graduate Programme in Rural Studies** under **NEP-2020** as per details given below:-

Two Year Post Graduate Programme under NEP-2020

Subject	Semester	For the examinations to be held in the year
Rural Studies	Semester-I	December 2025, 2026 and 2027
	Semester-II	May 2026, 2027 and 2028
	Semester-III	December 2026, 2027 and 2028
	Semester-IV	May 2027, 2028 and 2029

The Syllabi of the courses are also available on the University website:
www.jammuuniversity.ac.in

Anju Bhasu
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/25/4946-70

Dated: 30/7/2025

Copy for information and necessary action to:

1. Dean, Faculty of Social Science
2. Director/Convener, Board of Studies in Rural Studies
3. Director, Centre for IT Enabled services and Management, University of Jammu for information and for uploading on University Website.
4. All members of the Board of Studies
5. Joint Registrar (Evaluation/P.G. Exam.)
6. Programmer, Computer Section, Examination Wing

Specimen Proforma for Syllabi (02 Years)

Two Years Post Graduate Programme in Rural Studies

S. No	Course No.	Course Title	No. Of Credits		Credits level	Credits Points	Course Type	Marks		Nature of Course				SWAYAM/MOOC	Vocational Course	Research Project/ Summer Internship/ Dissertation
								Theory	Practical	Global	National	Regional	Skill			
1	P2RSPC101	Immersion Programme	04	6.5	26	Core		✓				✓				
2	P2RSTC102	Rural Livelihood, collective actions and Organization	04	6.5	26	Core	✓			✓						
3	P2RSTC103	Management Perspectives	04	6.5	26	Core	✓			✓						
5	P2RSTC104	Social Problems and Marginalized Groups	04	6.5	26	Core				✓						
6	P2RSTC105	Rural Society and Governance	04	6.5	26	Core	✓			✓						
7	P2RSTC106	Communication and Analysis Skills					✓		✓							
8	P2RSPC201	Internship	04	6.5	26	Core	✓					✓				✓
9	P2RSTC202	Marketing Management	04	6.5	26	Core	✓					✓				
10	P2RSTC203	Gender and Rural Society	04	6.5	26	Core	✓			✓						
11	P2RSTC204	Rural Social Infrastructure	04	6.5	26	Core	✓					✓				
12	P2RSTC205	Basics of Research Methodology	04	6.5	26	Core	✓			✓						
13	P2RSVC251	Vocational Course	04	6.5	26	Core	✓		✓						✓	



Course framework For Two Years Postgraduate Programme in MRS under National Education Policy (NEP) 2020

Two Years Post Graduate Programme in MRS (Total Credits: 96)								
	Semester - I	Credit	Semester - II	Credit	Semester - III	Credit	Semester - IV	Credit
Compulsory	Rural Society and Governance	04	Basics of Research Methodology	04	Working With Communities	04	Climate Change & Disaster Management	04
	Rural Livelihood, Collective Actions and Organization	04	Marketing Management	04	Rural and Agricultural Marketing	04	Innovation and Entrepreneurship	04
	Management Perspectives	04	Gender and Rural Society	04	MOOC/ SWAYAM	04	Organizational Behaviour & Human Resource Management	04
	Social Problems and Marginalized Groups	04	Rural Social Infrastructure	04	_____	—	Corporate Social Responsibility	04
	Immersion Programme	04	Field Work and Report Writing	04	_____	—	Managing Development Organizations	04
Research	-----		Vocational Course	04	Dissertation	16	Internship	04
Workshops	Data Handling		GIS/Remote Sensing/ MIS		Digital Inclusion, E-governance, Mobile Survey tools		Communication Social Media Writing, Content Development/ Management etc.	
	Human Resource Management (Recruitment, Job analysis, selection etc.)		Mixed Methods Research		Rural entrepreneurship, Start-ups		Project Management	
Total Credits		20		24		28		24

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A. Karan

DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)
TWO YEAR POST GRADUATE PROGRAMME IN MRS as per NEP- 2020

Semester – 1 st				
S. No.	Title of the Course	Course No	Credits	Total Credits
1	Immersion Programme	P2RSPC101	04	20
2	Rural Livelihood, Collective Actions and Organization	P2RSTC102	04	
3	Management Perspectives	P2RSTC103	04	
4	Social Problems and Marginalized Groups	P2RSTC104	04	
5	Rural Society and Governance	P2RSTC105	04	
6.	Workshops 1. Data Handling 1. Human Resource Management (Recruitment, Job analysis, selection etc.)			
Semester 2 nd				
S. No.	Title of the Course	Course No	Credits	Total Credits
1	Field Work & Report Writing	P2RSPC201	04	24
2	Marketing Management	P2RSTC202	04	
3	Gender and Rural Society	P2RSTC203	04	
4	Rural Social Infrastructure	P2RSTC204	04	
5	Basics of Research Methodology	P2RSTC205	04	
6.	Vocational Course	P2RSVC251	04	
7.	Workshops 1. GIS/Remote Sensing/ MIS 2. Mixed Methods Research			

(Signature)

Semester – 3rd

S. No.	Title of the Course	Course No	Credits	Total Credits
1	Dissertation	P2RSRC301	16	28
2	Working With Communities	P2RSTC302	04	
3	Rural and Agricultural Marketing	P2RSTC303	04	
4.	MOOC/SWAYAM Course	P2RSMO351	04	
5.	Workshops 1. Digital Inclusion, E- governance , Mobile Survey tools 2. Rural entrepreneurship, Start-ups			
Total Credits			28	

Semester 4th

S. No.	Title of the Course	Course No	Credits	Total Credits
1	Internship	P2RSPC401	04	24
2	Entrepreneurship and Production Environment	P2RSTC402	04	
3	Organizational Behavior and Human Resource Management	P2RSTC403	04	
4	Corporate Social Responsibility	P2RSTC404	04	
5	Climate Change & Disaster Management	P2RSTC405	04	
6.	Managing Development Organizations	P2RSTC406	04	
7.	Workshops 1. Communication, Social Media Writing, Content Development/Management etc. 2. Project Management			
Total Credits			24	96

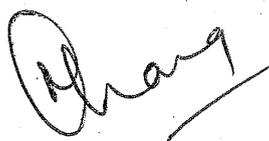
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TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020

(Syllabus for the examinations to be held in Dec 2025, 2026, 2027)

Semester – 1 st				
S. No.	Title of the Course	Course No	Credits	Total Credits
1	Immersion Programme	P2RSPC101	04	20
2	Rural Livelihood, Collective Actions and Organization	P2RSTC102	04	
3	Management Perspectives	P2RSTC103	04	
4	Social Problems and Marginalized Groups	P2RSTC104	04	
5	Rural Society and Governance	P2RSTC105	04	
	Total Credits		20	



DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU

SEMESTER - I

TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020

COURSE NO. P2RSPC101

Credits: 4

Title: Immersion Programme

Total Marks - 100

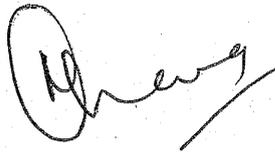
(Syllabus for the examinations to be held in Dec 2025, 2026, 2027)

Rural Immersion aims at engaging the students in the rural vicinities. It is the deep mental and physical involvement in the communities so that the student of MRS understands the impulse of Indian rural villages.

Rural Immersion program is an important component of Master of Rural Studies programme to connect the new generation students with the rural communities. The programme has been planned to be executed preferably in the nearby villages of Jammu district. Immersion program is applicable for all admitted students of MRS 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 development specialists to become a part of rural development through various activities in rural area.

During the execution of aforesaid programme, multiple themes like Health, Water, 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 twelve (12) days. They are also given an opportunity to work with rural communities and learn the structures and functions of local-self government bodies.



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

SEMESTER - I

**TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020**

COURSE NO. P2RSPC101

Credits: 4

Title: Immersion Programme

Total Marks – 100

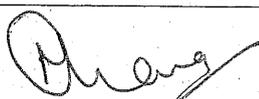
(Syllabus for the examinations to be held in Dec 2025, 2026, 2027)

Pre-course/Immersion, (12 Days)

Pre-course would start with a 2 days 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 10 days field immersion. The basic focus of the activity is to enable the participants to have a birds eye view about the rural realities and interact with the communities and families in a freewheeling manner.

Following derivable are expected:

Indicators/Parameters/Assessed	Deliverable	Methodology
Demographic details of the village	<p>Day – 1 Understanding the Context/Appreciating the Realities on Ground: Fieldwork checklist</p> <ul style="list-style-type: none"> • About the village <ul style="list-style-type: none"> ○ Full Address ○ Socio-geographic location of the village ○ Village map and modes of reaching the village. ○ Status of housing in the village. ○ 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) (Census). ○ Major Occupational details of the village, and no. of households taking up each occupation.(Tentative) ○ Social, Resource and Livelihoods Mapping. ○ Declining and Emerging Livelihoods. 	Field Based Survey
Health and Educational and Infrastructure and Analysis	<p>Day – 2</p> <ul style="list-style-type: none"> ○ 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.) ○ Community infrastructure like meeting halls, play grounds, 	Field Based Survey



	library, etc. Roads and sanitation and infrastructural facilities in the village. (brief)	
Social Indicators and Vulnerable Assessment	<p>Day – 3</p> <ul style="list-style-type: none"> • Poor in the village <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ Who migrates? ○ Places to which migrated ○ Work at the place of migration • Development organisations and programs in the village <ul style="list-style-type: none"> ○ Organisations/ institutions working for development in the village ○ Government programs ○ NGOs present and their activities ○ Any development program that has failed in the village, along with reasons attributed for its failure 	Field Based Survey
Wealth Resources and Analysis	<p>Day 4</p> <ul style="list-style-type: none"> • Natural resources in the village <ul style="list-style-type: none"> ○ Water sources in the village, and their maintenance ○ Common lands or properties, and their management ○ Forest lands, products obtained from forest ○ Animal wealth in the village and nearby lands 	Field Based Survey
Socio-economic Indicators	<p>Day – 5,6 & 7</p> <ul style="list-style-type: none"> • Items being traded into the village and those being traded out of the village. • Market • Castes • What were the major crises faced by the people in the village in the past? <ul style="list-style-type: none"> ○ How did they overcome these crises? 	Field Based Survey

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	<ul style="list-style-type: none"> • Development aspirations of the people <ul style="list-style-type: none"> ○ 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. • Functioning People's Organisations <ul style="list-style-type: none"> ○ 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. 	
Income and Expenditure Analysis	Day – 8,9 &10 <ul style="list-style-type: none"> • 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? • Households which moved out of poverty • Households that still remain in poverty • Woman with triple burden • Leader (poor/dalit/tribal woman) • Labourer and their food security • Recent school drop out • Top problems, Gaps and Opportunities in the village. 	Field Based Survey

EVALUATION:

- | | | |
|--|---|----------|
| • Field Visit (Diary writing, Photographs) | - | 30 Marks |
| • Individual Report | - | 35 Marks |
| • Presentation | - | 35 Marks |



**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

Course No. P2RSTC102

Credits: 4

Title: Rural Livelihoods, Collective Action and Organizations

Maximum Marks: 100

Duration of Exam: 2.30 hrs

Minor Test I: 20 Marks,

Minor Test II: 20 Marks

Major Test: 60 Marks

(Syllabus for the examinations to be held in Dec 2025, 2026, 2027)

OBJECTIVES:

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

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, 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

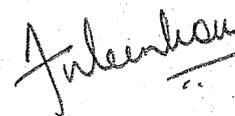
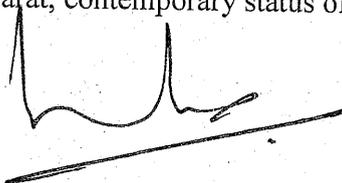
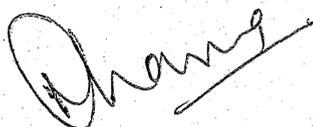
Agriculture: types of agriculture, impact of agriculture on Rural Development, Subsistence to Market economy: Development of markets, changing pattern of consumption, Abolition of intermediaries; Livelihood empowerment against poverty (LEAPS), Vulnerabilities of the rural poor in India, Understanding the drivers of rural vulnerability,

UNIT-III: COLLECTIVE ACTIONS

Collective Action (Logic of Collective Action, Factors, Problems of Collective Actions); Self Help Groups (SHGs): Concept and Definitions; Characteristics of SHGs; Advantages of SHGs; Process of SHG Formation; Various Stages of Formation of SHGs; Micro-Finance and SHG - Bank Linkage; Development of rural livelihood through Self Help Groups with special reference to DAY-NRLM;

UNIT-IV: VILLAGE COOPERATIVES

Village cooperatives: Meaning, characteristics, types of cooperative societies, History of Cooperative movements in India; successful cases studies of Cooperative societies in India: Sugar cooperatives in Maharashtra, Milk cooperatives in Gujarat, contemporary status of Cooperatives in India.



Books Recommended:

- Deborah,S.,(2014), Rural Livelihoods, Regional Economies, and Processes of Change, 1st edition (10 January 2014Routledge
- 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 Actionfor Sustainable Development, (2010), CAPRI (CGIAR Program on Collective Action andProperty Rights) International Food Policy Research Institute

Scheme of Examination

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after (90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit. **In major test there should not be a gap of more than two days in between two tests.**

**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

COURSE NO. P2RSTC103

Credits: 4

Title: Management Perspectives

Maximum Marks: 100

Duration of Exam: 02.30 hrs

Minor Test I: 20 Marks

Minor Test II: 20 Marks

Major Test: 60 Marks

(Syllabus for the examinations to be held in Dec 2025, 2026, 2027)

OBJECTIVE:

- This course provides the management professionals with detailed knowledge about Principles and Practice of management for enabling them to develop the ability and skills through management concepts, principles and practices.

OUTCOMES:

- Learn the basics principles of management
- Understanding the different functions of management
- Develop an understanding of Strategic management

UNIT I- BASICS OF MANAGEMENT

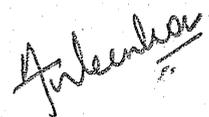
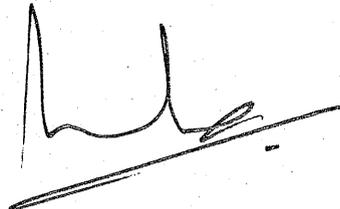
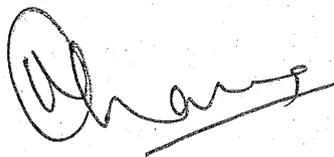
Management- Concept, Nature and Purpose; Evolution of Management Thought – Taylor's Scientific Management- Concept and Principles, Fayol's Administrative Management- Concept and Principles, Comparison of Taylor and Fayol's contributions; Systems Approach- Concept, Nature and limitations; Contingency Approach- Concept, Nature and limitations; Management Functions-Planning, Organising, Staffing, Directing and Controlling; Challenges before Indian Managers.

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; Strategy and Levels of Strategy; Planning premises- Concept & types; Decision Making: Types and Decision Making Process; Models of Decision Making- Economic Man and Administrative Man.

UNIT III- ORGANISING, DIRECTING 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, Importance, Steps in Controlling and Types of Control; Coordination- Concept, Importance and Essentials of Effective Coordination.



UNIT IV- LEADERSHIP AND MANAGEMENT

Leadership- Concept and Importance; Distinguish between Leadership and Management; Theories of Leadership- Charismatic Leadership theory and its implications, Trait theory and its implications, Behavioural Theory and its implications, Situational Theory and its implications; Styles of Leadership- Autocratic leadership, Participative leadership and Free Rein/laissez-faire leadership technique; Leadership Styles In Indian Organizations.

Books Recommended:

- Koontz, H. and Wehrich, 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 Publisher, 2006
- Rao Subba. P, Principles and Practice of Management, Himalaya Publishing House, 2010.

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**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

Course No. P2RSTC104

Credits: 4

Title: Social Problems and Marginalised Groups

Maximum Marks: 100

Duration of Exam: 02:30 hrs

Minor Test I: 20 Marks,

Minor Test II: 20 Marks

Major Test: 60 Marks

(Syllabus for the examination to be held in Dec. 2025, 2026, 2027)

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 marginalised groups including women, disabled, older people, 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 PROBLEMS

Social Problems: Concept, nature, characteristics and types; Theoretical standpoints explaining Social problems; Approaches to the Study of Social Problems (Functional approach, Marxist approach, and Gandhian approach etc); Contemporary social problems, Systemic Factors leading to social problems; Stages in development of social problems, Solutions to Social Problems

UNIT II: MARGINALIZED GROUPS IN INDIA

Marginalization: concept, types and levels of marginalization; causes of marginalization; Marginalized & Disadvantaged Groups: Concept & features; Types of marginalized and vulnerable groups (Women and Girls; Children, Refugees, Internally Displaced People, Stateless, Minorities, STs, SCs, Migrant workers, Disabled, Elderly people, HIV AIDS patients, sexual minorities (LGBTQI+) etc); Social, Economic & Cultural Problems of the Vulnerable and Disadvantaged Groups

UNIT III: BACKWARD CLASS, CASTE AND TRIBE

Scheduled Castes: Concept, Characteristics, Challenges, Socio-economic & Political disability among SCs, Constitutional Safeguards and Welfare Measures for SCs; Mandal Commission; Scheduled Tribes; Concept, Characteristics, Classification, Challenges, Constitutional Safeguards and Welfare Measures for STs; Other Backward Classes (OBCs): Concept, Characteristics, Challenges, Constitutional Safeguards and Welfare Measures for OBCs.

UNIT IV ELDERLY POPULATION AND CHILD RIGHTS

Welfare of older persons, Concept, Rights, Challenges, Constitutional & Welfare measures for older persons in India (National Policy for Older Persons, Maintenance and Welfare of Parents and Senior Citizens Act 2007 etc); Protection, welfare of Children in India, Concept, challenges, Constitutional & welfare measures, Convention on the Rights of the Child (CRC), Juvenile Justice Act, National Commission for the Protection of Child Rights.

Books Recommended:

- Ahuja, Ram (2014), Social problems in Indias, IIIrd edition, Rawat Publications
- Deborah,S.,(2014), Rural Livelihoods, Regional Economies, and Processes of Change, 1st edition (10 January 2014Routledge
- 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
- 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
- Dr. Rameshwari Pandya, First Edition, 2013, Social Justice and Empowerment of Disadvantaged Groups in India- Policies & Programmes, Century Publications, New Delhi.
- Poverty: Change and Continuity in Rural India, Vikas Publishing House, New Delhi.
- Dandekar, V.M. (1966). Publication, Poverty and Employment, Sage Publications, New Delhi.
- Dantwala M.L. (1996). Dilemmas of Growth: The Indian Experience, Sage Publications, New Delhi,
- Deaton, A. and Jean Dreze(2002), 'Poverty and Inequality in India: A Re-examination', Economic and Political Weekly, September 7.Volume, 37.

Scheme of Examination

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

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The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit. **In major test there should not be a gap of more than two days in between two tests.**

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**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

Course No. P2RSTC105

Credits: 4

Title: Rural Society and Governance

Maximum Marks: 100

Minor Test I: 20 Marks

Duration of Exam: 02:30 hrs

Minor Test II: 20 Marks

Major Test: 60 Marks

(Syllabus for the examinations to be held in Dec 2025, 2026, 2027)

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.

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

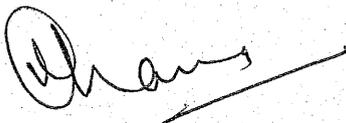
Concept of Development and Underdevelopment, Rural Development: Concept, Philosophy, Principles and significance, Rural Development Experiences in India: **Pre independence and post Independence**; Approaches of Rural Development: Sectoral, Participatory and Gandhian approach, Rural development and five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

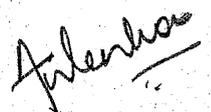
UNIT-III: RURAL SOCIAL INSTITUTIONS

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;

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); 73rd 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
- Rights) International Food Policy Research Institute

Scheme of Examination

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Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

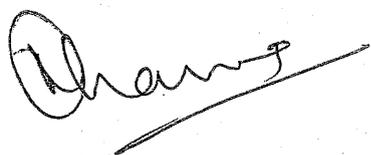
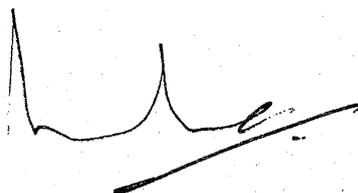
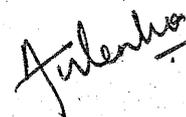
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**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020**

(Syllabus for the examinations to be held in May 2026, 2027, 2028)

Semester 2nd				
1	Field Work and Report Writing	P2RSPC201	04	24
2	Marketing Management	P2RSTC202	04	
3	Gender and Rural Society	P2RSTC203	04	
4	Rural Social Infrastructure	P2RSTC204	04	
5	Basics of Research Methodology	P2RSTC205	04	
6.	Vocational Course	P2RSVC251	04	
	Total Credits		24	

May

DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
SEMESTER - II

TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020

Course No. P2RSPC201

Credits: 4

Title: Field Work and Report Writing

Maximum Marks: 100

Duration of Exam: 02:30 hrs

Report Writing: 50 Marks

Report Evaluation: 50 Marks

(Syllabus for the examinations to be held in May 2026, 2027, 2028)

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.



**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

Course No. P2MRSTC201

Credits: 4

Title: Field Work and Report Writing

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 2026, 2027, 2028)

Introductory Paragraph

1. Social Mapping (entire locality)
2. Resource Map (entire locality)
3. Livelihoods Map (entire locality and the targets families)
4. Income and Expenditure Analysis (Select typical target families)
5. Traded-in and Traded-Out Analysis (entire locality and the target families)
6. 24- hours Analysis (of men and women of select typical target families)
7. 365-days Analysis (of men and women of select typical target families)
8. Education Analysis (entire locality and target families)
9. Vulnerability Analysis (Entire locality and target families)
10. Migration Analysis (Entire locality and target families)
11. Farming system (entire locality, if felt necessary)
12. Health Analysis (entire locality and target families)

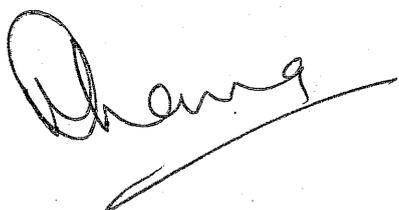
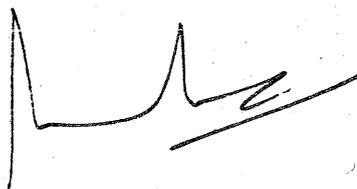
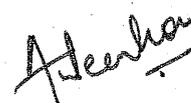
S. NO.	INDICATORS /PARAMETER /ASSESSED	DELIVERABLES	Methodology
1.	Day 1-2 Social Map (entire locality)	<p>Social map of the village captures the social structure of the village household details, caste-wise details, landless families, child labor, vulnerable people (elders, disabled, chronically ill), etc. Apart from this, the social map also portrays the resources available in the village including physical infrastructure, institutions, CBOs, housing pattern, drainage system, drinking water facilities, caste-wise details, livestock, PDS, ration cards, etc. Social map appreciates various aspects in the location, Details are given below:</p> <ul style="list-style-type: none"> • Total population (women and men ratio, demographic details) and families. • Social composition (caste groups) of a village • Poor households and characteristics associated with poverty • Ownership of assets • Educational level and skills in various households • Housing pattern of various castes (types of houses) • Occupations of the households • Number of different livestock • Migrant population • Number of vulnerable persons like single women, old age persons, persons with disabilities, attached labor etc. • Access to various government schemes such as PDS, pensions, housing loans, well-being status etc. • Membership in various formal and informal institutions. • Leadership in the village • Families that faced hardship in recent past and the reasons for the hardship etc. • Infrastructure /Services analysis 	Field Based Survey

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S. NO.	INDICATORS /PARAMETER / ASSESSED	DELIVERABLES	Methodology
2.	Day 3-4 Resource Map (entire locality)	Resource mapping of the village is the process of plotting the various resources available to the locality. Details regarding the land, soil, crops, horticulture, water bodies, roads, forests and trees, etc in and around the locality are captured in the resource map. Like the social map, the resource map is also done in consultation with the community. <ul style="list-style-type: none"> • Distribution of resources by type (As in case of land by type of social, irrigation sources, crops grown . In case of forests products by type of produce available etc.) • Seasonality of resource use • Changes in resource use over the year • Distribution of ownership and access to the resources • Common resources such over the year • Distribution of ownership and access to the resources • Common resources such as temple lands, trees, tanks • Changes in relative proportion of resources owned by different caste/tribal groups • Relationship between ownership of land and its use • Investments made to improve and maintain resource of such investments • Risk faced and risk mitigation planning • Resources not in use anymore and the reason behind it • Past efforts made to reuse these resources • Rules related to accessing the common resources • Institutions in place for managing the resources • Seasonal variation and changes in resource usage 	Field Based Survey

3.	Day 5-6 Livelihoods Analysis	Livelihoods analysis is employed to get a picture of all the livelihoods practiced in the locality. The entire range of livelihoods-farm, allied and non-farm activities should be captured. The number of families depending on each activity (as primary or secondary livelihood), the number of days they are engaged in the activity and the average annual income from each activity should also be gathered. Seasonality of the livelihood should also be noted. Details are given below. <ul style="list-style-type: none"> • List of livelihoods classified as <ul style="list-style-type: none"> a) being taken up by large number of people b) being taken by small number of people c) recently introduced in village d) others. • Activity based information <ul style="list-style-type: none"> ▪ No. of households engaged in the activity ▪ No. of households for which the activity is primary livelihood ▪ Seasonality of the activity ▪ Number of days of employment provided by activity ▪ Income range ▪ It's importance for village <ul style="list-style-type: none"> • Complementary and supplementary livelihood activities • Minor livelihoods 	Field Based Survey
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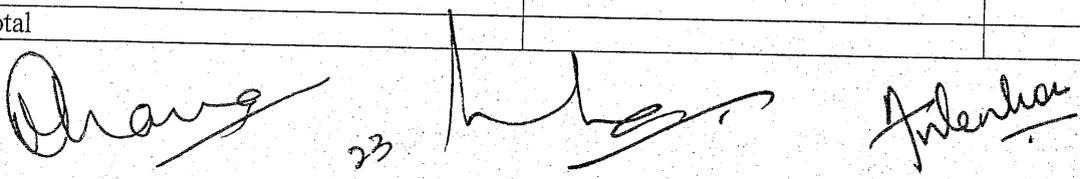
S.No	Name of the Livelihood	Dependent Families	
		Primary	Secondary
1)	Farming		
2)	Woprking in diary		
3)	Kirana shop		
4)	Barbers		
5)	Auto driving		
6)	Driving		
7)	Tailors		
8)	Asha workers		
9)	Anganwadi teachers & ayas		
10)	Ration dealers		
11)	Private employment		
12)	Real-estate business		
13)	Mechanics		
14)	Government Employed		
15)	Blacksmith		
16)	Measons		

	Day 7-8	Income and expenditure analysis helps to identify income sources and quantify the income and expenditure of the family. The analysis is conducted with individual families. The sample depends on the size and the number of communities in the locality. However, income and expenditure analysis of households that are extremely poor or extremely rich should be avoided. The facilitators should begin by taking the expenditure of the household. Income from the multiple sources(if present) should be recorded.	
	Income and Expenditure Analysis (5 households)		

ITEM S	Source of Income	Nature of job	Amount in Rs.
	Expenditure		
1.	Kitchen		
2.	Education/Health		
3.	Social functions		
4.	Mobile/Internet/Entertainment		
5.	LPG		
6.	Any other		

5.	Day 9	Traded-in and traded-out analysis is done to understand the products and services going out and coming into the locality, both for consumption as well as productive activities. Traded-in and traded-out is calculated for a year taking average income and expenditure for all the families. This tool points out (a) any anomalies present among those items going out of the village and coming into the village (like paddy going out at a low price but rice coming in at a high price), and (b) items for which a scope for local value addition exists.	
	Traded -in and Traded -out Analysis		

Traded-out			
S. No.	Item list	Description	Amount in Rs.
1)			
2)			
3)			
4)			
5)			
6)			
7)			
8)			
9)			
10)			
Total			
Traded-In			
S. No.	Item list	Description	Amount in Rs.
1)			
2)			
3)			
4)			
5)			
6)			
7)			
	Total		



7.	Day 11 Education Analysis	Education analysis of the village is done through interactions with the representatives of the education institutions in the locality. This tool captures the number of literates and illiterates in the village, data of students from primary school to doctorate, students in government and private institutions, skill and technical trainings etc..	
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Education Analysis		
Class	No. of Students	Remarks
Kindergarten		
School		
College		
ITI/Technical Education		
University		

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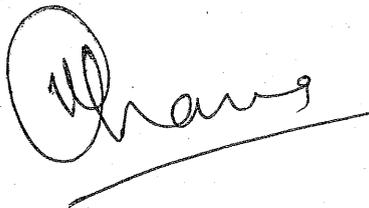
8.	Day 12-13 Vulnerability Analysis	At a group discussion, the facilitators gain insight on the vulnerabilities of the locality (threat of being submerged, drought-prone, etc.) and the vulnerable people of the locality (elders, widows, children, disabled, PLHIV's orphans etc.). The facilitators should also capture how the community combats these vulnerabilities.	
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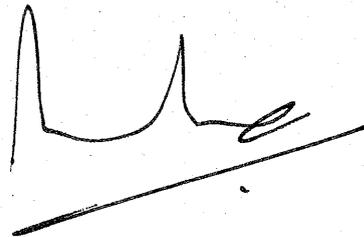
Vulnerable People Analysis Example:

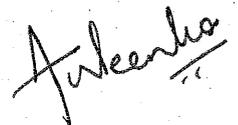
Vulnerable People						
S. No.	Type of Vulnerable Groups	Total Persons	Male	Female	Pension	Who take care
1.	Old Age					
2.	Widow					
3.	Disable					
4.	People with Living HIV					
5.	Orphans					

Vulnerabilities and Coping Mechanisms

Vulnerabilities Analysis		
S. No	Vulnerability	Coping Mechanisms/What people can do
1.	Diseases	
2.	Credit	
3.	Crop Failure	
4.	Drought	
5.	No access to food	
6.	Death in Migrating destination	







5	Day 14 Migration Analysis	Speak to community members who regularly migrate out of the locality in search of work. Record information regarding the destination of migration, the livelihoods they pursue there, duration of migration, work conditions and the income they earn there.	
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Migration Analysis Example:

Migration Analysis	
No of Persons	Nature of the Work

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10.	Day 15 Observation And Conclusion		
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Evaluation:

- Diary Writing/Log Sheet - 20 Marks
- Coverage of Indicators - 20 Marks
- Individual Reports - 30 Marks
- Presentation - 30 Marks

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**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

COURSE NO. P2RSTC202
Credits: 4
Title: Marketing Management

Maximum Marks: 100
Duration of Exam: 02:30 hrs
Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

(Syllabus for the examinations to be held in May 2026, 2027, 2028)

OBJECTIVE:

- To acquaint the students with the basics of marketing in order to equip them with marketing and promotional skills for decision making in an organization.

OUTCOMES:

- To Learn the basics of marketing.
- To Understanding the applicability of product, price, promotion and place concepts in marketing for development in India.

UNIT- I- MARKETING & MARKETING ENVIRONMENT

Introduction to Marketing-concept, scope and importance; Marketing management- Concept and Objectives; Marketing management philosophies- production concept, product concept, selling concept, marketing concept and societal marketing concept; Marketing Mix- Concept, Nature and Importance; Components of Marketing Mix- Product, Price, Place, Promotion; Expanded Marketing Mix- People, Physical Evidence and Process.

UNIT – II- MARKETING MANAGEMENT

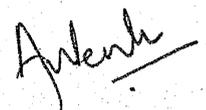
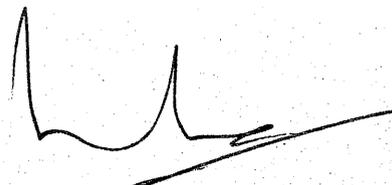
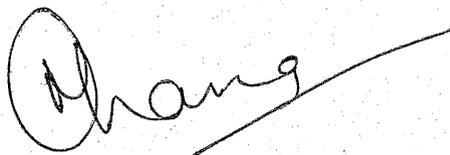
Marketing environment: Economic and Non- Economic Environment; Marketing information systems; Marketing Research- Concept, Scope and Importance; Marketing Process- Market Segmentation, Market Targeting and Market Positioning; Understanding Consumer Behaviour; Factors influencing Consumer Behaviour; Consumer decision making process.

UNIT- III- MARKETING MIX- PRODUCT AND PRICE

Product and Product Planning- Nature and layers of product, Types of Products, Factors affecting Product Mix; Packaging- Concept and functions; Branding- concept, functions and Importance; Pricing- Concept, Objectives and Importance; Factors affecting Pricing decisions; Pricing Policies- Concept and Types.

UNIT- IV- MARKETING MIX- PROMOTION AND PLACE

Promotion- Concept and Nature; Objectives of Promotion; Elements of Promotion Mix- Advertising, Publicity, Sales Promotion, Personal Selling, Direct Marketing and Public Relations; Factors affecting Promotion Mix; Channels of distribution – Concept and Types; Channel decisions; Factors affecting choice of distribution channels; Marketing Middlemen- Wholesalers and Retailers.



Books Recommended:

- Kotler P., Marketing Management, Prentice Hall, 2015.
- Sontakki C.N, Marketing Management- In the Indian Background, Kalyani Publishers, 2016.
- Chhabra T.N and Grover S.K, Marketing Management, Dhanpat Rai & Co, 2007.
- Kotler P and Keller K.L, Marketing Management, Printice Hall of India, 2006.

Scheme of Examination

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**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

**Course No. P2RSTC203
Credits: 4
Title: Gender and Rural Society**

**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 2026, 2027, 2028)

OBJECTIVES:

- The objective of this paper is to provide students with an in-depth understanding of gender dynamics, rights, and the socio-economic realities of rural society in India, with a focus on gender inequality, empowerment, and the legal rights of women in Indian rural settings.

OUTCOMES:

- Students will gain insight into gender-based issues prevalent in rural India, focusing on women's roles, rights, and access to resources.
- Students will develop strategies to advocate for gender equality and women's empowerment within rural communities, including the identification and analysis of socio-cultural and legal barriers.
- Students will be equipped to understand and address the legal rights of marginalized gender groups in rural areas, exploring key policies and interventions aimed at improving rural women's access to education, health, and economic resources.
- With knowledge of the socio-political environment in rural India, students will be able to provide actionable recommendations for fostering a more inclusive, equitable rural society through gender-sensitive interventions.

UNIT I: WOMEN: STATUS & RIGHTS

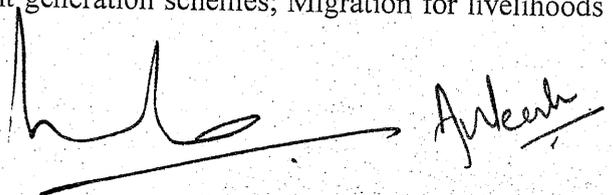
Status of women in India – Historical perspectives, Understanding gender, patriarchy and related issues; Global debate and their impacts: UN Women, CEDAW etc., India's Constitutional and legal provisions for women's empowerment: Legislations related to Domestic Violence, Sexual Harassment, Human trafficking, Female Foeticide, etc

UNIT II: RURAL WOMEN, LABOUR & LIVELIHOODS

Rural women: Status, indicators of status/gender indices; Development Strategies - Gender Mainstreaming, Gender budgeting etc; Women and work: Concept of organized and unorganized sectors, productive, non-productive work, Gender roles and work; Gender division in work and labour market; Women's employment: Status, training, skills and income/employment generation schemes; Migration for livelihoods and rise of female headed households.



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UNIT III: WOMEN IN AGRICULTURE

Women in agriculture: Status, role and challenges; Gender Differences in Agriculture and Allied Activities (Livestock Management; Fisheries And Aquaculture; Forestry); Drudgery In Agricultural Activities, Drudgery Reduction in Farm Women; Women and natural resource management; Environment and Women's Dependency on natural resources; Environment for Farm Women; Women and climate change: Role of Women in Environmental protection in India, Joint Forest Management – Chipko Movement - Narmada Bachao Aandolan etc,

UNIT IV: WOMEN & POLITICAL PARTICIPATION

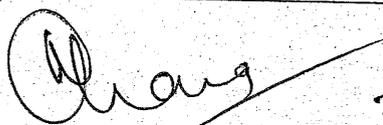
Women's political participation: Concept and nature of political participation and formal political structures; Women's participation in local self government. Women as voters and as candidates; reasons for low political participation of Women; Women's Reservation Bill 2023 (128th Constitution Amendment Bill, 2023)

Books Recommended:

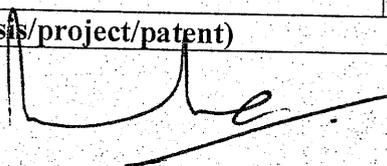
- Sandhya A. (2000). Women, Gender Equality and the State, Deep and Deep, New Delhi
- Aggarwal, R and Rao, B.V.L.N (2004). Gender Issues: A road Map to Empowerment. Shipra, New Delhi
- Bhasin K., (2000): Understanding Gender. Kali for Women
- Desai N., (1977): Women in India. National Book Trust
- Devasia L., (1994): Women in India : Equality, Social Justice and Development, ISI, New Delhi.
- Giri M., (1998) Emancipation and empowerment of women; Gyan Publishing House; New Delhi
- Gopalan S., (2001). Towards Equality- the unfinished Agenda- Status of women in India. National Commission for Women, New Delhi.
- Jain D, Rajput P., (2003): Narratives From The Womens Studies Family: Recreating Knowledge. New Delhi. Sage Publications.
- Lindsey L., (2011) Gender Roles: A Sociological Perspective. New Delhi, PHI learning
- Murthy N Linga., (2007): Towards Gender Equality: India's Experience. New Delhi.
- McDowell, L. & Pringle, R. (1992) Defining Women: Social Institutions and Gender Divisions. Cambridge: Blackwell Publishers Inc.
- Nongbri, T., (2003) Development, Ethnicity and Gender: Select Essays on Tribes in India. Delhi and Jaipur: Rawat Publications.
- Patel, V., (2002): Womens Challenges of the New Millennium. New Delhi. Gyan Publishing House.
- Singh, S and Srivastava S. P., (2001). Gender Equality through Womens Empowerment: Strategies and Approaches. Lucknow. Bharat Book Centre.

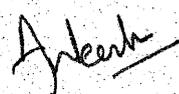
Scheme of Examination

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			



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Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

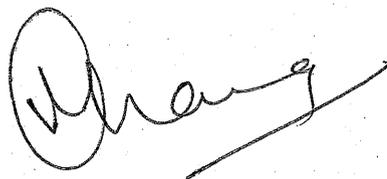
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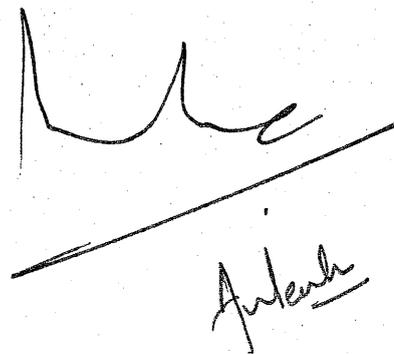
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Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit. **In major test there should not be a gap of more than two days in between two tests.**





**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

**Course No. P2RSTC204
Credits: 4
Title: Rural Social Infrastructure**

**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 2026, 2027, 2028)

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.

OUTCOMES:

- 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

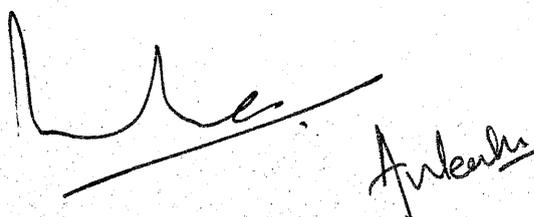
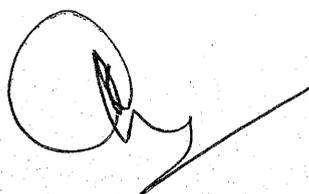
Concept of social infrastructure; Financing of supply of social services; Private vs. public sector financing; Debate about fixation of prices of social services; Education and economic growth; Approaches to educational planning; Rate of return and manpower balance approaches; Determinants of health: 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, Samgra Shiksha, Objectives, institutional capacity building, community based monitoring, focus on the education of girls and special groups.

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 Helathcare in India: Social Characteristics and Trends, Sage Publications, New Delhi, 1998.

Scheme of Examination

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Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

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35

Major Test

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DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)

Course No. P2RSTC205
Credits: 4
Title: Basics of Research Methodology

Maximum Marks: 100
Duration of Exam: 02:30 hrs
Minor Test I: 20 Marks,
Minor Test II: 20 Marks
Major Test: 60 Marks

(Syllabus for the examinations to be held in May 2026, 2027, 2028)

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.

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 and 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

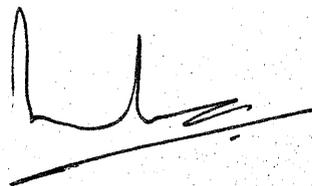
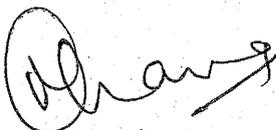
Sampling: principles of sampling and basic terminology; Sampling techniques: Probability and non probability; Sampling and non sampling errors. Data collection techniques: Interview, schedule, questionnaire, observation; Types of data: Primary and secondary; Measurement and scaling: types of scales; Reliability and validity.

Unit-III: RESEARCH DESIGN AND HYPOTHESIS TESTING

Designing Social Research, qualitative, quantitative and Mixed Methods Approaches. Hypothesis formulation & testing: Process, regions of acceptance and rejection. Errors in hypothesis testing. Parametric tests: t-test, z-test, f-test, analysis of variance one-way and two-way. Nonparametric tests: Chi-square, Data feeding and analysis using SPSS.

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 SPSS.



Books Recommended:

- Anastasi, A. (1988). Psychological Testing. New York, The Macmillan Company.
- Babbie, E. R. (2017). Basics of Social Research. Nelson Education Ltd.
- JOHN W. CRESWELL. Research Design. Qualitative quantitative and Mixed Methods Approach. Sage south Asia Edition.
- 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. Rawat
- Ram Ahuja. Research Methods. Rawat Publications.
- UWE FLICK (2012) Introducing Research Methodology. A beginners Guide to doing a Research Project. SAGE Publications India PVT Ltd.

Scheme of Examination

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TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

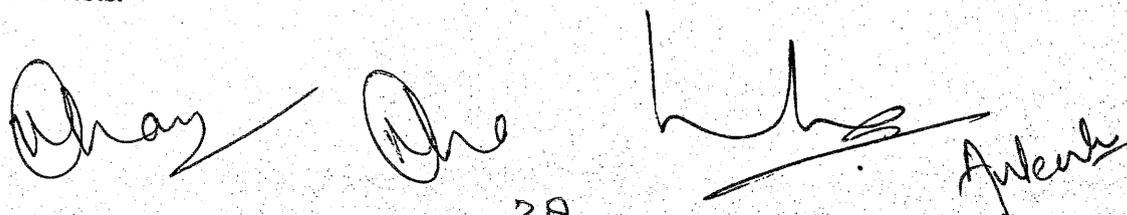
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**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
SEMESTER - II**

**TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020**

**Course No. P2RSVC251
Credits: 4
Title: Vocational Course (Stress Management)
Marks,**

**Maximum Marks: 100
Duration of Exam: 02:30 hrs
Minor Test I: 20
Minor Test II: 20 Marks
Major Test: 60 Marks**

(Syllabus for the examinations to be held in May 2026, 2027, 2028)

OBJECTIVES:

- To help students understand the nature, types, theories, and causes of stress and its effects on physical, psychological, and social well-being.
- To familiarize students with effective coping strategies and stress management techniques, including cognitive-behavioral and mind-body interventions.

OUTCOMES:

- Students will be able to identify sources of stress and analyze their impact on health, behavior, and performance using established stress models.
- Students will be able to apply appropriate coping strategies and stress management techniques to enhance personal well-being and daily functioning.

UNIT-I - UNDERSTANDING STRESS

Introduction to Stress: Meaning and Nature of Stress, Identifying stress, Types of Stress

Theories and Models of Stress: General Adaptation Syndrome Model by Hans Selye - stages and implications.

Transactional Model by Lazarus & Folkman: Appraisal and coping mechanisms.

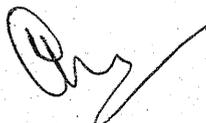
UNIT-II -CAUSES AND EFFECTS OF STRESS ON HEALTH

Causes of Stress: External and internal stressors, role of environment, personality traits, and lifestyle.

Physiological Effects of Stress: Impact on cardiovascular, immune, and nervous systems.

Psychological Effects of Stress: Anxiety, depression, burnout, and cognitive impairments.

Social and Behavioral Effects: Impact on relationships, work performance, and social interactions.



UNIT-III-COPING WITH STRESS

Coping Mechanisms: Meaning of Coping, Problem-focused vs. emotion-focused coping, Approach vs. Avoidance coping.

Factors influencing coping: Type of Problem, Age, Gender and Controllability

Social and Personal Factors in Coping: Role of social support in coping with stress, Influence of personal control and self-efficacy on coping outcomes.

UNIT-IV-STRESS MANAGEMENT TECHNIQUES

Mind-Body Interventions: Yoga, meditation, deep breathing, autogenic training, Imagery and progressive muscle relaxation.

Cognitive-Behavioral Approaches: Cognitive Behavioral Therapy, Behavioral Techniques and mindfulness.

Lifestyle Modifications: Importance of nutrition, exercise, and sleep in stress management.

➤ Reference Books

- Selye, H. (1956). The Stress of Life. McGraw-Hill.
- Lazarus, R. S., & Folkman, S. (1984). Stress, Appraisal, and Coping. Springer Publishing Company.
- Greenberg, J. S. (2021). Comprehensive Stress Management (14th ed.). McGraw-Hill Education.



Scheme of Examination

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Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

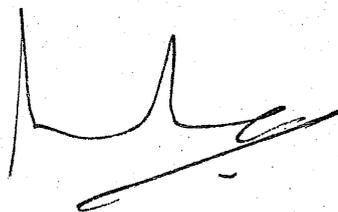
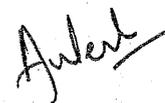
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Major Test

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DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU

SEMESTER - III

TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020

(Syllabus for the examinations to be held in Dec 2026, 2027, 2028)

Semester – 3 rd				
1	Dissertation	P2RSRC301	16	28
2	Working With Communities	P2RSTC302	04	
3	Rural and Agricultural Marketing	P2RSTC303	04	
4.	MOOC/SWAYAM Course	P2RSMO351	04	
	Total Credits		28	



**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
SEMESTER - III
TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020**

COURSE NO. P2RSRC301
Title: Dissertation
Report & Internal Viva – 60 marks

Credits: 16
Maximum Marks: 100
External Viva – 40 marks

(Syllabus for the examinations to be held in Dec 2026, 2027, 2028)

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.

Evaluation:

- Internal Evaluation: 25%
- External Evaluation: 75%

50%	Project Work
25%	Viva-Voice



**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

Course Code: P2RSTC302
Credits: 4
Title: Working With Communities

Maximum Marks: 100
Duration of Exam: 02:30 hrs
Minor Test I: 20 Marks,
Minor Test II: 20 Marks
Major Test: 60 Marks

(Syllabus for the examinations to be held in Dec 2026, 2027, 2028)

OBJECTIVES:

- To offer students an orientation about working with the community and its scope.
- To orient students about different methods, prerequisite and phases of community mobilization.
- To impart knowledge about the various community organization and various intervention models with individuals, families, small groups and communities for its practical use.
- To offer an understanding of community capitals and its spillover to community empowerment.
- To impart knowledge about the various participatory techniques relevant for community development.

OUTCOME:

- To develop an understanding about the scope of community works in different areas of rural intervention.
- To equip the students with the understanding of range of community capitals and the possible strategies to transform the same to their empowerment.
- To assist the student to acquire knowledge and skills that enables them to evolve as a development professional.
- To acquaint the students with professional and ethical standards and principles of 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.

UNIT-II: COMMUNITY ORGANIZATION & INTERVENTIONS

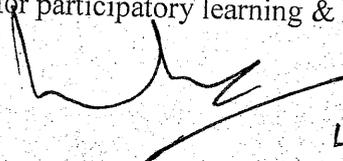
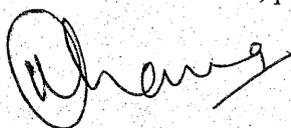
Community Organizations: Concept, models, principles and its functions Animation –concept and its value for community worker, the story of who moved my cheese, Facilitation-concept and metaphor, Community intervention, models of interventions, contexts of intervention practice,

UNIT-III: CAPITALS AND EMPOWERMENT FRAMEWORK

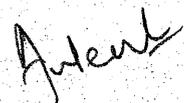
Concept of Community capital framework, types of capitals (human, social, cultural, environmental, financial, physical, spiritual and Political), and role of assets in community based development. Agency –Empowerment- opportunity framework & community development.

UNIT-IV: COMMUNITY DEVELOPMENT & PARTICIPATORY PROCESSES

Rationale of Participatory appraisal, Factor affecting people's participation, Rapid Rural appraisal (RRA), participatory rural appraisal (PRA), comparison of RRA and PRA, implementation of PRA, types and practical application of PRA, principles for participatory learning & Analysis.



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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

Scheme of Examination

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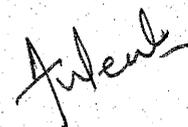
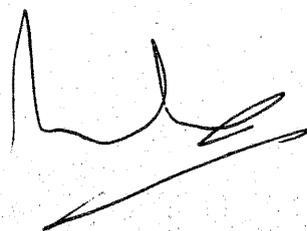
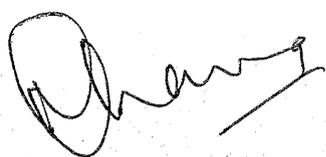
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Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit. **In major test there should not be a gap of more than two days in between two tests.**



**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

**COURSE NO. P2RSTC303
Credits: 4
Title: Rural and Agricultural Marketing**

**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 Dec 2026, 2027, 2028)

OBJECTIVES:

- 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.

OUTCOMES:

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

UNIT I- INTRODUCTION TO RURAL MARKETING

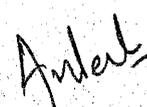
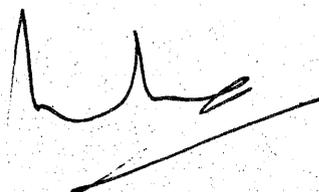
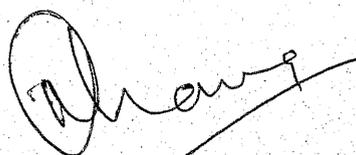
Rural Markets- Introduction and Myths; Nature & characteristics of Indian Rural Markets; Rural and urban markets: A comparative analysis; Rural Marketing- Concept & Importance; Evolution of Rural Marketing in India; Rural environment- Demographic, Physical, Economic, Technological, Social and Cultural and Political Environment; Rural economic structure- Farm sector- Agriculture and Allied activities; Non-farm sector and rural industries; Challenges of Rural marketing mix- Affordability, Availability, Awareness and Acceptability.

UNIT II- RURAL MARKETING MIX

Introduction, steps and Challenges involved in the rural marketing research process; Segmentation- Concept and Pre-requisites for Effective segmentation; 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 & significance of distribution.

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.



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.
- Acharya S.S, Agarwal N.L., (2008), Agricultural Marketing in India, Oxford & IBH Publishing.

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit. **In major test there should not be a gap of more than two days in between two tests.**

**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
SEMESTER -IV**

**TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020**

(Syllabus for the examination to be held in May 2027, 2028, 2029)

Semester 4 th				
1	Internship	P2RSPC401	04	24
2	Innovation & Entrepreneurship	P2RSTC402	04	
3	Organizational Behavior and Human Resource Management	P2RSTC403	04	
4	Corporate Social Responsibility	P2RSTC404	04	
5	Climate Change & Disaster Management	P2RSTC405	04	
6.	Managing Development Organizations	P2RSTC406	04	
	Total Credits		24	



DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU

SEMESTER -IV

TWO YEAR POST GRADUATE PROGRAMME MASTER OF RURAL STUDIES (MRS) as per
NEP-2020

Course No. P2RSPC401

Credits: 4

Title: Internship

Maximum Marks: 100

Report Evaluation: 50 Marks

Viva-voce: 50 Marks

(Syllabus for the examination to be held in May 2027, 2028, 2029)

OBJECTIVES:

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

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.

EVALUATION:

- | | | |
|------------------|---|----------|
| • Project Report | - | 50 Marks |
| • Presentation | - | 25 Marks |
| • Viva Voice | - | 25 Marks |



Books Recommended:

- Deborah,S.,(2014), Rural Livelihoods, Regional Economies, and Processes of Change, 1st edition (10 January 2014Routledge
- 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 Actionfor Sustainable Development, (2010), CAPRI (CGIAR Program on Collective Action andProperty Rights) International Food Policy Research Institute

Scheme of Examination

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	2:30 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. 10 Marks MCQ's on LMS (Test I and Test II). Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit. **In major test there should not be a gap of more than two days in between two tests.**

Signature

Signature

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12/06/21

DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)

Course No. P2RSTC402

Credits: 4

Title: Innovation and Entrepreneurship

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 2027, 2028, 2029)

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.

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; Concept of Rural Entrepreneurship; Creativity - Creative thinking, barriers to creativity, creativity and innovation, process of innovation; Role of small business in economic development; Entrepreneurial environment.

UNIT-II: SMALL BUSINESS

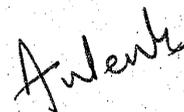
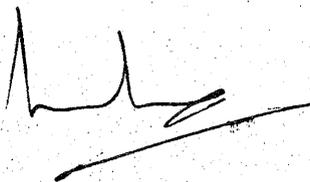
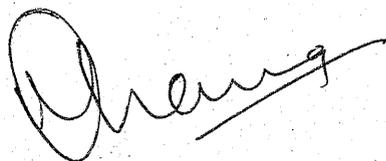
Nature and Scope of Business, Small business – Concept, Small business in the Indian economy, Establishing Small Enterprise, Small Entrepreneur in International Business.

UNIT-III: POLICY SUPPORT TO SMALL SCALE ENTERPRISE

Policy support to Small-Scale Enterprises, Legal framework, Institutional Assistance, Sickness in Small-Scale Industries Incentives and Subsidies and Growth Strategies.

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

Scheme of Examination

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

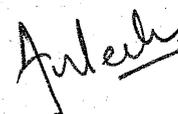
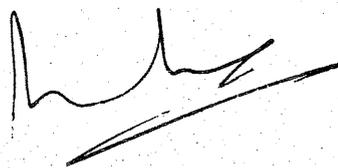
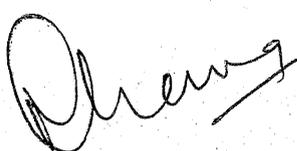
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**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

COURSE NO. P2RSTC403

Credits: 4

Title: Organizational Behaviour & Human Resource Management

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 2027, 2028, 2029)

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.

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 AND APPROACHES

Concept of organizational behavior (OB); Disciplines contributing to OB; Role and application of OB knowledge to management practices; Foundations of OB. Individual dimensions of organizational behavior; Individual differences and models of man. Organisational Justice, Ethics and Corporate social responsibility.

UNIT-II: BASIC HUMAN PROCESSES

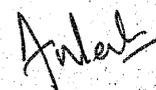
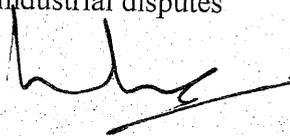
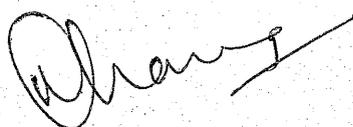
Perception – Perception and Learning. Understanding and adapting to work environment. Individual differences: Personality; Meaning, theories of personality, determinants of personality, skills and abilities. Stress; causes, effects and coping strategies for stress.

UNIT-III: GROUP DYNAMICS

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.

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

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**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

Course No.P2RSTC404

Credits: 4

Title: Corporate Social Responsibility

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 2027, 2028, 2029)

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.

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. Implementation issues of CSR initiatives; theory to reality social report, Social Causes: Meaning, types, CSR models; Developing a strategic communication plan for CSR; Prestigious awards for CSR in India.

UNIT-II: INTERNATIONAL FRAMEWORK FOR CSR

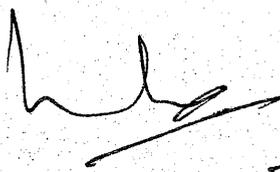
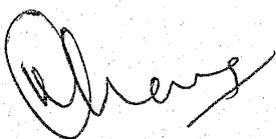
International Policy framework for CSR, CSR and Sustainable Development Goals, UN guiding principles on conducting business and human rights, ILO tri-partite declaration on social policy, CSR and MDGs (Millennium development goals); CSR and innovation; CSR as global citizenship.

UNIT-III: CSR AND CORPORATE GOVERNANCE

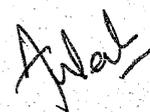
Meaning of corporate governance (CG); Organization for economic corporation and development (OECD), CSR and ethics; CSR in cultural context; Quality of social and ethical responsibility of corporations (Q-RES); case studie. Corporate codes of conduct and ethics: case Studies Contents of code of conduct and ethics, CSR in communication paradox, CSR laws across the globe, Indian CSR laws

UNIT-IV: MANAGEMENT OF CSR

Performance of CSR programmes in India, CSR as a corporate tool for rural development,, backward linkage- sustainable livelihoods, Case Studies Aditya Birla group, Unilever, Sanfoi, Review of success and failures of CSR initiatives



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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.

Scheme of Examination

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

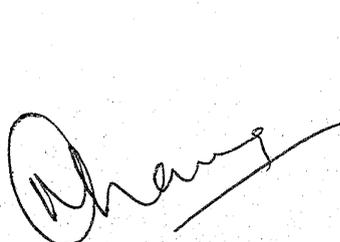
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Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit. **In major test there should not be a gap of more than two days in between two tests.**



**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

**Course No. P2RSTC405
Credits: 4
Title: Climate Change & Disaster Management**

**Maximum Marks: 100
Duration of Exam: 02:30 hrs Title:
Minor Test I: 20 Marks,
Minor Test II: 20 Marks
Major Test: 60 Marks**

(Syllabus for the examination to be held in May 2027, 2028, 2029)

OBJECTIVES:

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

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

Understanding Weather & Climate; Climate change: concept, causes and indicators; Greenhouse Gases, Green House Effect and Global Warming; Impact of climate change; Key scientific evidence for climate change in the past, present & future; Meeting the challenges of climate change

UNIT-II: CLIMATE CHANGE INITIATIVES

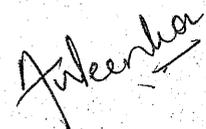
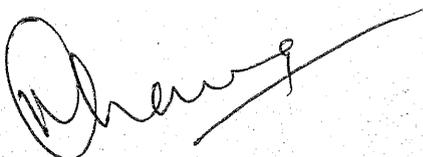
History of climate change debate; United Nations' Framework Convention on Climate Change (UNFCCC) & Kyoto Protocol. Conference of Parties (COP); Globalisation, sustainability, and climate change; India and climate change initiatives: Prime Ministers Council on Climate Change (PMCCC) & National Action Plan on Climate Change (NAPCC), National Green Tribunal, Role of NGOS & IGOs.

UNIT-III: HAZARDS AND DISASTERS

Hazards & Types of hazards: Technonic hazards, hydrological hazards, technological hazards, environmental hazards etc; Disasters: Meaning, classification and types; Concept of risk and vulnerability; Relationship between hazard, vulnerability and disaster; Disaster trends; Changing nature of risks and hazards

UNIT-IV: DISASTER MANAGEMENT

Disaster Management: Concept & basic principles; Risk assessment, Disaster Survey, & Management; Disaster Risk Reduction (DRR) and Disaster Risk management (DRM); Disaster Management cycle: Prevention, Preparedness and Mitigation; Disaster training & capacity Building; Disaster Management Act of India (2005): NDMA, NEC, SDMA, DDMA, NIDM, NDRF, Role of state governments in Disaster Management.



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.
- **Gupta A.K., Niar S.S and Chatterjee S. (2013)** Disaster management and Risk Reduction, Role of Environmental Knowledge, Narosa Publishing House, Delhi.
- **Peake, S.& Smith, J. (2009).** Climate change. From Science to Sustainability. Oxford University Press.
- **Smith, K. (2013).** Environmental Hazards, assessing risk and reducing disasters, 6th Edition Rutledge.
- **Murthy D.B.N. (2012)** Disaster Management, Deep and Deep Publication PVT. Ltd. New Delhi.
- **Modh S. (2010)** Managing Natural Disasters, Mac Millan publishers India LTD

Scheme of Examination

MCQ on LMS + Subjective Test	Syllabus to be covered in the examination	Time allotted for the Examination	% Weightage (Marks)
TEST I (after 30 days)	25%	1 hour	10 +10
TEST II (after 60 days)	26-50%	1 hour	10 +10
Theory	Syllabus to be covered in the Examination	Time allotted for the Examination	% Weightage (Marks)
Major test (after 90 days)	100%	3 hours	60
Total			100
Practical/Research (thesis/project/patent)			
Internal Examination	100%	4 hours	50
External Examination	100%	4hours	50
Total			100

The student shall be continuously evaluated during the conduct of each course on the basis of his/her performance as follows:

Test I and Test II

The Subjective Test of Test I and Test II would consist of three short answer type questions (05 marks each). Students are required to answer two questions. **No preparatory holidays shall be provided for the Test I and Test II.** Those candidates who have appeared in Test I and Test II and failed to get the minimum required marks i.e. 14 out of 40 will be eligible to re-appear in the Test I and Test II only once.

Major Test

The Major test will comprise of two sections, Section-A and Section-B. Section-A will have one compulsory question comprising of 10 parts (minimum 02 from each unit) of 03 marks each. Section B will have 04 questions of 15 marks each to be set from the last two units (02 from each unit). In Section B students are required to attempt 01 question from each unit. **In major test there should not be a gap of more than two days in between two tests.**

**DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU
MASTER OF RURAL STUDIES (MRS)**

Course No. P2MRSTC406

Credits: 4

Title: Managing Developmental Organizations

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 2027, 2028, 2029)

OBJECTIVES:

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

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.

UNIT-1: Voluntarism

Voluntarism-Concept and Essential attributes; crisis of welfare state; Voluntary organizations, social welfare and development; Operational relationship between state and VOs-consequences for development; Organization and structure of voluntary organizations: Weber's Concept of Bureaucracy' and Formal Organizations; Factors/Processes Affecting Structure of Voluntary Organizations (VOs).

UNIT-2: Voluntarism & NGOs

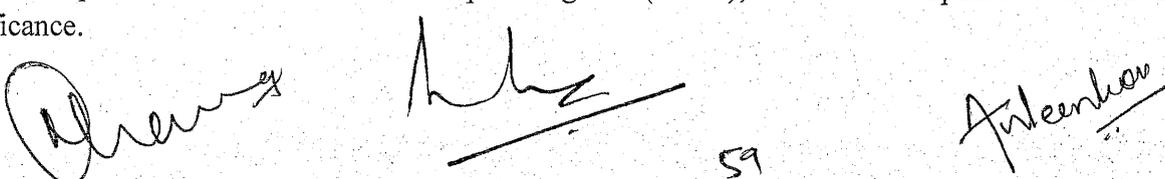
Essential Tenets of Voluntary Associations; Genesis and Growth of Voluntary Associations; Consolidation of Voluntary Associations in a Democratic Society; Essential Characteristics of Voluntary Associations in a Democratic Society; NGOs work and empowerment with special reference to SEWA project on empowerment of marginal women of Ahmadabad.

UNIT-3: Resources, Legality & VOs

Nature and Significance of Resources; Voluntary organizations and Main Sources of Financial Resources; Basic Features of State-Funding with special focus of Grant-in-Aid; Mobilization of Financial Resources with special focus on fund raising plans; Foreign contribution (regulation) Act(FCRA); Legal Framework and Voluntary organizations in India.

UNIT-4: NGOs & Emerging Concerns

Role of NGOs in Rural Development; Revisiting Rural Development; Rural Development at Crossroads: Emerging Challenges, Tasks and VOs; State's Current Vision: Rural Industrialization; Global concerns of rural development and sustainable development goals (SDGs); Rural Development - Issues of Global Significance.


59

Reference readings:

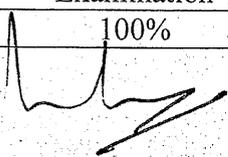
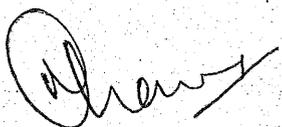
- Steve, Corbett & Brian, Fikkert , “When helping hurts- How to Alleviate Poverty Without Hurting the Poor and Yourself” Moody Publishers -2014.
- Suresh, Chandra & Anne Karen Trollope, “Non-Governmental Organizations-Origin and Development”, Rawat Publications New Delhi-2015.
- S.L. Goel., R. Kumar; “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., Bhoose, “NGOs & Rural development- theory & Practice”, Concept Publication, New Delhi-2003.
- Johnson, Norman, “The Welfare State in Transition, Sussex : Wheat sheaf Books, 1987
- Clark, John, “The Relationship Between State and the Voluntary Sector”, e-source: www.gdrc.org/ngo/state~ngo.html

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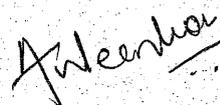
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