

CIRCULAR :-

The Principals of the affiliated colleges in Arts, Science and Commerce are hereby informed that the proposal made by the Additional Director General and Director, State Institute of Rural Development (SIRD), Yashwantrao Chavan Academy of Development Administration (YASHADA), Pune, to introduce the course of the Post-Graduate Diploma in Rural Management has been accepted by the Academic Council at its meeting held on 14th December, 2007 vide item No.7.12 and subsequently approved by the Management Council at its meeting held on 24th December, 2007 vide item No.9 and that, in accordance therewith, the Post-Graduate Diploma in Rural Management has been introduced by the University and that same has been conducted by State Institute of Rural Development (SIRD)(YASHADA) with effect from the academic year 2007-2008.

Further that, in exercise of the powers conferred upon the Management Council under Section 54(1) and Section 55(1) of the Maharashtra Universities Act 1994, it has made **Ordinance 5736 and 5737 and Regulations 5803, 5804, 5805, 5806, 5807 and 5808** including syllabus relating to the Post-Graduate Diploma in Rural Management is as per Appendix and that the same has been brought into force with effect from the academic year 2007-2008.

MUMBAI-400032
29th September, 2008

PRIN.K.VENKATARAMANI
REGISTRAR

To,

The Principal of the affiliated colleges in Arts, Science and Commerce

A.C./7.12/14.12.2007

M.C./9/24.12.2007

No.UG/437- A of 2008, MUMBAI-400 032 29th September, 2008

Copy forwarded with compliments for information to :-

- 1) The Deans, ^{Faculties of} Arts, Science and Commerce
- 2) The Director, State Institute of Rural Development (SIRD), Yashwantrao Chavan Academy of Development Administration (YASHADA), Pune
- 3) The Controller of Examinations.
- 4) The Co-Ordinator, University Computerization Centre.

(D.H. KATE)

DEPUTY REGISTRAR
(U.G./P.G SECTION)

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (2 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar (PRO), the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular and that, no separate Action Taken Report will be sent in this connection. the Assistant Registrar Constituent Colleges Unit (2 copies), BUCT (1 copy), the Deputy Account, Unit V (1 copy), the In-charge Director, Centralize Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Superintendent, Post-Graduate Section (2 copies), the Superintendent, Thesis Section (2 copies)

UNIVERSITY OF MUMBAI



ORDINANCES, REGULATIONS
AND SYLLABUS
RELATING TO
POST-GRADUATE DIPLOMA
IN
RURAL MANAGEMENT

(with effect from the academic years 2007- 2008)

University of Mumbai

Ordinances, Regulations and Syllabus relating to the Post Graduate Diploma in Rural Management

Preamble

The rural areas still account for a vast majority of the Indian population. Rural society has seen vast changes in recent decades. Sizes of rural habitations have increased manifold and the larger habitations, often with populations of some ten thousand or so, face very similar problems to those faced by the towns and cities concerning planning for civic infrastructure and providing civic and other services to the people. There are many structural differences between the towns and the countryside. Whatever the differences, change by way of increase in size, organizational complexity and functional differentiation seems inevitable.

Developing and managing rural infrastructure and providing services to both the farm and non-farm sectors could well be the key to growth here. This is a task which is increasingly the responsibility of local self-government bodies in the country. Much can be done by way of systematic learning to enable them to perform this task better. It is the need of the hour to facilitate the process of transition by training key stakeholders so as to put them higher on the learning curve and to enable them to manage the process more efficiently.

Two aspects in particular deserve mention. One is sensitising government managers to the experience of development administration in the different states and to enable them to learn from these success stories or failures as the case may be. Second is the need to place all this in the overall context of policy formation in India, the various competing interests that operate to determine policy and how all these have a real time impact on the lives of people.

This today constitutes a large gap area, which the proposed Post Graduate Diploma attempts to plug.

Overall Aim of Course

- Facilitating Farm and Non farm economic activities by providing knowledge inputs to stakeholders
- Empowering communities and disadvantaged groups especially women

O 5736
Title of the
Course

O 5737
Eligibility

Post Graduate Diploma in Rural Management

Eligibility for the Post Graduate Diploma in Rural Management is as follows;

The candidates should be

A graduate in any discipline from a recognized University

AND

Preferably with some experience of working in rural sector.

OR

Senior In-service Officers working in Panchayati Raj Institutions. Government Departments, Elected representatives, Professionals. Consultants, NGO representatives, Rural activists and any student who wants to pursue a career in Rural Management.

R 5803
ENROLMENT

A candidate shall enroll with State Institute of Rural Development (SIRD), YASHADA for the mentioned course
(Yashwantrao Chavan Academy of Development Administration,
Rajbhavan Complex, Baner Road,
Pune 411 007
Phone : 020-25608126/207
Website: www.yashada.org

The process of enrolment for the courses has to be completed has to be completed three months in advance before the commencement of the course. The course will begin in September for candidates registering in June.

R 5804
DURATION

Post Graduate Diploma in Rural Management

One year (The trainee will get the DLM material of the following modules and receive inputs on the subject during the contact sessions.) Dissertation and attachment are compulsory. The total course is equivalent to 42 credits.

Sr No	Subject	Module Type	Sessions
1	Rural Environment	Compulsory module	30 hours equivalent to 3 credits
2	Farm Services Management		30 hours equivalent to 3 credits
3	Agri-Business Management		30 hours equivalent to 3 credits
4	Economics for Rural Management		30 hours equivalent to 3 credits
5	Cooperatives and Collective Action		30 hours equivalent to 3 credits
6	Organizational Behaviour & Human Resource Management		30 hours equivalent to 3 credits
7	Managerial Accounting and Finance		30 hours equivalent to 3 credits
8	Marketing Management		30 hours equivalent to 3 credits
9	Management of Rural services and Institutions		30 hours equivalent to 3 credits
10	Research Method		30 hours equivalent to 3 credits
11	Dissertation		60 hours equivalent to 6 credits
12	Attachment		60 hours equivalent to 6 credits

50 participants can be enrolled for Diploma in Rural Management

R 5805

INTAKE

CAPACITY

R 5806

TEE

STRUCTURE

R 5807

SCHEME OF

EXAMINATION

Rs. 65,000/- for the Diploma

The scheme of examination of the Diploma is as below
Diploma in Rural Management

Sr No	Subject	Module Type	Sessions	Max Marks	Pass Marks	Duration Of Exam
1	Rural Environment		30 hrs	100	50	3 hours
2	Farm Services Management		30 hrs	100	50	3 hours
3	Agri-Business Management		30 hrs	100	50	3 hours
4	Economics for Rural Management		30 hrs	100	50	3 hours
5	Cooperatives and Collectives Action		30 hrs	100	50	3 hours

5	Cooperatives and Collective Action	Compulsory Module	30 hrs	100	50	3 hours
6	Organizational Behaviour & Human Resource Management		30 hrs	100	50	3 hours
7	Managerial Accounting and Finance		30 hrs	100	50	3 hours
8	Marketing Management		30 hrs	100	50	3 hours
9	Management of Rural services and Institutions.		30 hrs	100	50	3 hours
10	Research Method		30 hrs	100	50	3 hours

R 5808
ASSESSMENT

The assessment for the theory papers shall be done by the faculty at YASHADA

Panel of Examiners will be selected by YASHADA for the assessment of the theory papers.

The research guide selected by YASHADA shall do the assessment for the Dissertation.

STANDARD OF PASSING

A candidate must obtain a minimum of 50 percent marks in theory papers and the dissertation should be accepted by the examiners for the award of the mentioned Diploma

No Grades will be awarded for the Diploma, but the candidates will be declared 'Passed' or 'Failed'.

A person failing in any Theory paper/s will be allowed to reappear in the same, (Within a maximum of 5 years)

Dissertation, if not accepted by the assessing authority / guide, can be resubmitted with amendments as advised by the Guide. In such cases, candidates need not appear again in the theory paper and the Diploma will be awarded till the completion of the dissertation.

DETAIL SYLLABUS
FOR
POST GRADUATE DIPLOMA IN RURAL MANAGEMENT, YASHADA

1. Rural Environment

Structure of rural society, family structures, Nature of village politics

Constitutional provisions and Structure and Function of Panchayati Raj Institutions in different states

Devolution of functions and functionaries

Devolution of Finances with respect to the PRIs

Financial management in the PRIs

Administrative Functioning in the PRIs

Social Accountability: Definition, Dimensions, Significance, Application in various sectors

Accountability Mechanisms: formal and non-formal including social audit

Relationship between centre, state and local governments.

Structure of Tribal society, culture and interface with government

Affirmative action by government; Impact of Developmental processes on Tribal groups and functioning of PRIs in tribal areas

Ecological Balance and Environment

Right to Information

Social Equity, Problems relating to weaker sections of society, affirmative action by government

Awareness of Gender aspects of production systems and how gender bias operates/ Women's work

Techniques for Gender Budgeting

Evolution of Micro Finance movement; types of legal structures; Experience of Voluntary Action;

Women's Empowerment: Implications for Poverty Alleviation

2. Farm Services Management

Agro Climatic Zones and Crop Planning: Use of GIS technology

Organic Farm Practices & Sustainable Agriculture

Vermiculture, Composting, Biogas,

Awareness of relationship between production systems and common property resources and collective action needed to maintain latter and Fisheries resources

Agriculture: Food Crops, Non Food Crops (focus on economics, post harvest technology and marketing)

Contract Farming

Horticulture: Fruits (focus on economics, post harvest technology and marketing)

Horticulture: Vegetables (focus on economics, post harvest technology and marketing)

Horticulture: Flowers (cut-flowers and fresh flowers, focus on economics, post harvest technology and marketing)

Post Harvest Technology

Livestock: Dairy Farm Management: 1. Cattle and Buffalo management practices and economics; 2. Preparation of indigenous milk products

Livestock: Poultry Farm Management

Livestock: Sheep and Goat Management

Aquaculture: Fresh water and Brackish water aquaculture

Forestry: Agro Forestry and the Wadi idea

Social Forestry

Medicinal and Aromatic Plants

Renewable Energy

Risk management and Insurance

Agri- Rural Tourism

3. Agri business management

Agriculture Policy Framework and Thrust Areas, Defining Agri Business and Agri Value Chain, Public Private Partnership Management

Procurement, Cost and efficiency factors, Competitive buying, Contract farming, Delaying of procurement chain, Backward linkages for quality and quantity and Forward trading, Inventory Management

Introduction to Supply Chain Management, Nature and scope, Capacity management, Outsourcing, Supply chain drivers and obstacles, Managing supply and demand, Supply chain design, development and evaluation and Supply Chain Strategies

Preparation of project proposals, financing, Capital Investment for Technology upgradation, Cash Management

Packaging, Branding, Advertising and Sales and Marketing including concept of Marketing Management, Agriculture Marketing System, Market Demand and Forecasting, Market Segmentation, Planning Marketing Strategies

Introduction of Commodity Exchange, Commodity Markets, Future Exchange and Risk Management, Warehouse Receipt and Collateral Management

Norms of World trade, Quality requirements, GM and non GM foods, the EU/EPGAP, the concept of branding by private sector

Business Laws and Ethics - Indian Contract Act, Sale of Goods Act, Partnership Act, Companies Act, Negotiable Instrument Act, Essential Commodities Act etc.

4. Economics for Rural Management

Economic role of governments; how markets solve problems

Demand and Supply in individual markets; Consumer Behaviour

Cost analysis; business accounting and opportunity costs, Production, cost and breakeven analysis

Supply and pricing in competitive markets

Cases of market failure and government intervention; impact of government interventions – taxes, subsidies and price controls

Income Inequalities and Poverty Alleviation

Urban rural disparities and policy imperatives/constraints

Major strands of development theory and practice

Measuring National Output and income

Consumption and investment

Government Fiscal Policy

Money supply and Monetary Policy

Inflation and Unemployment

Special Economic Zones and implications for rural areas

Economic reform and structural adjustment programmes for different sectors, implications of the policies of liberalisation, privatisation and globalisation

Role of ICT sector in economy

WTO Policy, Impact on Developing Countries specifically on India, Protectionism and free trade, Tariff and non tariff barriers

Intellectual Property Rights: implications for seeds policy; food security etc

5. Cooperatives and Collective Action

Evolution and Structure of cooperatives in India, Cooperative Principles

Institutional economic theory of co-operation, agency theory; theory of contracts, transaction cost economics, Economic theory of Cooperative Organisation

Problems posed by multiple objectives; equity issues; leadership and governance; organisational issues

Cooperative Law

Sugar cooperatives

Dairy cooperatives

Fisheries Cooperatives

Cooperative Marketing Societies

Agriculture Produce Market Committees

Urban Cooperative banks

Rural Credit Structure; Role of NABARD; three tier cooperative banking structure

District Cooperative Banks

Non Formal Movements

6. Organisational Behaviour & Human Resource Management

Role of Managers in organisations; essential skills of a manager; present challenges

Historical roots and emergence of Organisational behaviour

Personality and Individual behaviour; Attitudes and individual behaviour; perception; stereotyping

Causes of stress, stress management

Motivation; perspectives on motivation; linkage with performance

Interpersonal Communication

Cross cultural issues in communication

Types of groups, group development and performance; conflict in groups

Strategies for conflict management; conflict avoidance

Types of teams, benefits and costs of teams, team performance

Nature of leadership. Leadership theories

Decision-Making and Negotiation

Organisational design, structure, types of organisations; relationship between structure and organisational behaviour

Organisational Culture

Organisational Change and development, Managing Change

Planning human resources: demand and supply

Recruitment and selection

Training and Development

Employee compensation

Performance Appraisal and Management

Grievance management and discipline

7. Managerial Accounting and Finance

Role of management accounting in organizations, controlling and planning; accounting personnel: line and staff

Cost Volume Profit Analysis; Activity based accounting; Cost Accounting for Income statements and balance sheets

Decision-making; opportunity, outlay and differential costs; make or buy decisions

Accounting for planning and control: master and flexible budgets; standard costing and analysis of variances

Responsibility centres, performance measurement and transfer pricing

Product Costing: Activity based costing and process costing

Overheads application

Accounting concepts, techniques and conventions; Recording of transaction

Single entry and double entry book keeping and Features of standard software packages

Preparation, Analysis, Interpretation of financial statements

Role of Audit in public and private sectors

Time value of money, Concept of Risk and return.

Cash flow analysis and Financial Planning

Working Capital assessment, planning
Cash management and inventory management
Investing in Capital Assets and estimating cash flows
Capital Budgeting techniques, (NPV, IRR)
Cost of capital and capital structure.

8. Marketing Management

Emerging Rural Markets
Managing Customer Relationships
4 Ps of Marketing
Consumer Behaviour
Segmentation, Targeting
New Product Development and Product Life Cycle
Pricing Strategy
Brand Building
Advertising, Sales Promotion
Direct Selling
Improving Decision-making with Market Information
Cultural Factors in Marketing strategy
Supply Chain Management
Impact of Internet
Ethics in Marketing and Social Responsibility
Trends in Global markets

9. Management of Rural Services and Institutions

Planning Processes: competing interests and resources
New approaches including Micro Planning, Tools and Techniques
Public utility services in rural areas: special constraints: pricing public goods

Systems for construction and maintenance of water supply and sanitation
Waste Management in rural areas
Community Water Harvesting Systems
Power sector and rural electrification
Energy Management
Planning for developmental infrastructure (roads/irrigation)
Agricultural extension infrastructure, T & V system, Krishi Vigyan Kendras, Maintenance and supply of veterinary services
Market Support Operations
Health infrastructure/role of health care providers, Preventive and Curative Health
Nutrition and Child Health
Neo natal and maternal health
Health of Adolescents
Communicable Diseases
Prevention of Disease in Rural areas and Managing Rural Surgery
Stress Management
Cases in Hospital Management
Providing Support services for education
Uses of Information Technology/ Types and Functions of MIS/ Various Software Applications
E-Governance

10. Research Method

Types of research/ Exploratory/ Empirical/Secondary
Research Design/ Problem Formulation
Methods of Quantitative Data collection: variables and randomization, sampling and non sampling variability
Sampling Method
Designing Questionnaire and other Survey Instruments
Methods of Qualitative Data Collection: Participant Observation & Focus Group Discussion

Methods of Analysis

Report Writing

Development Communication