



**UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA
DEPARTMENT OF RURAL DEVELOPMENT**

Program Name: Masters in Rural Development

Course Name: Rural Entrepreneurship Development (MRD-105) Theory Credit: 4

After successful completion, this course enables students

CO1. Enable the students to know entrepreneurial skills.

CO2. Understand the theories of entrepreneurship.

CO3. Know the challenges and opportunities of rural entrepreneurship.

CO4. Comprehend the impact of globalization and rural industries.

Course Contents:

Unit 1: Concept and Theories (15hrs + 5hrs)

1.1 Entrepreneurship: A conceptual framework

1.2 Importance of Rural Industrialization for Rural Development

1.3 Gandhian Approach to Rural Industrialization, theories of entrepreneurship

1.4 Appropriate Technology for Rural Industries

Unit 2: Perspective and the Practic (15hrs + 5hrs)

2.1 Research paradigm on entrepreneurship

2.2 Women entrepreneurship, Agri-entrepreneurship, Social entrepreneurship, Ethical entrepreneurship

2.3 Policies and Programmes: KVIC, DIC, NISIET, SIDO, SISI, MSME Act, 2006

2.4 Growth Centre Strategy, Exhibitions and Field Level Organizations.

Unit 3: Indian Entrepreneurship (18hrs + 5hrs)

3.1 Level of Indian Entrepreneurship, Contribution to Indian G.D.P

3.2 Entrepreneurship development in North east India

3.3 Entrepreneurial profile, Entrepreneurial motivation, Entrepreneurial performance.

3.4 Problems and prospects in developing entrepreneurship: Infrastructural facilities, Problems of market, Problem of capital, Entrepreneurial interventions, Human Resources.

Unit 4: Globalisation and rural industries (18hrs + 5hrs)

4.1 Growth Centre Strategy: Advantages of the Strategy, Operational Difficulties

4.2 Rural Industries and Industrial estates,

4.3 Globalization and rural Industrial Promotion, Imports and Exports,

4.4 Strategies and Policies implications.

(Practical: Visit to farm of different rural enterprise.)

Suggested Readings:

1. Vasant Desai, (2000), *Project Management and Entrepreneurship*, Himalaya Publishing House.
2. Vasant Desai, (2011), *Towards Industrialization*, Himalaya Publishing House.
3. Rao R.V, (1987), *Rural Industrialisation in India*, Concept Publishing.
4. Sundaram J.B, (1980), *Rural Industrial Development*, Vora & Co.
5. M. Soundarapandian, (2009), "Rural Industries in India", Neha Publishers & Distributors
6. Dhillon, P.K. "Women Entrepreneurs - Problems and Prospects", New Delhi Blaze Publishers and distributors Pvt. Ltd., 1993.
7. Kanungo, R.N. *Entrepreneurship and Innovations*, New Delhi Sage Publications India Pvt Ltd., 1999.
8. Sivakamasundari.S. "Entrepreneurship Development for Rural women", New Delhi, Asian and Pacific centre for Transfer of Technology, Vol. 1.1995.