Location, Management and Govt. Policies for Rural Industrialization

Unit - I
Industrial location – importance and difficulties. Factors affecting industrial location.

**Raw Material** – Classification, significance and problems related to rural industries.

**Marketing** – Importance, functions and problems regarding marketing in rural industries.

Unit - II

**Skilled labour** – Concepts, importance and problems; characteristics of Rural Indian Labour; Factors affecting efficiency of rural workforce.

**Management** – General functions, Concepts, Need, Types and difficulties.

Unit - III

**Finance** – Sources and problems in obtaining finance for rural industries. HSIIDC, SIDBI, SFCs.

**Quality Control** - Objectives, methods, significance and problems in small scale sector

Unit - IV

**Industrial Estates:** Concepts, objectives advantages and progress under Five Year Plans. Working, significance and operational difficulties.

National Programmed for Rural Industrialization - Objectives and schemes offered. Backward area development and rural Industrialization
PROJECT MANAGEMENT FOR RURAL INDUSTRIES

Unit 1: Project and Project Management Meaning and Definitions of Project – Characteristics of Project – Types of Project – Life Cycle of Project – Concept of Project Management – Phases of Project Management.


References:


3. Mattu P.K., Project Formulation in Developing Countries, MacMillan Company of India Limited.

RESOURCES FOR RURAL INDUSTRIALISATION

Objectives :

To Understand the Resources and factors influencing industrialisation process of the Andhra Pradesh State

Outcome :

The Students identify the available resources for Rural Industrialization

Unit: I The Basic characteristics of Economy

The Demographic profile, Land availability, Rainfall, Rivers and water supply, Forests, Minerals, Fishery, Power

Unit: II Development Experience

Trends in social products: Trends in per capita income, Literacy level, Life Expectancy – Andhra Pradesh State in the Indian context.

Unit: III Infrastructural Development

Transport: Roads ways-Nationalisation of Highways, Ports, Inland Water ways - Power, Rural Electrification – Banking – Housing and slum clearance

Unit: IV Industrial Development


Unit: V State Finance

State Financial Corporation, District Industry Centres– Central Assistance

References:

1. Sundaram K.P.M The Indian Economy – Concept publishing Company – New Delhi
2. Gangi Reddy Y., Rural Industrialization, Discovery Publishing House
3. Sinha A K., Rural Industry and Rural Industrialisation, Pointer Publishers
5. Rural Industries, Rural Development Statistics, National Institute of Rural Development and Panchaytraj (NIRD & PR), Hyderabad
Outcome
COURSE (Core): RESOURCES FOR RURAL INDUSTRIALIZATION
(Five units with each unit having 12 hours of class work)

At the end of the course, the student is expected to DEMONSTRATE the following thinking skill.
A. Remembers and states in a systematic way (Knowledge*)
1. Resources for Rural Industrialization.

B. Explains (Understanding*)
3. Recent Structural changes in Industrial Development.

C. Critically examines, (Analysis and Evaluation**)
4. Banking reforms for rural industrialisation

D. Appraises (Evaluate**)
5. AP state aid to Industrial Development
6. District Industry Centres

E. Examines (Analyze**)
7. Infrastructure Development for Rural Industrialization

F. Investigates (Create**)
8. Role of State Financial Corporation in Rural Industrialisation

G. Draws critical historical maps. (Practical skills***)
Students will be sent to field visit to the nearby rural industrial units and interact with the entrepreneurs to gather the information related to the resources available for those industrial units.
Rural Industrialisation in Andhra Pradesh

Unit – I


Unit - II

Finance Agencies- Role, performance and problems faced by small scale sector. Choice of techniques for rural Industrialisation:
Labour versus capital intensive techniques- their merits and demerits.

Unit - III


Unit - IV

Micro, Small and Medium Enterprises Development Institute (MSMDI) – Role instate; Incentives and special schemes. Role and functions of District Rural Development Agency in Andhra Pradesh - schemes and progress. Progress of small scale sector in Andhra Pradesh and major problems.
**Reference**

1. Rural Industrialization in India, S.N. Bhattacharya
2. Planning for Rural Development Issues and Case Studies, Dholakia & Iyengal
3. Dynamics of Industrial Relations in India, C.B. Mamoria
4. Problems and Prospects of small scale industries, Vasant Desai
5. Financing of Small Scale Industries, Inderjit Singh
Marketing and Finance for Rural Industrialization

Module I: Rural Marketing
Concept – Importance of Rural Marketing - Classification and Structure of Rural Marketing - Input Market and Output Market- Regulated markets -Ware Housing and Cold Storages - Problems & Remedies.

Module II: Rural Co-Operative Marketing
Meaning and Definitions, Types, Structure-Role of Co-Operative markets,- State level Co- Cooperative marketing organizations, National Co-Operative Development Co-Operation (N.C.D.C) - Government Policy measures.

Module III: Rural Marketing Information and Pricing
Nature and Scope, Channels of Marketing information, Farmers Service Centres - E-choupal - Support Price Policy in India.

Module IV: Rural Credit in India
Need for Rural credit -Credit delivery mechanisms - Rural Cooperative Credit Societies – Long-term Rural Credit -New strategy for Rural lending.

Module V: Rural Institutional and Non –Institutional Finance in India
Sources – Nationalized Banks, RRBs, NABARD - Co-operative Sector and Micro Finance -Non- Institutional Rural Financial Services – NBFI's, SHG's - Issues and Problems.

References:
1. Meenu Agarwal – Consumer behaviour and Rural Marketing in India.
2. Y. Subbarayudu and P Mohana Reddy-Regional Rural Banks and Rural Development
4 Dutt and Sundaram- Indian Economy. S.Chand Publications, New Delhi, 2013-07-02
6 K Santha Kumari-Regional rural banks; Performance and Perspectives.
TECHNOLOGY MANAGEMENT FOR RURAL INDUSTRIES

**Unit 1**: Technology Management – Meaning and Scope – Basic concepts – Factors influencing Technology Management process, Dimensions of Technology Management; Innovation and Invention.

**Unit 2**: Technology Forecasting – Methods – Generation and Development – process – Transfer of Technology – modes – Appropriate Technologies – Its relevance to Rural Industrial Projects

**Unit 3**: Technology Absorption – concepts, process and constraints; Benefits. Technology Assessment – methods and management; Technology Evaluation and its parameters.

**Unit 4**: (a) Technology Diffusion – meaning, Importance and activities (b) Science and Technology organizations in India – Their role and scope of Technology missions – consultancy organizations ITCOT, ELCOT etc. (c) Incubation and Science and Technology parks in India.


**References**

