

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.

Unit 2: Project Planning and Network Analysis Meaning, Definitions and Importance of Project Planning, Project Planning Techniques: Project Matrix-Gantt Chart a- SWOT Analysis. Meaning, Objectives and Advantages of Network Analysis, Programme Evaluation and Review Technique (PERT) – Critical Path Method (CPM).

Unit 3: Project Information System: Concept of Project Information System – Elements of Project Information System – Types of Information – Objectives of Project Information System – Characteristics of Successful Project Information System – Project Information Report.

Unit 4: Project Monitoring and Evaluation Concept of Project Monitoring, Steps and areas in Project Monitoring – Concept of Project Evaluation – Purpose of Project Evaluation – Steps of Project Evaluation-Stages of Project Evaluation-Methods of Project Evaluation.

Unit 5: Project Audit Concept of Project Audit – In Process Project Audits – Post – Project Audits – Performance Appraisal: Team Evaluation, Techniques for Evaluation of Performance of Team Members and Performance Review.

References:

1. Goel B.B., Project Management-a Development Perspective, Deep or Deep Publishers, New Delhi.
1. Gary R. Heerkens, Project Management, Tata McGraw Hill, New Delhi.
2. Choudhury S., Project Scheduling and Monitoring in Practice, South Asian Publishers, New Delhi.
3. Mattu P.K., Project Formulation in Developing Countries, MacMillan Company of India Limited.
4. Little I.M.D. and Mirrless J.A., Manual of Industrial Project Analysis, Paris Organization for Economic Co-Operation and Development – 1969.

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

Recent Structural changes – Index of industrial production – State aid to Industrial Development – State sponsored Industrial Corporations – The major industries of Andhra Pradesh: Textiles, Automobiles, Mines and Minerals – Small scale Industries – Horticulture, Handloom industry, Poultry farming

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
4. Industrial Development & Economic Growth In Andhra Pradesh,
<https://www.ibef.org/states/andhra-pradesh.aspx>
5. Rural Industries, Rural Development Statistics, National Institute of Rural Development and Panchayatraj (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***)

2. Trends in Social Products in Andhra Pradesh.

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

Rural Industrialisation in Andhra Pradesh- objectives and development strategy.

Resource availability in rural areas of Andhra Pradesh for Rural Industrialisation: Raw

Material – Types and related problems to rural Industries.

Labour- Types and difficulties faced by rural industries. Power- Availability, problems and future plans of the state Govt.

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

Major rural Industries of Andhra Pradesh: Traditional sector – present position, Problems and future prospects. Modern Sector – present position, problems and future prospects.

Modernization of vocational facilities of village artisans and their training – State Govt. policy. Govt. policy towards rural Industrialisation in Andhra Pradesh.

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 & Iyengar
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, Famers 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 – NBFIs, SHGs - 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
- 3 Vasant Desai: Rural Development inIndia, Himalaya Publishing House, Mumbai, 2012.
- 4 Dutt and Sundaram- Indian Economy, S.Chand Publications, New Delhi, 2013-07-02
- 5 Mishra S.K. and PuriV.K. - Economics of Development and Planning, Himalaya Publishing House, Mumbai, 2012
- 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.

Unit 5: a). Financing of S & T projects – Development Financing institutions; KVIC, NABARD, DST, CSIR, DBT, NRDC etc., “Central Silk Board, Textile Committee. Venture capital – working capital and capital markets. Evaluation methods of financial outlay. b). Science and Technology Manpower – Need and scope – S & T training organizations in India and abroad.

References

1. Fredric Betz; Managing Technologies: Innovation and Concepts Research; Prentice Hall Inc, New Delhi 2003.
2. Daniel L. Babcock and C.Morse; Managing Engineering and Technologies; Prentice Hall India Pvt. Ltd., New Delhi. 2006.
3. Jam, Asok, S. Pruthi, K.C.Garg, S.Anabi: Indicators of India; Science & Technology segment Books, Sage Publications.1996.