

**Master of Arts
in
Rural Development Studies (MRDS)
Course of Study and Evaluation System**



**Dean's Office
FoHSS, Tribhuvan University**

**Central Department of Rural Development
Faculty of Humanities and Social Sciences
Tribhuvan University
Kirtipur, Kathmandu, Nepal**

2014

Tribhuvan University
Faculty of Humanities and Social Sciences
Central Department of Rural Development
MA in Rural Development
Course Structure

Sem.	Course Code	Course Title	Credit hours	Lecture hrs.
I	RDS 551	Rural Development : Theory and Discourses	3	48
I	RDS 552	Economic Dimensions of Rural Development	3	48
I	RDS 553	Socio-cultural Dimensions of Rural Development	3	48
I	RDS 554	Local Governance in Nepal	3	48
I	RDS 555	Research Methodology in Rural Development	3	48
II	RDS 561	Rural Community Development in Nepal	3	48
II	RDS 562	Rural Development Planning, Policy and Strategy	3	48
II	RDS 563	Rural Urban Linkage	3	48
II	RDS 564	Rural Project Management	3	48
II	RDS 565	Application of Research Methodology	3	48
III	RDS 571	Rural Technology and Energy	3	48
III	RDS 572	Rural Finance	3	48
III	RDS 573	Tourism for Rural Development	3	48
III	RDS 574	Gender and Development	3	48
III	RDS 575	Rural Livelihood and Climate Change Adaptation	3	48
IV	RDS 581	Natural Resource Management	3	48
IV	RDS 582	Human Resource Development	3	48
IV	RDS 583	Syllabus to be developed (optional)	3	48
IV	RDS 584	Agriculture and Rural Development (Optional)	3	48
IV	RDS 585	Rural Marketing and Entrepreneurship Development (Optional)	3	48
IV	RDS 586	Thesis (compulsory)	6	
Total Credit Hours			60	

Course Title: Rural Development: Theory and Discourse

Course No.: MRDS 551

Nature of the Course: Theory

Period per Week: 3

Year: First

Time per Period: 1 hour

Semester: First

Total Period: 48

Course objectives

The general objective of this course is to acquaint students with the theories and discourses of development. The specific objectives are; to trace the root of the concept development and rural development, to analyze shift in development thinking, to analyze the mainstream and alternative development theories and discourses, to get equip with different timelines of the ideas of rural development and to critically analyze the applicability of endogenous and alternative theories of rural development in the context of Nepal. It is expected that after completion of this course students will be able to relate theory of rural development in different contexts.

Course contents

LH

Chapter One: Origin of Development Concept (10)

- 1.1 Origin of political economy
- 1.2 Classical economics and development (Core values and critique)
- 1.3 Neo-classical economics and development (core values and critique)
- 1.4 Paradigm shift in development
- 1.5 Origin of the concept and approach: Rural development
- 1.6 Neo-liberalism and rural development

Chapter Two: Development Theories and Discourse (15)

- 2.1 Mainstream Development Theories (Modernization and Dependency)
- 2.2 Alternative Development Theories (Sustainable Development and Human Development)
- 2.3 Post-development Discourses (Arturo Escobar and W.G. Sachs)

Chapter Three: Rural Development Theories (13)

- 3.1 Exogenous Rural Development (Concept of growth and mode of development)

3.2 Endogenous Rural Development (Growth pattern, resource utilization and actors)

3.3 Alternative Rural Development (Social justice, Equity, self-reliance and Third Worldism)

Chapter Four: Rural Development Timeline and Approaches (10)

4.1 Rural Development timeline after 1950s

4.2 Approaches of Rural Development

4.3 Community Development

4.4 Basic Need Approach

4.5 Integrated Rural Development Approach

4.6 Right Based Approach

4.7 Rural Livelihood Approach

References:

Adhikari, S.P. (2000). *Rural development in Nepal: Problems and prospects* (2nd ed). Kathmandu: SajhaPrakashan

Ellis, F. and Biggs, S. (2001). Evolving themes in rural development 1950s-2000s, In *Development Policy Review*, 19 (4), Pp.437-448. Available at <onlinelibrary.wiley.com/doi/10.1111/1467-7679.00143/pdf>.

Gandhi, M.K. (1952). *Rebuilding our villages*. Ahmedabad: Navajivan Publishing House.

—————(1962). *Village swaraj*. Ahmedabad: Navajivan Publishing House.

Ghimire, A., Upreti, B.R. & Pokhral, S. (2010). Livelihood strategies of internally displaced people in Western Nepal: Some observations (Pp. 217-239). In Bishnu Raj Upreti and Ulrike Muller-Boker (Eds.). *Livelihood insecurity and social conflict in Nepal*. Kathmandu: Swiss National Centre of Competence in Research (NCCR) North-South.

Koirala, B.P. (1982). *Democracy indispensable for development*. Kathmandu: ShushilKoirala

Kunwar, K. B. (2010). *Rural development in developing countries* (2nd ed.). Kathmandu: MeenaPrakashan

Margarian, A. (June-July, 2011). Endogenous Rural Development: Empowerment or Abandonment? Available at <literatur.vti.bund.de/digbib_extern/dn048906.pdf>

Mathema, K.R.B. (2001). *Strategies of rural development in Nepal: Some observations some thoughts*. Kathmandu: Sita Devi Mathema

- Mathema, K.R.B. (2001). *Strategies of rural development in Nepal: Some observations some thoughts*. Kathmandu: Sita Devi Mathema.
- Mikkelsen, B. (2005). *Methods of development work and research: a new guide for practitioner (2nd edition)*. India: Sage Publications.
- Peet, R and Hartwick, E. (2010). *Theories of development; contentions, argument and alternatives*. New Delhi: Rawat Publications
- Pieterse, J.N. (2010). *Development Theory (2nd edition)*. New Delhi: Sage Publications
- Sen, A. (2005). *Commodities and capabilities (8th edition)*. North Holland: Amsterdam.
- (2000). *Development as freedom (Indian edition)*. New Delhi: Oxford University Press.
- Sengupta, A; Negi, A and Basu, M. (Eds) (2007). *Reflections on the right to development*. New Delhi: Sage Publications.
- Singh, K. (2009). *Rural development; Principles, policies and management (3rd ed.)*. New Delhi: Sage Publications.
- Todaro, M.P & Smith, S.C. (2010). *Economic development (10th edition)*. Singapore: Pearson Education Pvt. Ltd.
- UNDP (1990). *Human development report, 1990*. New York: UNDP.
- (2004). *Nepal human development report, 2004; 'Empowerment and poverty reduction'*. Kathmandu: UNDP.
- Van Der Ploeg et.al (2000). Rural development: from practices and policies toward theory. *Sociologia Ruralis*, (40), 4. Pp. 391-408. Available at <<http://www.ufcg.edu.br/~cedrus/downloads/schneider/rural_evelopment.pdf>>.
- William, A.T. and Christopher, A.J. (2011). *Rural development, concepts and recent approaches*. India: Rawat Publications.

Course Title: Economic Dimension of Rural Development

Course No.: MRDS 552

Nature of the Course: Theory

Period per Week: 3

Year: First

Time perPeriod: 1 hour

Semester: First

Total Period: 48

Level: MA

Course objectives

The overall objective of this course is to impart the knowledge of various economic dimensions of rural development. The concepts, theories and issues of economic aspects have been introduced so as to provide to the students an ample opportunity to gain insight knowledge on economic dimension of rural development. The core aspect of this course is to enable students to know the theoretical concept of economic development so that the knowledge could be applicable to solve the growing problems and issues of economic development from rural perspective.

Course Contents

LH

Unit I Introduction

(10)

- 1.1 Concepts of Economic growth, economic progress, and economic welfare
- 1.2 Concept of National development, regional development and local development
- 1.3 Local economic development: concept, principle and goals, actors and determinants
- 1.4 Different sectors of local economy: Primary, secondary, tertiary
- 1.5 Economic status of Nepal: Comparative study of rural and urban sector

Unit Two: Indicators of economic development

(11)

- 2.1 GDP and GNP
- 2.2 Per-capita income
- 2.3 Physical quality of life index (PQLI)
- 2.4 Human development index (HDI)
- 2.5 Quality of life index
- 2.6 Comparative study of the indicators in the different development regions of Nepal

Unit III: Relevant theories of economic development and their application in rural context (15)

- 3.1 Schultz's theory of traditional agriculture transformation
- 3.2 Lewis theory of unlimited supply of labour
- 3.3 Myrdal theory of backward effect
- 3.4 Todaro Model of rural-urban migration and unemployment
- 3.5 Balanced vs Unbalanced theory

Unit IV: Major Problems and Issues of local economic development in rural context (12)

- 4.1 Poverty, inequality and unemployment
 - a) Poverty: concept, types
 - b) Inequality: concept, dimension, measures (Lorenz curve, Gini-coefficient)
 - c) Unemployment: concept, types, causes, consequences, mitigation measures
- 4.2 Rural remittance and capital formation
- 4.3 Population growth and rural development
- 4.4 Food security and agriculture production
- 4.5 Labour migration and shortage of manpower in agriculture

Reference:

- Agrawal, G.R.(2012). *Entrepreneurship development in Nepal*. Kathmandu: M.K. Publisher.
- Blackely, E.J., & Ted, K.B.(2003). *Planning local economic development: Theory & practice*. New Delhi: Vistaar publication.
- CBS (2010/11). *Nepal living standard survey III*. Kathmandu: CBS.
- CBS (2011). *Nepal population report, 2011*. Kathmandu: CBS
- Chambers, R. (1989). *Rural development: Putting the last first*. London: Longman Publishers
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- Haughton, J. & Khandker, S.R. (2009). *Poverty ± Inequality*. Jaipur: Rawat Publications.
- Human development reports (latest)*.

- Lekhi, R.K.(2008). *Economic development and planning*. New Delhi: Kalyani Publisher.
- Mathema, K. R. B. (2008). *Economics of development*. Kirtipur: New Hira Books Enterprises.
- National Planning Commission (2013). *Interim plan of Nepal*. Kathmandu: NPC
- Seddon, D. (1998). *Nepal: A state of poverty*. New Delhi: Vikas Publishing House.
- Shultz, T. (1962). *Transforming traditional agriculture*. New Haven: Yale University Press
- Singh, K. (2009). *Rural development; Principles, policies and management* (3rd ed.). New Delhi: Sage Publications.
- Todaro, M.P & Smith, S.C. (2010). *Economic development* (10th edition). Delhi: Pearson Education Asia.
- UNDP. (2004). *Nepal human development report, 2004; 'Empowerment and poverty reduction'*. Kathmandu: UNDP.
- World Development Reports (latest)*

Course Title: Socio-Cultural Dimension of Rural Development

Course No.: MRDS 553

Nature of the Course: Theory

Period per Week: 3

Year: First

Time per Period: 1 hour

Semester: First

Total Period: 48

Level: MA

Course objectives

In general this course aims to deal with socio-cultural factors that are significant in rural development process. The specific aims are to dig-up link between social factors and rural development, to analyze various perspectives of sociology and anthropology relevant to rural development and to highlight how socio-anthropological methods are applicable to address socio-cultural issues in Nepal.

Course Contents

LH

Unit I: Introduction

(9)

- 1.1 Social characteristics of rural Area
- 1.2 Concept of social development.
- 1.3 Social indicators of rural development
- 1.4 Socio-cultural pros and cons for rural development.
- 1.5 Agrarian structure in rural society: embedded values and relations.

Unit II: Socio-Cultural Perspectives on rural development (15)

- 2.1 Sociological perspective on rural development (structural-functionalism, conflict and symbolic- interactionism)
- 2.2 Anthropological paradigm and perspective on rural development.
- 2.3 Development anthropology and anthropology of development
- 2.4 Monolithic to polycentric notion of development.
- 2.5 Development as freedom.
- 2.6 Third world diversities and dilemmas of development discourse.

Unit III: Factors of Rural Development (15)

- 3.1 Social cultural and human factors in Rural Development (with reference to D.B. Bista's and S.C. Dube's argument)
- 3.2 Changing strategies in rural livelihood

3.3 Indigenous people, knowledge and institution for Rural Development

3.4 People, Culture and Responsive Development: intervention, acceptance, resistance and response to development

3.5 Process of socio-cultural change in rural context : Cyclical theories, linear theories, conflict theories

Unit IV: Application of Sociological and Anthropological Knowledge (9)

4.1 Inevitability of anthropological and sociological knowledge and methods in Rural Development Process

4.2. Application of sociological and anthropological knowledge in addressing the emerging issues of:

- Cultural ethnocentrism.
- Cyclic perspectives of human development (infancy to old age)
- Food security
- Social Inclusion
- Corruption

References:

- Adhikari, S.P. (2000). *Rural development in Nepal: Problems and prospects* (2nd ed). Kathmandu: SajhaPrakashan
- Anderson, P. (1998). *The origin of post modernity*. London. Verso.
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- Desai, A.R. (1992). *Rural sociology in India*. Mumbai: Popular Prakashan
- Doshi, S.L. and Jain, P.C. (2004). *Rural sociology*. Jaipur: Rawat Publications.
- Dube, S.C. (2004). *Tradition and development*. New Delhi: Rawat Publication.

- Gardner, K. and David, L. (1996). *Anthropology, development and the post-modern challenge*. Chicago : Pluto press.
- Richard, D. (2006). *The Selfish Gene*. Oxford: Oxford university press.
- Sen, A. (1999). *Development as freedom*. Oxford: Oxford University Press.
- UN (1994). *Traditional knowledge and sustainable development*. Proceedings of the 1993 UN International Year of the World's Indigenous Conference. New York: United Nations.

Course Title: Local Governance in Nepal

Course No.: MRDS 554

Nature of the Course: Theory

Period per Week: 3

Year: First

Time per Period: 1 hour

Semester: First

Total Period: 48

Level: MA

Course objective

The course aims to acquaint students with the knowledge of local governance system in Nepal, decentralization system and practices; development administration and different political ideologies and their application in the field of rural development.

Course Contents

LH

Unit -1 Local Governance System in Nepal

(10)

- 1.1 Concepts, types and role of government
- 1.2 Local government in Nepal: VDC, Municipalities and DDC with special references of LSGA 2055
- 1.3 Concept, elements, characteristics, issues and challenges of good governance
- 1.4 Role of different stakeholders in good governance (market, civil society, NGOs, CBOs)

Unit-2 Decentralization and Rural Development (15)

- 2.1 Concept, meaning, challenges and types of decentralization (devolution, delegation and deconcentration)
- 2.2 Decentralization theory and practices in Nepal
- 2.3 Concept, context, principles of federalism; challenges and importance of federalism from Nepalese perspective
- 2.4 Determinants of federalism and its practices in different countries

Unit- 3 Development Administration (8)

- 3.1 Meaning, concept, evolution, approaches, dimensions, functions, priorities and characteristics
- 3.2 Development administration in Nepal; practice challenges and prospects

Unit-4 Ideologies of political Economy in Nepal (15)

4.1 Concept, meaning and characteristics of political economy

4.2 Issues of political economy in Nepal

4.3 Three schools of political economy:

- Marxist school of thought
- Liberalist school of thought
- Nationalist school of thought

Reference:

- Bagchi, A. (1989). *The political economy of underdevelopment*. New Delhi: Orient Longman.
- Basu, D.D. (2008). *Comparative federalism*. Nagpur: Wadhwa and Company.
- Bhatta, B.D. (1990). *Decentralization in Nepal*. New Delhi: Reliance Publication.
- Commeson, N.T. (2004). *Civil society and social movement*. New Delhi: Sage publication.
- Dahal, D.R. (1994). *Decentralization and development in Nepal*. Kathmandu: NEFAS
- Dahal, R.K. (2005). *Rural development politics in Nepal*. Kathmandu: DikshantaPustak Bandar.
- Dahal, R.K. & Kharel, S. (2008). *Local governance and political economy of Nepal*. Kathmandu: DikshantaPustakBhandar
- Gilpin, R. (1986). *The political economy of international relations*. Princeton: Princeton University Press.
- Gyawali, C.K & Raj, P. (2010). *Federalism in the world*. Lalitpur: Chandra Kant Gyawali.
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- Sapru, R. K. (1997). *Development administration*. India: Sterling Publishers Pvt. Ltd.
- Sharma, P. (2000). *People's participation in Local development planning. a study of five districts in the Western Development Region*. Unpublished Doctoral Dissertation, Tribhuvan University.
- Sharma, P. (2003). *Local Development planning in Nepal: An empirical experience*. Kathmandu: Kshitiz Publication.
- Shresth, T.N. (1996). *Concept of local government and decentralization*. Kathmandu: Joshi Publications.
- Upreti, H. (1996). *Crisis of governance*. Kathmandu: GDS.

Course Title: Research Methodology for Rural Development

Course No.: MARDS 555

Nature of the Course: Theory

Period per Week: 3

Year: First

Time perPeriod: 1 hour

Semester: First

Total Period: 48

Level: MA

Course objective

Rural development is a multidisciplinary discipline that requires knowledge about different social phenomenon and relationships. The rural development practitioners have to dig out those social relationships with the help of social science research. In this regards, the course is aimed to acquaint the students with the knowledge, technique and process of social science research, preparation of research as well as development project proposals. It aims to help students to be an independent researcher in rural development issues by making them capable of following the process of scientific inquiry in rural development issues.

Course Contents

Unit 1: Concept of social science research

LH

(12)

- 1.1 Meaning and objectives, nature and types of social science research;
- 1.2 Scope and need for research in rural development studies;
- 1.3 Operationalization: Concepts, variables, hypothesis and measurement scales;
- 1.4 Reliability and validity
- 1.5 Inductive and deductive methods
- 1.6 Steps in proposal writing.

Unit 2: Research Design

(10)

- 2.1 Meaning, scope and principles of research design;
2. 2 Types of social research design,
- 2.4. Development research: Concept and design.

Unit 3: Data Collection and Analysis

(16)

- 3.1 Sources of information;
- 3.2 Census and sample;
- 3.3 Sampling techniques;

- 3.4 Methods of Data Collection: Technique and Tools – interview, questionnaire survey, Observation; Key Informant Interview (KII), Institutional Survey, Focus Group Discussion (FGD);
- 3.5 Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA) and their tools;
- 3.6 Strength, Weakness, Opportunity and Challenges (SWOC) analysis
- 3.7. Case Study

Unit 4: Preparation of Research Report (10)

- 4.1 Procedure for preparing research report;
- 4.2 Qualities of a good research report;
- 4.3 Format of the report (including footnotes, quotations and so on);
- 4.4 Organization of the report;
- 4.5 Presentation of research report;
- 4.6 Referencing and plagiarism in research.

Reference:

- Babbie, E.R. (2010). *The practice of social research*, 12th edition. New York: Wadsworth.
- Bailey, K.D. (1994). *Methods of social research*, Fourth Edition. New York: The Free Press.
- Baker, T.L. (1999). *Doing social research*, Third Edition. New York: McGraw Hill Higher Education.
- Baskota, S. (2004). *Research methodology*. Kathmandu: New Hira Books.
- Bell, J. (1999). *How to complete your research project successfully*. New Delhi: UBS Publishers and Distributors.
- Black, T.R. (2002). *Understanding social science research*. London: Sage Publication.
- Blacok, H.M. (1980). *Sociological theory and research: A critical appraisal*. New York: Collier Macmillan Publishing.
- Creswell, J.H. (2007). *Qualitative inquiry and research design: Choosing among the five approaches*. New Delhi: Sage Publication.
- Kanel, N.R. (2002). Treatment of variables in social research. *Economic Journal of Development Issues*, Vol. 3, No. 1, January-June, pp. 77-84.
- Kerlinger, F.N. (2000). *Foundation of behavioural research*. New Delhi: Surjeet Publication

- Kothari, C.R. (2004). *Research methodology: Methods and techniques*. New Delhi: New Age International Publishers.
- Panta. P.R. (2012). *Social science research and thesis writing*. Kathmandu: Buddha Publication.
- Pokhrel, B. (2005). *Social research methods*. Kathmandu: DikshantaPustakBhandar.
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- Sharma, P. (2003). *A handbook of social science research methodology*. Kathmandu: KshitizPrakashan.
- Sharma, P. and Wicken, J. (2003). *Social science⁴ research methods in practical use*. Kathmandu: KshitizPrakashan.
- Walliman. N, (2006). *Social research methods*. London: Sage Publication.
- Wikinson, T.S. and Bhandarkar, P.L. (1979). *Methodology and techniques of social research*. Mumbai: Himalayan Publishing House.
- Young, P.V. (2009). *Scientific social survey and research*, Fourth Edition. New Delhi: Prentice Hall.

Course Title: Rural Community Development (RCD)

Course No.: MARDS 561

Nature of the Course: Theory and Practical

Period per Week: 3

Year: First

Time per Period: 1 hour

Semester: Second

Total Period: 48

Level: MA

Course objective

This course aims to enable students to understand concept, process and strategies associated with community development in a developing countries like Nepal. After completion of this course students can apply community development techniques and tools in the real field.

Course Contents

TH

Unit I: Community and Community Development (12)

- 1.1 Community and community development: concept, principles and values
- 1.2 Community development: as process, strategy and method.
- 1.3 Different stakeholders and their roles of community development
- 1.4 Need and importance of community development for rural development

Unit II: Theories of Community Development and their application in rural development (12)

- 2.1 Socio-democratic Theory of Community Development (Antonio Gramsci)
- 2.2 System theory in Community Development (Ludwig von Bertalanffy)

Unit III: Some cross cutting issues in community development: (10)

- 3.1 Participation and inclusion of community for collective interest
- 3.2 Good governance and social accountability.
- 3.3 Collaboration and negotiation at different level and maintenance of group dynamics
- 3.4 Social inclusion
- 3.5 Leadership and social empowerment

4. History of Community Development and Community based Organizations of Nepal (14)

4.1 History of Community Development

(Pre-Unification, Unification and Rana Period, Planned Development Period (2007-2017), Panchyat Period, After 2046 BS- BOVO, PDDP, LGP, DLGSP)

4.2 Development of Community – based Organizations in Nepal (CBOs): Indigenous and induced

Practical portion:

1. Students can be trained to develop the skill of community facilitator. For it, a package training can be provided for 7 days.
2. Students can be involved to review the successful case studies of community development programs of national and regional level
3. A field study can be organized to for the students to collect some of the community development practices being followed in their locality.

References:

- Asian Productivity Organization. (2002) *Successful Community Development*, Tokyo.
- Bhattachan, Krishna Bahadur. (ed.). *Development Practices in Nepal*.
- Biddle, William W. (1965). *The Community Development Process*, New Delhi: Amerind Publishing Company Ltd.
- Chekki, Dan A. (1979). *Community: Theory and Method of Planned change*, New Delhi, Vikas Publishing House Pvt. Ltd.
- Dore, Ronald and Zoe Mars. (eds). (1981). *Community Development*, Croom Helm, London: UNESCO Paris.
- Harmston, Flayd K. (1983), *The Community as an Eco-System*. The Iowa State University Press/Ames, USA.
- Jatch, John K. (1965). *What Does Community Development Really Mean?*. Washington DC: Peace Corps Volunteers Office.
- Journal of Agriculture Development Bank – *Agricultural credit*. (Vol. 39. January 2006).
- Korten, David C. (1980). *Community Organization and Rural Development: A Learning Process Approach*.
- Kunwar, Krishna Bahadur (2064 B.S) *Poverty and Community Development, Theory and Practice*, MeenaPrakashan, Kathmandu.

NPC – Various Plan Documents

- Pyakuryal, Kailash. (1990). *Community Development and Challenges and Prospects*, Kathmandu: REDD BARNA.
- Richard Peer and Elaine Harswick (2010), *Theories of Development Contentions, Argument Alternatives*, Rawat Publications, Jaipur, India.
- Shrestha, Mangala (2009), "Community Development" Question Publication, Kathmandu.
- Simon, During (2008), *The Cultural Studies Reader*, Rouledge, Taylor and Francis Group, London and Newyork.
- Somesh Kumar (2007), *Tenth Printing Methods for Community Participation*, Vistaar Publications, New Delhi.
- Stiefel, Mathisa. (1996) *UNDP in Conflict and Disasters: An Overview Report of the Continuum Project*. Graduate Institute of International Studies: Geneva.
- Tripathi, Satyendra. (1987). *Development or Rural Poor*, Rawat Publications: Jaipur.
- UNDP. (1998). *Nepal Human Development Report*, Kathmandu: UNDP.
- UNDP. (2006). *Governance in Post Conflict Countries*. Management, Development and Governance Division, Bureau of Development Policy.

Course Title: Rural Development Planning, policy and Strategy

Course No.: MRDS 562

Nature of the Course: Theory

Period per Week: 3

Year: First

Time per Period: 1 hour

Semester: Second

Total Period: 48

Course objectives

This course basically aims to acquaint students to analyze planning process for rural development. Students will also be able to examine development policies and strategies implemented in developing countries like Nepal. After completion of this course, it is expected that students can formulate plan and policies for local bodies in Nepal.

Course Contents

LH

Unit 1: Planning for Rural Development

(13)

- 1.1 Concept and types of planning .
- 1.2 Pre-requisite of successful planning.
- 1.3 Approaches of plan formulation.
- 1.4 Comparative study on planning in capitalistic, socialistic and mixed economies
- 1.5 Concept and need of choice of techniques in planning
- 1.6 Concept and need of capital output ratio (COR)
- 1.7 Concept of regional and Local development planning.
- 1.8 Critical analysis of current plan of Nepal .

UNIT 2: Policy Formulation for Rural Development

(11)

- 2.1 Concept of strategic plan ,Tactical plan and operational plan
- 2.2 Framework of strategic planning.
- 2.3 Concept , Need and Goals R.D. policy.
- 2.4 Model of policy formulation.
- 2.5 Policy cycle and format.
- 2.6 Factors and tools of policy appraisal.
- 2.7 Identification of rural problems and prioritization of programmes and projects.

UNIT 3: Strategies and Instrument for Rural Development

(12)

- 3.1 Issues and Choice of policy instrument for R.D.

- 3.2 An action system.
- 3.3 Process of Rural Transformation and its major intervention area for R.D.
- 3.4 Need and Type of R.D strategy.
- 3.5 Strategy formulation process.
- 3.6 Constraints on the choice of strategy.
- 3.7 Problem and Prospect of target setting in R.D process.

UNIT 4: Critical Review of Policy and Program Related to Rural Development (12)

- 4.1 Poverty alleviation policies and approaches in Nepal (with reference to plan period).
- 4.2 Land reform policies and program in Nepal .
- 4.3 Rural development policy and program in Nepal (with reference to plan period)
- 4.4 Financial management policy and strategy of VDC and DDC (source,authority ,effectiveness)
- 4.5 Millennium Development Goals (MDGs) ,Poverty Reduction Strategy Paper (PRSP)
- 4.6 Agricultural Perspective plan (APP)

References

- Bista, S. K.(2000). *Rural development in Nepal: An alternative strategy*. Kathmandu: Udaya Books.
- Blackely, E.J.,& Ted, K.B.(2003). *Planning Local Economic Development: Theory & Practice*. New Delhi:Vistaar publication.
- CBS.(2010/11).*Nepal Living Standard Survey III*. Kathmandu:CBS.
- Chambers, R. (1989). *Rural development: Putting the last first*. London: Longman Publishers
- Devi, L.(1997). *Strategic planning for rural development*. New Delhi: Anmol Publications
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Course Title: Rural Urban Linkage

Course No.: MRDS 563

Nature of the Course: Theory

Period per Week: 3

Year: First

Time per Period: 1 hour

Semester: Second

Total Period: 48

Level: MA

Course objectives

The general objectives of the course are to acquaint the students with advance knowledge of rural urban linkage focusing on settlement system, to enable the students understanding and applying basic theoretical framework in rural/regional development plan and policies, to acquaint the students with knowledge of Technique and measure of rural urban relation and use them for rural development planning, to make students able to review the policy and programmes applied in Nepal to strengthen rural urban linkage.

Course Contents

LH

Chapter I: Conceptual Basis for Urban Rural Linkage

(12)

- 1.1 Concept of Rural Urban Linkage
- 1.2 Typologies of Rural Urban Linkage
- 1.3 Conceptual Issues in urban rural linkage: Distinction, Dichotomy and Continuum
- 1.4 Factors for evolution of early settlement: Hydraulic, economic, social and religious.
- 1.5 Historical development and change of settlement system in Nepal
- 1.6 Settlement pattern and ecological region of Nepal
- 1.7 Planning implication of dispersed and scattered settlement
- 1.8 Constraints of Rural Urban Linkage

Unit II: Theoretical Framework for Rural Urban Linkage

(16)

- 2.1 Central Place Theory (Christaller)
- 2.2 Gateway Model
- 2.3 Urban Land Use Model (Von Thunen)
- 2.4 Spatial diffusion of innovation model (T. Hagerstrand)
- 2.5 Core-Periphery linkage model
- 2.6 Spatial development models (Growth Pole/Center, Aggropolitan Model, Service Center Approach, Market Center Approach)

Unit III: Tools and Techniques of Rural Urban Relation (12)

- 3.1 Urban Center Measure – Identification of urban/growth centers; Density and distribution measures; Centrality measures (Scalogram, infrastructure index, centrality Index, composite weighted index)
- 3.2 Hinterland Measure – Expected (natural, administrative and graphic- Thiessen polygon and breaking point theory); Actual – origin and destination survey and mapping.
- 3.3 Urban Rural Linkage Measures – Spatial Interaction model; Flow model; Facility location measures; Relative measures of service accessibility.

Unit IV: Integrated R-U Linkage Planning, Policy & Program (8)

- 4.1 Integrated rural urban linkage planning
- 4.2 Strategies to rural urban integrated development
- 4.3 Rural Urban Linkage policy developments in Nepal
- 4.4 Program related to rural urban linkage: Past and Present such as RUPP, PPPUE, MEDEP, PAF

References

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Course Title: Rural Project Management

Course No.: MARDS 564

Nature of the Course: Theory

Period per Week: 3

Year: First

Time per Period: 1 hour

Semester: Second

Total Period: 48

Level: MA

Course aim and objectives

The objective of this course is to acquaint the students with the basic idea of rural project management. The course aims at developing the skills in students of project identification, preparation and analysis, appraisal, implementation, monitoring and evaluation of development projects in the Nepalese context.

Course Contents

LH

1. Introduction to Project Management (10)

- 1.1 Concept and characteristics of project and project management
- 1.2 Project classification
- 1.3 Inter-relation between plan, program, project and activities
- 1.4 Project cycle
- 1.5 Skill, role and responsibilities of a project manager

2. Rural project organization, project formulation process and appraisal (16)

2.1 Project organization

- 2.1.1 Concept and types of project organization
- 2.1.2 Project team building
- 2.1.3 Leadership and project organization
- 2.1.4 Project proposal

2.2 Project formulation process

2.2.1 Project formulation techniques

- 2.2.1.1 Social analysis
- 2.2.1.2 Economic analysis
- 2.2.1.3 Environmental analysis
- 2.2.1.4 Technical analysis
- 2.2.1.5 Market analysis

- 2.2.1.6 Financial analysis
 - 2.2.1.7 Resource analysis
 - 2.2.2 Detailed project report format
- 2.3 Project appraisal
 - 2.3.1 Tools of project appraisal
- 3. Project implementation, monitoring and evaluation (14)
 - 3.1 Project implementation
 - 3.1.1 Procedure for project implementation
 - 3.1.2 Time management
 - 3.1.3 Logistic management
 - 3.1.4 Conflict management
 - 3.2 Monitoring and evaluation
 - 3.2.1 Project control
 - 3.2.1.1 Project control system
 - 3.2.1.2 Project control techniques
 - 3.2.1.2 Project monitoring and evaluation in Nepal(PAF, LGCDP)
 - 3.2.1.3 Project monitoring and evaluation approaches of International agencies
- 4. Rural project management in Nepal (8)
 - 4.1 Rural project management in developing countries with special reference to Nepal
 - 4.2 Problems and challenges in rural project implementation in Nepal
 - 4.3 Requirements for successful rural project management

References

- Denis, L.(1997). Handbook of project management. Mumbai: Jaico Publishing House.
- Harold, K. (1984). Project management-A system to planning, scheduling and controlling (2nd ed). New York: Van Nostrand Reinhold Company.
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Course Title: Application of Research Methodology

Course No.: MARDS 565

Nature of the Course: Theory

Period per Week: 3

Year: First

Time per Period: 1 hour

Semester: Second

Total Period: 48

Level: MA

Course Objectives

The general objectives of this course are to impart knowledge and level of understanding of social statistics with their application and to make students familiar with research techniques and tools in social sciences. Specifically, this course is designed to enhance knowledge and understanding of simple statistical analysis about central tendency and dispersion, correlation and regression, probability distribution and sampling techniques.

Course Contents

LH

Unit: I Measurement of Inequality (3)

- 1.1 Review of measure of central tendency and dispersion
- 1.2 Lorenz curve
- 1.3 Gini coefficient

Unit: II Correlation and Regression Analysis (9)

- 2.1 Simple correlation (Pearson's), rank correlation (Spearman's)
- 2.2 Partial and multiple correlation (up to 3 variables)
- 2.3 Simple regression analysis
- 2.4 Multiple regression analysis (up to 3 variables)
- 2.5 Dummy variables as regression

Unit: III Probability and probability distribution (14)

- 3.1 Definition of probability
- 3.2 Addition and Multiplication laws of probability
- 3.3 Conditional probability (concept only)
- 3.4 Probability distribution
- 3.5 Mathematical expectation
- 3.6 Theoretical probability distribution: Binomial and Normal distribution

Unit: IV Sampling Theory

(4)

- 4.1 Concept of sampling, sampling and non sampling errors
- 4.2 Types of sampling : Probability (sampling random sampling, stratified random sampling, cluster sampling, multistage sampling)
- 4.3 Non Probability (convenience, quota, judgment, purposive, snowball)
- 4.4 Sample size
- 4.5 Sampling distribution of means and proportions

Unit: V Estimation and hypothesis testing

(14)

- 5.1 Point and interval estimation
- 5.2 Concept of hypothesis testing and its procedure
- 5.3 One tailed and two tailed tests
- 5.4 Level of significance
- 5.5 Parametric tests: z-test, t-test, F-test(one way Anova)
- 5.6 Nonparametric tests: –chi-square(χ^2) test, Kruskal- Wallis H test, Mann-Whitney U test, Wilcoxon signed rank test

Unit: VI Introduction of Geographical Information system (GIS) and Statistical Package for the Social Sciences (SPSS)

(4)

Note: Practical problems related to social data should be done in computer lab by using Excel and SPSS programs

References

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Rural Technology and Energy

Course No.: MRDS 571

Nature of the Course: Theory and Practice

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Third

Total Period: 48

Level: MA

Course objective

This course intends to expose the students with the knowledge of the indigenous rural resources with reference to the traditional rural technology and generation and consumption of the energy structure of the country. The course will provide the contemporary issues of local natural resources and its development prospects by promoting the research, development, demonstration and deployment of upgraded traditional rural technologies in conjunction of clean renewable energy technology applications in the country. After the completion of the academic course the students will be able to undertake the plan, programs and the implementation of the development approaches with the socio-economic and techno-economic interventions and through the mobilization of rural technologies and rural energy technologies in the country.

Course Contents

LH

Unit I: Introduction to Rural Technology

(12)

- 1.1 Role of rural technology in rural development.
- 1.2 Assessment of rural resources and the traditional technology.
- 1.3 Scope and limitations of the traditional / indigenous rural technologies in terms of productivity and the service delivery.
- 1.4 Need to upgrade the traditional rural technology to fulfill the rural development goal.

Unit II: Technology and Rural Enterprises in Nepal

(12)

- 2.1 Energy, environmental and economic impacts assessment of the rural technology based enterprise in Nepal.
- 2.2 Role of handicraft enterprises in the rural development of Nepal.
- 2.3 Rural urban barrier of natural resources, energy and technological implications.
- 2.4 Role and responsibility of the Cottage and Village Industries in Nepal.

Unit III : Energy and Development in Nepal

(10)

- 3.1 Energy resources identification, development and application.
- 3.2 National energy generation and consumption scenario of Nepal.
- 3.3 Specified case study of the rural resource and rural energy application in Nepal.

Unit IV: Renewable Energy in Nepal

(14)

- 4.1 Renewable energy in rural development.
- 4.2 Renewable energy technology (RET) for rural development in Nepal.
- 4.3 Biomass Resources based RETs in Nepal.
- 4.4 Physical Resources based RETs in Nepal.
- 4.5 Prospects and Potentials of CDM application in the rural sector adopting the selective RETs.

References:

AEPC, RETs Publications.

AEPC/ESAP/ Biomass Energy Support Program (2012). Celebrating 500,000 + ICS, Ministry of Environment, Government of Nepal, Kathmandu, Nepal.

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Rural Finance

Course No.: MRDS 572

Nature of the Course: Theory and Practice

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Third

Total Period: 48

Level: MA

Course objectives

This course aims to enhance the capacity of the students in rural finance with the knowledge of resource mobilization for rural development initiatives. It will help them to analyze the public finance, financial statements, role of financial institutions; and budget formulation process of the local bodies for the purpose of rural development.

Course Contents

LH

Unit I: Rural Finance

(10)

- 1.1 Concept and Definition of Rural Finance.
- 1.2 Capital Requirement and Financial Resources for Rural Areas.
- 1.3 Sources of Rural Finance: Institutional and Non-Institutional.
- 1.4 Concept and Role of Micro Finance.
- 1.5 Concept and Role of Cooperatives.

Unit II: Public Finance

(8)

- 2.1 Concept and Definition.
- 2.2 Difference between Public and Private Finance.
- 2.3 Scope and Areas of Public Finance.
- 2.4 Sources of Public Revenue.

Unit III: Financial Management Systems

(12)

- 3.1 Concept and Function of Financial Management.
- 3.2 Budget Management and Planning.
- 3.3 Revenue Collection and Resource Mobilization.

Unit IV: Financial Practices of VDC and DDC in Nepal

(10)

- 4.1 Plan formulation of VDC and DDC.
- 4.2 People's Participation.

4.3 Financial Allocation Mechanism.

Unit V: Financial Institutions

(8)

5.1 Role of different Financial Institutions in Rural Development

5.1.1 Nepal Rastra Bank.

5.1.2 Agriculture Development Bank, Nepal.

5.1.2 GraminBikas Bank.

5.2 Concept of Financial Statements and Auditing.

References

ADB/Nepal (2003). *Rural Finance in Nepal*. Kathmandu: ADB/Nepal.

ADB/Nepal (2005) *Agriculture Credit* Kathmandu: ADB/Nepal.

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Tourism for Rural Development

Course No.: MRDS 573

Nature of the Course: Theory

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Third

Total Period: 48

Level: MA

Course objectives

The general objective of this course is to provide understanding of the concept, issues, policies and practices of tourism with special references of Nepal. It will be helpful to know, analyze and impart the tourism related knowledge in practical basis. Most specifically it will provide the knowledge about rural tourism relating with rural development of Nepal.

Course Contents

LH

Unit- 1: Introduction of Tourism

(15)

- 1.1 Concept, meaning, components and types of tourism.
- 1.2 Rural tourism; concept, -meaning, issues, major actors and stakeholders, false assumption in rural tourism.
- 1.3 Rural tourism production (use of rural resources, rural services).
- 1.4 Globalization, rural tourism and community power.
- 1.5 Impact of rural tourism (with special reference of Nepal).
- 1.6 Sustainability of rural tourism.

Unit – 2: Rural Tourism policy and Planning

(10)

- 2.1 Tourism policy of Nepal; more specifically rural tourism policy, process of rural tourism policy formulation.
- 2.2 Rural tourism planning, need of rural tourism planning, steps and elements of rural tourism planning.
- 2.3 SWOT analysis For rural tourism planning.

Unit-3: Rural Tourism Marketing

(8)

- 3.1 Concept of rural tourism marketing, issues of rural tourism marketing, marketing mix, market segmentation.
- 3.2 Considering factors for rural tourism marketing.
- 3.3 Role of research and development in rural tourism marketing.

Unit- 4: Forms of Tourism

(15)

- 4.1 Agro tourism, critical success factors of agro tourism, prospects and challenges of agro tourism, revitalization of rural economy through agro tourism.
- 4.2 Eco tourism, principles, issues and practices special references with Nepal.
- 4.3 Religious tourism, Cultural tourism.
- 4.4 Alternative forms of tourism.

References:

- Bhatiya, A. K. (2010). *Tourism development principles and practices*. New Delhi: Sterling publishers.
- George, E.W., Mair, H. & Reid, D. G.(2009). *Rural tourism development localism and cultural Change*. Toronto: Channel View Publication.
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Gender and Development

Course No.: MRDS 574

Nature of the Course: Theory

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Third

Total Period: 48

Level: MA

Course objectives

The aim and objectives of this course is to familiarize students with the concept of gender and gender issues; to enhance student's capacity to analyze development discourse from gender perspective and familiarize them to efforts in mainstreaming gender concerns in national development; to develop student's skill to analyze existing gender gaps and structural inequalities in Nepal and to expose students with the methods and tools of research from gender perspective

Course Contents

LH

Unit I Concepts and Introduction

(10)

- 1.1 Sex and gender.
- 1.2 Masculinity and Femininity.
- 1.3 Sex-gender system – patriarchy as a social system.
- 1.4 Gender as social construction (intersectionality of gender- caste, class, and region).
- 1.5 Gender roles, relations and gender division of labor.
- 1.6 Gender needs and gender interest (Practical needs and gender interest).

Unit II Gender Analysis in Development Discourse and Practice

(15)

- 2.1 Critique of development Policy approaches.
- 2.2 WID, WAD, GAD (Timing, underlying theories and assumptions, focus on men and women's role, advocacy).
- 2.3 Mainstreaming gender concerns in national development (theoretical base and national efforts).

Unit III Gender gap: Impediments to Development

(15)

- 3.1 Gender gap: analysis (GDI, GEM, and GIM)
- 3.2 International instruments (CEDAW and BPFA)
- 3.3 Gender related poverty measuring indicators and unit of analysis.

3.4 Poverty reduction strategies and alleviation approaches in the latest plan.

Unit IV Gender in Development Research

(8)

- 4.1. Feminist interjection to development research.
- 4.2. Methods and instruments of gender and development research: emphasis on participatory, qualitative, process oriented and action research.
- 4.3. Tools to analyze gender in development programs.

References

- Acharya, M. (2007 updated). Gender equality and empowerment of women. Kathmandu: UNFPA.
- Acharya, M. (2003). *Efforts at promotion of women in Nepal*. Kathmandu: Tanka Prasad Acharya Memorial Foundation, Friedrich-Ebert-Stiftung (FES).
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www.unescap.org/tid/artnet/pub/wp4407.pdf.
- Bhadra, C. (2005). Rationale of Gender Mainstreaming and Efforts Made in Nepal. *Hamro Sansar (A Journal of Women's Studies)* Issue 4., April 2005.
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- Bhadra, C. (2002). "Poverty, Gender and Intra-Household Resource Distribution: Implication on Human Resources Development", *Hamro Sansar (A world of our own), A Journal of Women's Studies*, Issue 1, March 2002.
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Moser, Caroline O.N. (1995). " Women, gender and urban development policy", *Third World Planning Review*, 17(2): 223-235

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Rural Livelihood and Climate Change Adaptation

Course No.: MRDS 575

Nature of the Course: Theory

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Third

Total Period: 48

Course objectives

This course aims to enable students to conceptualize the basic ideas, approaches and strategies of rural livelihood. More basically, the course intends to analyze the effect of climate change in rural livelihood through the deep understanding of its impact on various resources, climate change adaptation and mitigation measures. After the completion of the course, students are expected to use their knowledge in the field of climate change and livelihood issues of rural development.

Course Contents

LH

Unit I Introduction to Rural Livelihood

(17)

- 1.1 Rural livelihood: Concept, components and assets.
- 1.2 Relationship between food security and livelihood.
- 1.3 Rural livelihood system framework and its importance in rural development.
- 1.4 Relationship between Gender and rural livelihood (status, role, division of labor, access and control over resources).
- 1.5 Various approaches of Sustainable Livelihood Framework (DFID, WWF, CARE and UNDP).

Unit II Livelihood in Nepal

(7)

- 2.1 Regional differences and livelihood diversification
- 2.2 Rural livelihood strategies adaptation in Nepal (Case studies of various livelihood strategies adopted by different indigenous groups on ecological region of Nepal).

Unit III Climate change

(7)

- 3.1 Climate change: concept and factors affecting climate change.
- 3.2 Climate change scenario (Global and national) .

Unit IV Climate Change Impact and Mitigation Measures

(17)

Impact of climate change and mitigation measures on:

- Water resources

- Agriculture
- Biodiversity
- Natural disaster
- Health

References:

- Adhikari, J. (2008). *Changing livelihoods, essays on Nepal's development since 1990*. Kathmandu: Martin Chautari.
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Course Title: Natural Resource Management (NRM)

Course No.: MRDS 581

Nature of the Course: Theory

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Fourth

Total Period: 48

Level: MA

Course objectives

This course is prepared to impart students with the knowhow of environmental and natural resources. Specifically, this course acquaints students with theoretical and practical knowledge of natural resource management techniques and tools while working in the field of development.

Course Contents

LH

Unit I: Concept of Natural Resources Management:

8

- 1.1 Concept Types and Status of Natural Resources
- 1.2 Environmental Problem/crisis
- 1.3 Natural resource management and rural development
- 1.4 Different thought of Human-nature interrelationship (Determinism, Possibilism and Interactionalism)

Unit II: Issues of Natural Resource Management:

12

- 2.1 Water Induced Disaster and its Management
- 2.2 Land degradation: Causes and Consequences
- 2.3 Land Resource Use System: Shifting Cultivation, Transhumance and Integrated Farming System
- 2.4 Payment of Environmental Services
- 2.5 Reducing of Emissions from Deforestation and Forest Degradation (REDD)

Unit III: Approaches, Policy and Practices of Natural Resource Management:

13

- 3.1 Water Related Policies in Nepal
- 3.2 Natural Resource Conflict Management
- 3.3 Wetland and watershed Management
- 3.4 Community based Natural Resource Management
- 3.5 Common Pool Resource Management (G. Hardin and Then after)

Chapter IV: Techniques and Tools for Natural Resources Management: 15

- 4.1 Identification of key environmental issues and determination of priority order
- 4.2 DPSIR(Drivers-Pressure-State-Impact-Response) Analytical Framework
- 4.3 Environment Impact Assessment (EIA) and Social Impact Analysis (SIA)
- 4.4 Vulnerability Capacity Assessment

References:

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- Bhusal, M.P. (2012). Natural Resource Management (in Nepali). Kathmandu: PairaviPrakashan.
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Course Title: Human Resources Development

Course No.: MRDS 582

Nature of the Course: Theory

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Fourth

Total Period: 48

Level: MA

Course objective

The objective of the course is to teach the basic concept of human resource planning, development and management—how an organization acquires, rewards, motivates, uses, and generally manages its staffs effectively. The course will introduce the students to practices and techniques for evaluating performance, structuring teams, coaching and mentoring staffs, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

Course Contents

LH

Unit I: Introduction:

12

Meaning, Nature and Scope of HRD,

Difference between HRD and Personnel Development,

Principles and objectives of HRD,

Policy and challenges of HRD in Nepal.

Unit II: Human Resources Planning:

14

Human Resources planning: Definition, purposes, steps and limiting factors.

Job Analysis: Products of job analysis (Job Description, Job Specification), process, methods

Recruitment and Selection: recruitment sources, process, and selection methods

Unit III: Human Resources Development Process:

12

Training and career development: Purpose, Design and development.

Factors affecting human resource development: Leadership, Motivation, Decision making process, Negotiation and Agreement skills, team work and Group dynamics, Communication skills.

Unit IV: Human Resources Management:

10

Discipline and Grievance Procedures

Promotion, Transfer and Separation

Performance Management System

Change management

References

- Armstrong, M.(2009). Armstrong's handbook of human resource management practice. London: Kogan Page.
- Aswathappa, K.(2012).Human resource management(6thed). New Delhi: Tata McGraw Hill Education Private Ltd.
- Dessler, G. and Varkkey, B.(2011). Human resource management.(12thed). New Delhi:Dorling Kindersley Pvt. Ltd.
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- Mukherjee, J.(2012). Designing human resource management systems. New Delhi: Sage Response.

Course Title: Agriculture and Rural Development (Optional)

Course No.: MRDS 584

Nature of the Course: Theory and practical

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Forth

Total Period: 48

Level: MA

Course objectives

This course intends to enable students to have sound knowledge of the theories of agricultural development, agriculture and rural development, agriculture policy and programs, agriculture modernization and entrepreneurship development, and agriculture finance. After completing this course the students will prepare a mini-research report on agriculture and rural development based on the field survey data.

Course Contents

LH

Unit I: Nepalese Agriculture Situation:

10

- 1.1 Characteristics of Nepalese agriculture
- 1.2 Factors of agriculture transformation (physical, social, economic and institutional)
- 1.3 Agricultural production practices (subsistence, commercialized, integrated farming system, co-operative farming)

Unit II: Theories of Agricultural Development:

12

- 2.1 Jorgenson's Dual Economy Model
- 2.2 John Mellor's Theory of Agricultural Development
- 2.3 Boserup's Theory of Agrarian Change
- 2.4 Theory of Induced Innovation in Agricultural Development

Unit III: Agricultural Policy and Programs in Nepal:

14

- 3.1 Agricultural extension program and its efforts in Nepal
- 3.2 Agricultural intensification and diversification in Nepal
- 3.3 Agriculture development programs in national development plans
- 3.4 Livestock and crop insurance policy in Nepal.
- 3.5 One Village/District One Product Program (OVOP/ODOP)

Unit IV: Farm Mechanization and Agricultural Entrepreneurship Development:

6

- 4.1 Adoption of new technologies in Nepalese agriculture

4.2 Farmers entrepreneurship development

4.3 Land utilization and cropping pattern

Unit V: Agricultural Finance:

6

5.1 Conceptual bases of agricultural finance

5.2 History, development and mechanisms of agricultural finance in Nepal

5.3 Agricultural finance institutions (microfinance institutions and farmers co-operatives)

References

APPROSC/JMA (1995). Nepal agriculture perspective plan. Kathmandu: Agricultural Projects Services Center.

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MahbubulHaq Human Development Center. (2003). Human development in South Asia, agriculture and rural development. New York: Oxford University Press.

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Silwal, U. K. (2003). Relationships between population growth and agricultural change in Nepal: A regional analysis. Kathmandu: ThopalPrakashan.

World Bank (2008). World development report. (2008). Agricultural for development. Washington DC: World Bank.

**Course Title: Rural Marketing and Entrepreneurship
Development(Optional)**

Course No.: MRDS 585

Nature of the Course: Theory

Period per Week: 3

Year: Second

Time per Period: 1 hour

Semester: Fourth

Total Period: 48

Level: MA

Course aim and objectives

This course aims to impart student the concept of rural marketing and entrepreneurship development. It will enhance their skill to analyze the nature, process and strategies associated with marketing and its relationship with rural small entrepreneur. After completion of this course students will be able to create jobs in rural areas by opening up a rural based businesses and being an entrepreneur.

Course contents

LH

Unit- I Introduction:

10

Meaning of marketing, Marketing concepts, The new discipline; rural marketing meaning, nature and importance of rural marketing, Rural marketing vs urban marketing, rural marketing mix; 5Ps(product, price, place, promotion, people), Problems in rural marketing

Unit- II Rural market:

5

Meaning of market and rural market, Characteristics of rural market based on people, Occupational pattern, Land-use pattern, Communication and information, Recreation, Credit intuitions

Unit –III Agricultural marketing:

8

Concept, Nature of agricultural marketing as complex one, Agricultural marketing inputs and their types, Importance of agricultural marketing for economic development, Cooperative marketing, Agricultural marketing in Nepal; problems and prospects

Unit –IV Understanding the Rural Consumers:

5

Consumers of rural market ; (Government, Local People, Tourists, Urban People) Profile of rural Nepalese consumer, Rural consumer behaviour, Factors of affecting consumers buying behaviour -

Unit -V Rural Marketing Strategies:

10

Rural market segmentation, Implementation of rural marketing strategies;

- (1) Product; concept, types, product life cycle, product mix, new product development, grading, labeling, branding, standardization, packaging, productification of rurality, value added rural marketing.
- (2) Pricing: concept, price determination factor; internal and external, pricing strategies
- (3) Place/ distribution; concept, physical supply; transport system, designing channel of distribution; wholesaler, retailer, cooperatives.
- (4) Promotion mix; advertisement, public relation, personal sale, sales support.

Unit -VI Entrepreneurship:

5

Concept and types; sole trading, partnership, company, community

Role of entrepreneurship in economic development; Women entrepreneurship; concept and problems

Factors affecting entrepreneurship growth; economic and non-economic factors

Risk in entrepreneurship; Types of risk; financial, career, family and social etc.

Unit- VII Venture Identification, Selection and Registration:

5

Identification of business opportunities, sources and methods of generating new ideas

Selection of best idea; cost –benefit, profit and loss, SWOT analysis,

Legal process for establishing a new venture

References

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