

Course Code	Course Name	Credits
26RD513	Rural Industrialization and Entrepreneurship	04

Course Objectives

- To understanding about Entrepreneurship in Rural Context
- To acquire entrepreneurial skills

Learning Outcomes

Upon successful completion of this course it is intended that a student will be able to:

- Remember and understand the concept of rural industrialization and its importance for rural development, boosting Indian economy and how far globalization has impacted the Rural Industry
- Apply innovative entrepreneurial thinking and strategies for sustainable rural development
- Design and manage rural enterprises by recognising global trends and emerging topics to identify future opportunities and challenges
- Analyze the rural industrial sector that is important for the development of rural industrialization and entrepreneurship and support contribution to economic development, job creation, utilization of local resources, traditions and opportunities to create businesses that serves local and regional markets
- Evaluate sustainable livelihood opportunities and enhance entrepreneurial skills among rural youth, women and marginalized communities

Unit 1 – Concept of Rural Industrialization (12 hrs)

Concept of industrialization, Importance of rural industrialization for Rural Development, Gandhian Approach of Rural Industrialization, Evolution of Village Industries in India, Role of village industries in Indian economy; Impact of globalization on Rural Industry

Unit 2 –Introduction to Entrepreneurship (11 hrs)

Concept, characteristics, types of entrepreneurship, evolution of entrepreneurship in Rural India, Theories and model of entrepreneurship, problems and prospect of rural entrepreneurship in India

Unit 3 - Rural Industrialization Development (13 hrs)

Rural Industrial sector: Small Scale Industries, Handloom, Agro based Industries, Rural Artisans, Handicraft and Sericulture; Rural Industries Service Institution: District Industries Center (DIC), National Institute for Small Industries Extension and Training (NISIET), Small Industry Development Organization (SIDO), Small Industries Service Institution

Unit 4 – Problems of Marketing (12 hrs)

Marketing strategy for Rural Industries, Marketing Information System; Marketing Channels: Exhibitions, Growth Centre Strategy; Marketing operational difficulties; Rural Industries and Industrial Estates; rural Industrial promotion: Exports and Imports possibilities

Unit 5 – Rules and Legislation (12 hrs)

Industries Development (Regulations) Act, 1951; Factories Act, 1948; The Industrial Employment (Standing Orders) Act, 1946; Environment (Protection) Act, 1986; The sale of Goods Act, 1930; and Industrial Dispute Act, 1947

Reference:

1. Vasant Desai (2014). Entrepreneurship and Technology. Publisher: Himalaya Publishing House
2. N.P. Singh: Entrepreneurship Development-Theories and Practice
3. Battacharya, S.N. (2022): Rural Industrialization in India. Publisher: Narendra Publishing House
4. J.B. (1970): Rural Industrial Development. Publisher: Vora
5. Mehan, K.K (1973). Small Industry Entrepreneurs handbook. Publisher: Bombay, Productivity Services International

COs and Bloom's Taxonomy Level (BTL) Mapping

COs and Bloom Taxonomy Mapping-26RD513		
Course Outcomes	On successful completion of the course, students will be able to	BTL
CO1	Recall the basic concept, history and significance of entrepreneurship and industrialization and its importance for rural development and remember the statutory obligations and legal frameworks applicable to industrial establishments.	K1, K2
CO2	Apply the concept of rural industrialization, Gandhian principles and entrepreneurial strategies to propose strategies for promoting rural industrialization in modern contexts strategies to address specific challenges faced by rural entrepreneurs.	K3
CO3	Analyze the factors influencing the growth of village industries in different regions of India and the role of rural industries in alleviating rural poverty and promoting inclusive growth and examine the impact of government policies and initiatives on fostering rural entrepreneurship.	K4
CO4	Determine the effectiveness of rural industrialization policies in achieving sustainable rural development goals in India and evaluate the challenges and opportunities posed by globalization for rural industrial promotion.	K5
CO5	Design a comprehensive plan for integrating rural industrialization with sustainable development goals, considering environmental and socio-economic factors and create a business plan for a rural entrepreneurship venture, considering market opportunities, financing options, and sustainability.	K6

BTL: K1 and K2- Remembering and Understanding, K3- Applying, K 4- Analyse, K5- Evaluate and K 6 – Create

Relationship Matrix-26RD513													
Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
CO1	2	3	2	3	2	2	2	3	3	2	2	2	2.33
CO2	2	2	1	2	3	3	2	3	2	3	2	2	2.25
CO3	2	3	3	1	2	2	3	3	2	2	3	1	2.25
CO4	3	2	2	3	2	3	2	1	2	2	3	3	2.33
CO5	2	3	2	3	1	2	3	3	2	2	1	2	2.16
Total													2.26