



VALUE-ADDED COURSE

On

**Entrepreneurship & Rural Development
(GEOVAC 003)**

(With effect from 2022-2023)

COURSE OFFERED BY

**Department of Geography
PASKURA BANAMALI COLLEGE (AUTONOMOUS)**

Panskura RS, Purba Medinipur

PIN 721152

COURSE DETAILS

1. Name of the course: **Entrepreneurship and Rural Development**
2. Course structure: **Theory and Practical**
3. Intake capacity: **Minimum 20**
4. Course fees: **Rs 300.00** (three hundred/candidate)
5. Course time: **30 hours**
6. Medium of instruction: **English**
7. Mode of teaching: **Blended**
8. Course coordinator: **Dr. Balai Adhikary**
9. Coordinator's contact information: balaiadhikary@gmail.com

Entrepreneurship and Rural Development

(Number of lectures to be delivered for theory & practical 30 hours)

Theory:

1. Rural entrepreneurship: Concept and Objectives. Entrepreneurship as an economic force in rural development. Rural entrepreneurship development in India. Empowering local communities in India (5 hours).
2. Small and Micro Rural Enterprises: Understanding Micro and Small Enterprises, Government Policies for Micro and Small Enterprises in India. Emerging sectors of rural entrepreneurship. Challenges for Rural Entrepreneurs. (5 hours).
3. Support system in entrepreneurships- Institutional Support for Finances and Technical Development. NABARD, Cooperative bank and societies, NGOs. Rural enterprise management and social responsibility (5 hours).

Practical:

1. Rural Entrepreneurship Training Programs: Pre-Training, Training and Post-training programmes (5 hours).
2. Project on Territorial Aspects of Enterprise Development. (10 hours)

References

1. Dhillon, P.K, 1993, Women Entrepreneurs - Problems and Prospects, Blaze Publishers and distributors Pvt. Ltd., New Delhi
2. Dwiredi A.K., Anitha.S.2012, Rural Entrepreneurship Development in Liberalized era, Book well Publishers, New Delhi
3. Sangeetha Sharma, 2018, Entrepreneurship Development, PMT Learning' Publishers New Delhi.
4. Sanjay R. Ajmeri, 2015, Entrepreneurship Development, Lulu.Com
5. Sivakamasundari. S, 1995, Entrepreneurship Development for Rural Women, Asian and Pacific Centre for Transfer of Technology, New Delhi

6. Khanka S.S, 2007, Entrepreneurial Development, S.Chand & Company, New Delhi
7. Alex Nicholls, (2006), Social Entrepreneurship: New Models of Sustainable Social Change, New York: Oxford University Press.
8. David Bornstein, (2007), How to Change the World: Social Entrepreneurs and the Power of New Ideas, New York: Oxford University Press.
9. Fred Setterberg, Kary Schulman (1985), Beyond Profit: Complete Guide to Managing the Non Profit Organizations, New York: Haarper & Row.
10. Gregory Dees, Jed Emerson, Peter Economy (2002), Enterprising Non Profits – A Toolkit for Social Entrepreneurs, New York: John Wiley and Sons.
11. Peter Drucker (1990), Managing the Non Profits Organizations: Practices and Principles, New York: Harper Collins.
12. Bhave S.W. “Agri Business Management in India”
13. Smita Diwase “Agri Business Management”, Everest Publishing House, Pune
14. S.K. Misra & V.K.Puri ‘Indian Economy’, Himalaya publishing House Mumba