



Re-Accredited 'B++' 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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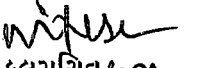
-: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન ગ્રામ અભ્યાસ વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ તથા વિભાગીય વડાશ્રીને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી અમલમાં આવનાર NEP-2020 અંતર્ગત BRS/ BRS (SD) સ્નાતક કક્ષાના 4 Year Honours પ્રોગ્રામના સેમેસ્ટર-૬ ના મેજર વિષયોના અભ્યાસક્રમમાં ભારતીય જ્ઞાન પરંપરાનો (BGP) સમાવેશ કરી તથા અન્ય પેપરોના અભ્યાસક્રમ સુધારા વધારા સાથેના અભ્યાસક્રમ ગ્રામ અભ્યાસ અભ્યાસ સમિતિની તા. ૧૮/૧૧/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંક:૪ થી મંજૂર કરવા ગ્રામ અભ્યાસ વિદ્યાશાખાને કરેલ ભલામણ ગ્રામ અભ્યાસ વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ સ્વીકારી એકેડેમિક કાઉન્સિલની તા.૨૭/૧૧/૨૦૨૫ ની સભાનાં ઠરાવ ક્રમાંક : ૧૦૦ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/સિલેબસ/૩૦૮૯૭/૨૦૨૫

તા.૦૬-૧૨-૨૦૨૫


કુલસચિવ

પ્રતિ,

૧) યુનિવર્સિટી સંલગ્ન ગ્રામ અભ્યાસ વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રી તથા વિભાગીય વડાશ્રી.

.....આપશ્રીની કોલેજ/વિભાગના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારૂ.

૨) ડીનશ્રી, ગ્રામ અભ્યાસ વિદ્યાશાખા.

૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BRS(SD) Four Year Honours (NCF-NEP)

Academic Year - 2025 - 26

SEMESTER: VI

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total Marks	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	BRSSD MJ: 114	Sociology of Development and Environment	Sociology of Development and Environment	300	4		2hrs	-	4	-	50		50		100	
MAJOR	BRSSD MJ: 115	Rural Economy and Sustainability	Rural Economy and Sustainability	300	4		2hrs	-	4	-	50		50		100	
MAJOR	BRSSD MJ:116	Plant Protection and Pesticide Management	Plant Protection and Pesticide Management	300	4		2hrs	-	4	-	50		50		100	
MINOR	BRSSD ME:106	Social Research Methods	Social Research Methods	300	4		2hrs	-	4	-	50		50		100	
AEC	BRSSD AEC:105	Rural Marketing	Rural Marketing	300	2	-	1hr	-	2	-	25		25		50	
Internship (120 Hrs)	BRSSD Int.:101	Internship	Internship	300	-	4	-	2hrs	4	-	-	50	-	50	100	
					22				22							

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**FACULTY OF RURAL STUDIES****Syllabus****Bachelor of Rural Studies (Sustainable Development)****BRS(SD) Four Year Honors (NCF-NEP)****Academic Year :2025 - 26****SEMESTER - VI**

Major (Core)	Minor (Elective)	Multi/Inter Disciplinary	AEC/IKS	SEC/Internship	RP/OJT	Total Credit Per Semester
Sociology of Development and Environment	-	-	-	-	-	-
Economy and Sustainability	Social Research Methods	-	-	Internship 4	-	-
Plant Protection and Pesticide Management	-	-	AEC: Rural Marketing	-	-	-
12	04	-	2	4	-	22

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

FACULTY OF RURAL STUDIES

Bachelor of Rural Studies (Sustainable Development)

BRS(SD) Four Year Honors (NCF-NEP)

SEMESTER – VI

Academic Year: 2025-26

Course Code	Course Title
BRSSD MJ:114	Sociology of Development and Environment
BRSSD MJ:115	Rural Economy and Sustainability
BRSSD MJ:116	Plant Protection and Pesticide Management
BRSSD MI:106	Social Research Methods
BRSSD AEC:105	Rural Marketing
BRSSD Int.:101	Internship

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

BRS (SD) FOUR YEAR HONORS (NCF-NEP)

Program Name	BRS (SD) Subject Code [2509001106010001]					
Semester	VI					
NCrF Credit Level	5.5					
Course Type	Major					
Course Subtype	Nil					
Subject Type	Discipline Specific					
Course Code	BRSSD MJ:114					
Course Level	300					
Course Title	Sociology of Development and Environment					
Credit	Theory:	4	Practical:	00	Total:	04
Effective Form	Academic Year: 2025-26					
Course Objectives	The students will gain an understanding of the basic concept of sociology of environment as well as subject matter. Students will study environmental issues and its impact on mankind. Students will understand about development, displacement and rehabilitation as well as solutions for environmental problems.					
Course Outcomes	<p>CO1 - Students will understand the concept of sociology of environment and its importance, perspectives and resurgence etc.</p> <p>CO2 - Students will explore the man and environmental issues and activities as well as relation between man and nature.</p> <p>CO3 - Students will evaluate environmental pollution in urban areas and its impacts.</p> <p>CO4 - Students will understand approaches to development, Inclusive development and Rural Infrastructure, displacement, Sources of environmental problems and Its Impacts.</p>					
Course Content	<p>Unit: 1. Sociology of Environment</p> <p>1.1 Concept of sociology of Environment</p> <p>1.2 Subject matter of sociology of environment</p> <p>1.3 Importance of sociology of environment</p> <p>1.4 Nature of sociology of environment</p> <p>1.5 Sociological Perspectives on Environment</p> <p>1.6 Emergence of an Environmental Sociology</p> <p>1.7 Resurgence of Environmental Sociology</p> <p>1.8 Environmental Concerns and Social Sciences in India</p> <p>1.9 Environmental Sociology as a Field of Enquiry in Indian traditional culture</p> <p>Unit:2. Man and Environmental Issues</p> <p>2.1 Relation between Man and Nature in traditional Indian culture</p> <p>2.2 Impact of Human Activities on Environment</p> <p>2.3 The Concept of Environmental Issues</p> <p>2.4 Environmental problems of rural areas</p> <p>2.5 Population growth and environment</p> <p>2.6 Impact of population on environment</p>					

	<p>Unit: 3 Development and Environmental pollution 3.1 concept, Definition, Factors of environmental pollution 3.2 Types of pollution 3.3 Urban development and its impact 3.4 Environmental issues of urban areas</p> <p>Unit:4 Development and Environment 4.1 Concept of Development 4.2 Different approaches to development, Inclusive development and Rural Infrastructure 4.3 Development displacement, causes of displacement, Forced displacement 4.4 Rehabilitation 4.5 Environmental problem: Sources of environmental problems and Its Impacts 4.6 Solutions to environmental problems</p>								
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1	✓	✓	✓	✓	✓		✓	✓
	CO2	✓		✓		✓		✓	
	CO3	✓		✓		✓		✓	
	CO4	✓	✓	✓	✓	✓	✓	✓	✓
Reference Books	<p>- Environment and the State ° Environmental policy and protective measures ° Environmental laws ° Sociological implications of environmental policies and laws.</p> <p>https://ddceutkal.ac.in/Syllabus/MA_SOCIOLOGY/Paper_12.pdf</p>								
Teaching Methodology	Lectures, group discussions, observations, practical assignments, self-study, seminars and self-study.								
Evaluation Method	<p>Internal Assessment: 50 Marks</p> <p>1. Write a Choice (MCQ) (10 Marks)</p> <p>2. Written Test (25 Marks)</p> <p>3. Attendance (5 Marks)</p> <p>4. Assignment (10 Marks)</p> <p>External Assessment: 50 Marks</p>								

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

BRS (SD) FOUR YEAR HONORS (NCF-NEP)

Program Name	BRS (SD) Subject Code [2509001106020001]				
Semester	VI				
NCrF Credit Level	5.5				
Course Type	Major				
Course Subtype	Nil				
Subject Type	Discipline Specific				
Course Code	BRSSD MJ:115				
Course Level	300				
Course Title	Rural Economy and Sustainability				
Credit	Theory:	4	Practical:	00	Total: 04
Effective Form	Academic Year: 2025-26				
Course Objectives	The students will understand of the basic concept of Principles for Sustainability - Pillars of sustainability - Theoretical analysis of sustainable -Indicators of Sustainable Development, Sustainable Agricultural Development, Environment, Economy and Sustainability as well as Corporate Responsibility and Sustainable Development.				
Course Outcomes	<p>CO1 - Students will understand the concept of Economy and sustainability as well as Principles for Sustainability and Pillars of sustainability.</p> <p>CO2 - Students will explore the Concept of Sustainable Agricultural Development- Goals of sustainable agriculture- Ancient Sustainable farming methods (natural farming and organic farming) in India and modern farming method.</p> <p>CO3 - Students will evaluate Economic growth and environmental sustainability- Relationship between a sustainable economy and the environment</p> <p>CO4 - Students will understand Challenging Corporate Accountability - Community Interests and Responsibility - Reconciling Stakeholder Expectations - Effecting Sustainable Partnerships.</p>				
Course Content	<p>Unit-1: Concept of Economy and sustainability Introduction – Types of Development - Concept of Sustainable Development–importance of sustainable development–Principles for Sustainability - Pillars of sustainability - Theoretical analysis of sustainable -Indicators of Sustainable Development - Sustainable Development goals – India and SDGs</p> <p>Unit-2: Sustainable Agricultural Development Introduction - Concept of Sustainable Agricultural Development- Goals of sustainable agriculture- Ancient Sustainable farming methods (natural farming and organic farming) in India and modern farming method- Problems of sustainable agricultural development- Policies for Sustainable Agriculture</p>				

Unit-3: Environment, Economy and Sustainability

Introduction - Economic growth and environmental sustainability- Relationship between a sustainable economy and the environment - Importance of economic environment - Importance of environmental sustainability - Characteristics of economic environment - Impact of environmental sustainability - Climate change and sustainability - environmental Lows and sustainability - Policies for environmental Sustainability - Review and critique of the Environmental Kuznets curve hypothesis

Unit-4: Corporate Responsibility and Sustainable Development

Introduction - Challenging Corporate Accountability - Community Interests and Responsibility - Reconciling Stakeholder Expectations - Effecting Sustainable Partnerships.

Mapping between Cos and PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	✓	✓	✓	✓	✓		✓	✓
CO2	✓		✓		✓		✓	
CO3	✓		✓		✓		✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓

Reference Books

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Teaching Methodology	Lectures, group discussions, observations, practical assignments, self-study, seminars and self-study.
Evaluation Method	Internal Assessment: 50 Marks 1. Write a Choice (MCQ) (10 Marks) 2. Written Test (25 Marks) 3. Attendance (5 Marks) 4. Assignment (10 Marks) External Assessment: 50 Marks

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

BRS (SD) FOUR YEAR HONORS (NCF-NEP)

Program Name	BRS (SD) Subject Code [2509001106030001]					
Semester	VI					
NCrF Credit Level	5.5					
Course Type	Major					
Course Subtype	Nil					
Subject Type	Discipline Specific					
Course Code	BRSSD MJ:116					
Course Level	300					
Course Title	Plant Protection and Pesticide Management					
Credit	Theory:	4	Practical:	00	Total:	04
Effective Form	Academic Year: 2025-26					
Course Objectives	As a of plant protection, the students will learn about various pathogen that reduces crop production. The identification of disease by symptoms, their causal organisms and preventive and control measures to reduce the losses. Introduction to Integrated Pest Management to avoid environmental damage at the same time reducing the cost of cultivation will also be introduced. Management of pests using optimal amount of pesticides will also be introduced to the students.					
Course Outcomes	CO1 - Students will understand the concept Plant Protection in details. CO2 -Students will explore concepts, principles and tools of IPM-Host plant resistance. CO3 - Students will evaluate Pest and Disease Management of Major Grain and Pulse Crops of South Gujarat. CO4 - Students will understand Precautions for storage and safe handling of pesticides.					
Course Content	Unit 1: Plant Protection. <ul style="list-style-type: none"> - Importance of Plant Protection. - General morphological characteristics of Fungi, Bacteria, Virus, Mycoplasma and plant parasitic Nematodes. - Feedings habits of nematodes. - Classification of plant diseases. - plant protection methods based on Indigenous knowledge in India Unit 2: Integrated Pest Management (IPM) <ul style="list-style-type: none"> - Introduction, importance, concepts, principles and tools of IPM-Host plant resistance. - Cultural, Mechanical, Physical, Legislative, Biological (parasites, predators & transgenic plant pathogens such as bacteria, fungi and viruses) methods of control. - Chemical control - importance, hazards and limitations. Classification of insecticides. 					

	<p>Unit 3: Pest and Disease Management of Major Agricultural and Horticultural crops of South Gujarat</p> <ul style="list-style-type: none"> - Pest and Disease Management of Major Grain and Pulse Crops of South Gujarat. - Pest and Disease Management of Major Cash Crops of South Gujarat - Pest and Disease Management of Major Horticultural Crops of South Gujarat (Vegetables, Fruit Crops, Floriculture and Spices) <p>Unit 4: Pesticide Application.</p> <ul style="list-style-type: none"> - Precautions for storage and safe handling of pesticides. - First aid precaution and antidote for pesticide poisoning. - Calculation and preparation of spray fluid. 								
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1	✓	✓	✓	✓	✓		✓	✓
	CO2	✓		✓		✓		✓	
	CO3	✓		✓		✓		✓	
	CO4	✓	✓	✓	✓	✓	✓	✓	✓
Reference Books	<p>1.A Hand Book of Plant Protection,D . S . Rao S.V.ramaswami & Co. 2.Handbook of Agriculture (ICAR) 3.Handbook of Horticulture (ICAR)</p>								
Teaching Methodology	<p>Lectures, group discussions, observations, practical assignments, self-study, seminars and self-study.</p>								
Evaluation Method	<p>Internal Assessment: 50 Marks</p> <ol style="list-style-type: none"> 1. Write a Choice (MCQ) (10 Marks) 2. Written Test (25 Marks) 3. Attendance (5 Marks) 4. Assignment (10 Marks) <p>External Assessment: 50 Marks</p>								

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

BRS (SD) FOUR YEAR HONORS (NCF-NEP)

Program Name	BRS (SD) Subject code [2509001106040001]						
Semester	VI						
NCrF Credit Level	5.5						
Course Type	Minor						
Course Subtype	Nil						
Subject Type	Discipline Specific						
Course Code	ME:106						
Course Level	300						
Course Title	Social Research Methods						
Credit	<table border="1"> <tr> <td>Theory:</td> <td>4</td> <td>Practical:</td> <td>00</td> <td>Total:</td> <td>04</td> </tr> </table>	Theory:	4	Practical:	00	Total:	04
Theory:	4	Practical:	00	Total:	04		
Effective Form	Academic Year: 2025-26						
Course Objectives	This course aims to provide a comprehensive understanding of research methodologies in social sciences, focusing on rural studies. It equips students with skills for conducting social research, data analysis, and structured presentation. Emphasizing scientific methods, social surveys, sampling, data collection, and report writing, it fosters analytical and critical thinking.						
Course Outcomes	<p>CO1 - Students will understand the fundamental principles of research, including its purpose, types, and methodologies, with a special focus on rural studies.</p> <p>CO2 - Students will develop the ability to design, conduct, and evaluate social surveys, recognizing their significance, scope, and limitations in the Indian context.</p> <p>CO3 - Students will acquire knowledge of various sampling techniques and data collection methods, enabling them to collect reliable and valid data for research purposes.</p> <p>CO4 - Students will be able to process research data using analytical tools and present findings effectively in a structured research report with proper citations.</p>						
Course Content	<p>Unit: 1. Introduction of Research in Social Sciences</p> <ul style="list-style-type: none"> ➤ Purpose and Importance of Social Research in Rural Studies ➤ Uses and Importance of Social Research in India ➤ Scientific knowledge ➤ Nature of Scientific Method ➤ Meaning, Definition, Characteristics and Nature of Research ➤ Differences of Research Techniques, Methods and Methodology ➤ Types of Research & Research Methods ➤ Process of Research <p>Unit: 2. Social Survey</p> <ul style="list-style-type: none"> ➤ Meaning, Characteristics and Objectives ➤ Uses and Importance of Social Survey in India 						

	<ul style="list-style-type: none"> ➤ Subject matter and Scope ➤ Types of Social Survey ➤ Merits of Social Survey ➤ Limitations of Social Survey ➤ Planning of Social Survey ➤ Pre-Testing and Pilot Survey ➤ Social Survey and Social Research <p>Unit: 3. Sampling and Data Collection Process</p> <ul style="list-style-type: none"> ➤ Meaning and Types of Census/Universe & Samples ➤ Sampling: Meaning, Characteristics and Importance ➤ Types of Sampling Techniques ➤ Types and Sources of Data ➤ Tools of Data Collection: <ul style="list-style-type: none"> ○ Observation, ○ Interview, ○ Interview Schedule, ○ Questionnaire, ○ Case Study, etc. <p>Unit: 4. Data Processing and Report Writing</p> <ul style="list-style-type: none"> ➤ Data Processing: <ul style="list-style-type: none"> ○ Variables and Values ○ Coding and Code-sheet ○ Use of Computer Applications for Data Analysis ○ Classification, Tabulation, Charts and Graphs ➤ Report Writing: <ul style="list-style-type: none"> ○ Introduction, ○ Research Methodology, ○ Analysis of Data, ○ Findings of the Study, ○ Conclusions, ○ Bibliographical References and Appendix
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Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1	✓	✓	✓	✓	✓	✓	✓	✓
	CO2	✓	✓	✓	✓	✓	✓	✓	✓
	CO3	✓	✓	✓	✓	✓	✓	✓	
	CO4	✓	✓	✓	✓	✓	✓	✓	✓

Reference Books	<ol style="list-style-type: none"> 1. Ram Ahuja: Social Survey and Research, Ravat Publications, Jaipur. 2011. ISBN-81-7033-750-x 2. Research Methodology: Methods and Techniques C.R. Kothari, Wiley Eastern Ltd., New Delhi. 3. Research Methods in Commerce - Amarchand D, Emeraled Publishers, Chennai. 4. Conceptual Foundations of Business Research - Rigley, Paul - H, John Wiley and Sons, New York. 5. Research Methodology in Social Science - B.C. Tandon, Allahabad.
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	<p>6. Thesis and Assignment writing - Anderso J.berry H.D. & Poole M. Wiley Eastern Limited, New Delhi.</p> <p>7. Research Methodology Techniques and Trends, Singh Y.K.; R.B. Bajpai, 2007.</p> <p>8. Bryman, A., Bryman, D. o. S. S. A., Teevan, J. J., Bell, E. (2013). Social Research Methods. Canada: Oxford University Press.</p> <p>9. Taylor & Francis, Research Methodology for Social Sciences. (2019). India:</p> <p>10. _____, MRD-104: Research Methods in Rural Development, IGNOU, New Delhi, 2008.</p> <p>11. આહૂજા, રામ; સામાજિક સર્વેક્ષણ ઇવં અનુસંધાન; રાવત પબ્લિકેશન્સ, જયપુર, ૨૦૧૧.</p> <p>12. દવે, હર્ષિદા; સામાજિક વિજ્ઞાનનું પદ્ધતિશાસ્ત્ર; અનડા બુક ડીપો, અમદાવાદ, 2014.</p> <p>13.કાપડિયા, ભાનુ; સમાજશાસ્ત્રમાં આંકડાશાસ્ત્ર - SPSS સાથે; અનડા બુક ડીપો, અમદાવાદ, 2015.</p>
Teaching Methodology	Lectures, group discussions, observations, practical assignments, self-study, seminars and self-study.
Evaluation Method	<p>Internal Assessment: 50 Marks</p> <p>1. Write a Choice (MCQ) (10 Marks)</p> <p>2. Written Test (25 Marks)</p> <p>3. Attendance (5 Marks)</p> <p>4. Assignment (10 Marks)</p> <p>External Assessment: 50 Marks</p>

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

BRS (SD) FOUR YEAR HONORS (NCF-NEP)

Program Name	BRS (SD) Subject code [2509001106050001]				
Semester	VI				
NCrF Credit Level	5.5				
Course Type	AEC				
Course Subtype	Nil				
Subject Type	Discipline Specific				
Course Code	AEC-105				
Course Level	300				
Course Title	Rural Marketing				
Credit	Theory:	4	Practical:	00	Total: 04
Effective Form	Academic Year: 2025-26				
Course Objectives	This course aims to provide students with a fundamental understanding of rural marketing, emphasizing traditional and modern marketing practices in rural India. It explores consumer behaviour, rural product marketing, and the role of cooperatives and SHGs in economic development. Additionally, the course highlights the impact of digital transformation and emerging trends in rural marketing.				
Course Outcomes	<p>CO1 - Students will learn about the unique characteristics of rural markets, traditional trade systems, modern marketing strategies, and analyse rural consumer behaviour and purchasing decisions in rural India.</p> <p>CO2 - Students will understand the role of cooperatives, SHGs, branding techniques in promoting agricultural and artisanal products, and explore the significance of e-commerce, digital villages, and the impact of IT in transforming rural marketing strategies.</p>				
Course Content	<p>Unit – 1: Introduction to Rural Marketing and Consumer Behaviour</p> <ol style="list-style-type: none"> Meaning and Concept of Rural Marketing - Market and marketing concepts, rural marketing in ancient India (Barter system, community trade, self-sufficient villages), Indigenous business models (Haats, Melas, Mandis) Rural Marketing Strategies - 4P's of rural marketing, 4A's of rural marketing (Affordability, availability, awareness, acceptability) Rural Infrastructure and Challenges - Rural Infrastructural Facilities (Warehousing, Cold Storage, Logistics), Transportation Networking, Problems of Rural Marketing, Rural Marketing Information System Consumer Behaviour in Rural Markets - Characteristics of Buying Behaviour, Consumer Purchase Decision Factors Affecting Rural Consumer Behaviour - Cultural, social, personal, and psychological factors, Buying decision process, Rural Marketing Research process 				

	<p>Unit – 2: Rural Product Marketing and Recent Trends</p> <ol style="list-style-type: none"> Agricultural and Allied Produces Marketing - Importance, Prospects and Issues in agricultural marketing, Role of Cooperatives and Self-Help Groups (SHG) in Rural Marketing, Marketing of Handicrafts, Handlooms, and Other Artisan Products E-Commerce and Digital Transformation in Rural Marketing - Importance of E-Commerce and Impact of e-Marketing on rural consumers, Concept of Digital Village, Role of social media in rural marketing Information Technology in Rural Marketing - Impact of IT in Agricultural Marketing, e-Chaupal, Project Shakti, Web-casting - online training and guidance to farmers, Role of Online Marketers, Growth and Challenges 								
<p>Mapping between Cos and PSOs</p>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1	✓	✓	✓	✓	✓		✓	✓
	CO2	✓		✓		✓		✓	
<p>Reference Books</p>	<ol style="list-style-type: none"> Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008 A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007 CSG Krishnamacharylu & Laitha Ramakrishna, RURAL MARKETING, Pearson Education Asia, 2009 Philip Kotler, MARKETING MANAGEMENT, Prentice-Hall India Ltd., New Delhi Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill Publishers, New Delhi 								
<p>Teaching Methodology</p>	<p>Lectures, group discussions, observations, practical assignments, self-study, seminars and self-study.</p>								
<p>Evaluation Method</p>	<p>Internal Assessment: 25 Marks</p> <ol style="list-style-type: none"> Write a Choice (MCQ) (5 Marks) Written Test (10 Marks) Attendance (5 Marks) Assignment (5 Marks) <p>External Assessment: 25 Marks</p>								

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

BRS (SD) FOUR YEAR HONORS (NCF-NEP)

Program Name	BRS (SD) Subject code [2509001106060001]					
Semester	VI					
NCrF Credit Level	5.5					
Course Type	Internship					
Course Subtype	Nil					
Subject Type	Discipline Specific					
Course Code	Internship -101					
Course Level	300					
Course Title	Internship					
Credit	Theory:	00	Practical:	4	Total:	04
Effective Form	Academic Year: 2025-26					
Course Objectives	<p>An internship course key aspect is induction of the students into actual work situations. The Interns will involve working with local industry, government or private organizations, business organizations, artists, crafts persons, farmers etc. and similar entities to provide opportunities for students to actively engage in on-site experiential learning. The internship duration will be 120 Hrs.</p>					
Course Outcomes	<p>CO1. Gain Practical Experience: Apply academic knowledge to real-world tasks, bridging the gap between theory and practice.</p> <p>CO2. Develop Professional Skills: Enhance skills like communication, teamwork, problem-solving, and time management in a workplace setting.</p> <p>CO3. Explore Career Paths: Gain insight into specific institution/organization or roles to help clarify career goals and interests.</p> <p>CO4. Build a Professional Network: Connect with professionals, mentors, and peers to establish relationships for future opportunities.</p> <p>CO5. Enhance Employability: Acquire relevant experience and skills to strengthen resumes and improve job prospects.</p> <p>CO6. Understand Workplace Dynamics: Learn about organizational culture, workplace ethics, and professional expectations.</p> <p>CO8. Contribute to Projects/developmental activities: Participate in meaningful tasks or projects, adding value to the organization while learning.</p>					

Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1	✓	✓	✓	✓	✓		✓	✓
	CO2	✓		✓		✓		✓	
	CO3	✓		✓		✓		✓	
	CO4	✓	✓	✓	✓	✓	✓		✓
	CO5	✓	✓		✓		✓	✓	✓
	CO6	✓	✓	✓	✓	✓	✓		✓
	CO7	✓	✓		✓	✓		✓	✓
Teaching Methodology	practical assignments, self-study, seminars.								
Evaluation Method	<p>Internal Assessment: 50 Marks</p> <p>1. Evaluation Report (25 Marks)</p> <p>2. Report writing & viva (25 Marks)</p> <p>External Assessment: 50 Marks</p> <p>1. Report writing: 30 Marks</p> <p>2. Viva Exam: 20 Marks</p>								