

SHORT TERM COURSE

(With Effect from Academic Year: 2018-19)

**Name of Course: - Certificate Course in Entrepreneurship
and Management of Rural Industries**

- **Name of the Department : Rural Development**
- **Course Duration : 03 Months**
- **Course Co-Ordinator : Dr. Ramesh P. Mhatre**

❖ **Introduction:-**

The Certificate Course in *ENTREPRENEURSHIP AND MANAGEMENT OF RURAAL INDUSTRIES* aims at imparting vocational guidance through theoretical and project based study of Rural Industries to the aspiring entrepreneurs of Rural India.

Entrepreneurship is an integral part of the country from the point of the view of Rural Development. It is a dynamic process of creating incremental wealth and innovating things of value that have a bearing on the welfare of an entrepreneur. Every business, large or small, must be entrepreneurial just to survive. Innovative thinking has replaced "do it our way" as the rallying cry of the corporation. Students who learn to think independently flourish in chaotic environments and to keep cool under pressure are in high demand.

The skills that are required to run a business successfully is developed among the students through this programme. Sometimes, students may have skills but it requires polishing and incubation. This programme is perfect for them. This programme consists of a structured training process to develop an individual as an entrepreneur. It helps the person to acquire skills and necessary capabilities to play the role of an entrepreneur effectively.

❖ **Objectives:**

The objective of this programme is to motivate an individual to choose the entrepreneurship as a career and to prepare the person to exploit the market opportunities for own business successfully. These objectives can be set both in the short-term and long-term basis.

1. Providing need based knowledge to the students.
2. The ultimate objective is that the trained individuals successfully establish their own business.
3. To encourage students to start their Agro-based Industries

❖ **B. O. S. :-**

1. Dr. R. P. Mhatre
2. Dr. N. R. Madhavi
3. Dr. P. P. Vashenikar
4. Dr. Y. H. Ulvekar

❖ **Syllabus (Theory):-**

Unit No.	Name of Topic	Periods
1	Entrepreneurship: Concept, functions and types of Entrepreneurship - Rural Entrepreneurship and their problems- Qualities of the successful Entrepreneurs - Role of Entrepreneurs in Rural Development - Factors contributing to entrepreneurship development in India	12
2	Rural Industries: Meaning and scope of rural industries- classification and importance of rural industries- problems faced by rural industries- Agro-Based Industries and its Role in Rural Development	12
3	Rural Industrial Development: The need for linkages with Agriculture and Utilization of Skills of Rural Artisans. Rural Entrepreneurial Development – Need of Social Orientation of Rural Industrialization	12
4	Management of Rural industries: Fundamentals of management-working capital-inventory management-productions and operations management-Marketing management- Market survey-Human resources management and Total Quality management.	12
5	Role of state and central government in promoting rural Industries: Role of DIC and KVIC in the rural industrial development- Its functions and objectives- ED programmes- Entrepreneurship training and development-Problems and difficulties of entrepreneurs	12

References:

1. Mohan S. and Elangovan R. (2006) “Current trends in Entrepreneurship”- Deep and Deep Publication
2. Khanka C.S.(2003) “Entrepreneurship Development” S. Chand and company , New Delhi

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3. Hisrich R.D. Peter M.P. and Shepherd D.A. (2007) "Entrepreneurship" Tata McGraw Hill, New Delhi.
4. Batra G.S., Dangwal R.C. (1999) "Entrepreneurship" and Small Scale Industries New Potential, Deep and Deep Publication.

❖ **Opportunities :-**

1. Promotion of Rural Industries.
2. Self Employment

❖ **Visiting Experts:**

1. Mr. Ramdas Gurame
Director, Department of Village Industry
Yusuf Meherally Centre, Tara