

Vinoba Bhave University, Hazaribag

**A State University & Regd. Under UGC Section 2(F) & 12-B
of the U.G.C Act**

Regulations and course of Study

For

One year Certificate Course:-

- Post Graduate Diploma in Rural Development and Marketing Management.
- Post Graduate Diploma in Entrepreneurship Development.
- Post Graduate Diploma in Tourism Development and Travel Management.

Effective from 2017-18 Sessions.

(All these certificate programmes will be run under the Department of Management, V.B.U)

Vinoba Bhave University, Hazaribag

Regulations For One year Certificate Course: -

PGDRDM. PGDED..PGPTDTM...

I. Nomenclature:-

1. The one year certificate courses
 - **Post Graduate Diploma in Rural Development and Marketing Management.**
 - **Post Graduate Diploma in Entrepreneurship Development.**
 - **Post Graduate Diploma in Tourism Development and Travel Management.**
2. Duration of courses:-The full time self financed one year certificate courses shall be comprise one academic year. The academic session shall commence from first July, each year. Each course will be of one year duration.
3. All these courses and programmes shall be Job oriented.
4. Medium of instruction:- English/ Hindi.

II. Eligibility criteria and procedure for admission of one year certificate programme:-

1. A person holding Bachelor's Degree (10+2+3) in any discipline of this university or other university of Jharkhand state & others with 50% marks is only eligible to apply for this certificate courses.
2. The selection will be made on the basis of Percentage of marks obtained at the Degree level and pre –entrance test (written and Group discussion & personal Interview)
3. Reservation rules for admission to professional / Job oriented courses applicable for different categories of candidates on the basis of Jharkhand state Govt.
4. In case a candidate of particular category is not available adequacy than the reserve seats will be treated as general seat.
5. Relaxation of 5% marks in Bachelor's degree examination will be allowed for SC/ST/VH/PH candidate.
6. Total number of seats in each certificate course will have maximum 30(Thirty) only.

III. Pre-Entrance Test:-

1. The pre-entrance test will be based on the following criteria:-
 - A. Written Test:- 150 marks
It will be divided into two papers
 - (i) English
 - (ii) Aptitude test(Reasoning Analytical Exercise+ General Knowledge with more emphasis on the subject concern)
 - B. Personality test - 50 marks
 - (i) Group Discussion - 25 marks
 - (ii) Interview - 25 marks.

IV. Fee:-

The prescribed tuitions and other fees(excluded examination fee)fixed for the courses of will be Rs.30,000/-(Thirty thousand) only.

V. Attendance Rule:-

1. All students must attend every Lecture and other activities / Field work of the department. However, the attendance requirements will be a minimum of 80% of the classes/practical/field work.
2. A student must inform to the Director/co-ordinator concerned immediately of any instance of continuous absent from the classes /programme.
3. A student who is absent due to illness should approach the teacher concerned for makeup course curriculum, assignment, field work etc.
4. A student who has been absent from sessional test or any kind of field/practical test due to illness shall approach the teacher/ coordinator for makeup test immediately on return to classes /programme .The request should be supported with valid medical certificate issued by a registered medicals practitioners and counter signed by parents.
5. If a student is continuously absent from the Department for more than two weeks without permission of the director /co-ordinator of the programme concerned his/her name will be removed from institute rolls. Deposited fee shall not be refund in this situation or any condition.

VI. Syllabus:-

- (i) The syllabus in each certificate course/ programme and in each paper shall be demarcated into well defined units/areas of content along with topic wise break up. The Broad of studies of subject concerned constitution by the vice-chancellor shall be responsible for the framing the syllabus subject to the provision of the regulation.
- (ii) The syllabus of one year certificate course shall comprise topics whose teaching field work, practical and examination may be completed in one year duration of the earmarked academic session. The full marks of all the papers of examination including internal assessment, field work, project study of one year taken together shall be of 800 marks. Out of which theoretical paper shall carry 500 marks and practicals/field work paper shall carry 300 marks. Each theoretical paper carry 100 marks The Evaluations of papers carrying 100 marks shall be done by taking written examination of 70 marks to be taken in three hours in one sitting, at the end of the session comprising all the topics of the papers by the university; the remaining 30 percent marks of each paper shall be allotted to the sessional /Internal work to be evaluated by the Departmental Council concerned as per the remarks with award given by the concerned teachers/programme co-ordinator or officers in the form of the written component (20 percent) of the topic of the paper taught and day-to-day assessment (10 percent) of the candidate pertaining to his/her performance at the extra –curriculum activities, general behaviour and conduct ,performance of seminars, field works and regularity in attending classes etc.

(iii) (a) Each theory paper of university examination of three hours duration at the end of the session shall consist five long question of 45 marks out of which three have to be answered; Five short question of 15 marks out of which three have to be answered; and ten objective questions of 10 marks as compulsory.

(b) Each written component of a paper of sessional/internal work shall comprise three compulsory questions aggregating twenty marks. The duration of examination will be of 1.50 hours.

(iv) The practicals/Field/ Project work papers of 300 marks shall be comprise accordingly :-

(a) Practical/Field work - 100 marks (As per report submit by student)

(b) Dissertation/ Project Report - 100 marks

(c) viva-voce/open performance - 100 marks

The practical /field work or study /project study may be linked with summer / winter vacation training .The study shall be undertaken the supervision of a designated faculty member /programme officer/co-ordinator. The Project report must be based on the field study, present real information and data.

(vii) Course structure :-

The programme of one year certificate course will be one academic year and modules of each course /programme are as follows:-

I. Post graduate Diploma in Rural Development and Marketing Management:- (PGDRDM)

Part – A Theoretical

Paper S.N	Module Code	Title of the Paper	Internal Assessment	University Exam	Total marks
1	RDM 101	Rural Development- Indian Context	30	70	100
2	RDM 102	Rural social Development	30	70	100
3	RDM 103	Rural Development programme, planning & Management	30	70	100
4	RDM 104	Rural Marketing & Management	30	70	100
5	RDM 105	Sustainable Rural Development &e-model village in Jharkhand	30	70	100

Part-B Practical's/Field work

6.RDM-106 (i) One month field work /Village survey –(15 days in summer &15 days in winter holidays)

- Village survey shall be based on Govt sponsored /NGO sponsored programme for Rural Development (15 days camp at village) (50 Marks)
- Village survey shall be based on Agro – Product ,Rural Marketing and BPL segment .(15 days camp at village) (50 Marks) (50+50) = 100 Marks

7. RDM -107 Dissertation/Project Report :- - 100 Marks

(Shall be based on Rural Development and Rural marketing topics)

8. RDM -108 viva voice Examination based on entire project /field work /project work activities of students. -100 Marks

(II) **Post Graduate Diploma in Entrepreneurship development:-**

Part -A Theoretical

S.N	Module Code	Title of the paper	Internal assessment	University Examination	Total Marks
01	ED-101	Principle of Entrepreneurship	30	70	100
02	ED-102	Entrepreneurship Environment &small Business law.	30	70	100
03	ED -103	Business opportunity identification	30	70	100
04	ED -104	Small Business Management and e-Business	30	70	100
05	ED-105	Project Preparation, Formulation, Appraisal &Finance	30	70	100

Part-B Practical/Field Work

6. ED-106 - One month practical /Field work (15 days in summer and 15days in winter holidays)

- Practical/field work training /survey at Industrial Area Development Authority (RIADA/BIADA and others)-15 days. Marks - 50
This will be based on Small Scale Industries.
- Field survey of SSI sectors and supporting Agencies of state Govt/NGOs. This will be based on actual information and data -15 days. Marks -50

(50+50=100 Marks)

7. ED-107 Dissertation /project report shall be based on project preparation, formulation with feasibility reports and identification of new opportunity of business and establishment of Small scale Industries. Marks -100

8. ED-108 Viva- voice examination shall be based on entire field work ,Project report and practical training activities of students. -100 Marks

(III) Post Graduate Diploma in Tourism Development and Travel Management (TDTM).

Part-A Theoretical

Sl.No.	Module Code	Title of the paper	Internal Assessment	University examination	Total Marks
1	TDTM 101	Tourism concept, Policy Planning and Development	30	70	100
2	TDTM -102	Tourist Resources and Tourism Marketing	30	70	100
3	TDTM -103	Tourism transportation and Travel Agencies	30	70	100
4	TDTM -104	Pilgrims Tourism,Heritage Management and Tourist Resort management	30	70	100
5	TDTM -105	Elective –any one from the follows: Travel and tour management, or Conference and convention management , or Service marketing –internal marketing in tourism organisation and eco-tourism.	30	70	100

Part B Practical Training on Tourism /field study tour :

6. TDTM -106

(i) Practical knowledge & Training on –(one month)

-100 MARKS

- Tourism guiding skill
- Basic Air Fare Ticketing or Air Cargo management.
- Computing and Information system in Tourism
- Accounting for travel Trade Management.
- Hoteliering.

7. TDTM-107

(i) Field study Tour & Dissertation

-100 MARKS

8. TDTM -108

(i) Viva voice examination shall be based on practical training & Field studies Tour/ Dissertation.

100 marks

Details structure of written /practical Examination:-

Theoretical examination:-

Practical/Field work/Dissertation/viva-voce examination:-

Paper	Theory paper		Internal Examination		Full Marks	Pass Marks
	Full Marks	Pass Marks	Full Marks	Pass Marks		
Ist	70	32	30	13	100	45
2 nd	70	32	30	13	100	45
3 rd	70	32	30	13	100	45
4 th	70	32	30	13	100	45
5 th	70	32	30	13	100	45

Paper	FM	Pass Marks	Pass marks
6 th	100	45	135
7 th	100	45	
8 th	100	45	

VIII Examination:-

There shall be the only one university examination on the completion of courses/ curriculum of one year certificate programme for the period prescribed there in April/May.

Scheme of Examination:- The Examination of each theoretical papers shall have two components –written Examination at the end of one year session carrying 70 percent marks to be conducted by the university and internal/sessional work of 30 percent to be evaluated by the concerned departmental council, Internal/sessional work shall comprise both the written component and day to day assessment. The written component shall carry 20 percent marks of a paper and the day to day assessment shall carry 10 percent of a paper. The internal/sessional work shall be

evaluated by the concerned departmental council on the basis of candidate performance in various extra circular activities, general behaviour, performance of seminars/work shop etc.

Three papers shall be substituted by practical /field work/project study reports of 300 marks at the end of the session or during the session. For passing in practical/field work/project study report a candidate must secure at least 45% in each papers. The division of marks of 6th paper based on one month filed work/survey carry 50 + 50 = 100 marks on the basis of submitted report by the candidate. The marks of 7th paper shall be based on dissertation/project report carry 100 marks and the marks of 8th paper shall be based on viva-voce examination on practical/field work/project works of a student carry 100 marks.

Note:-

1. The passing in written examination, Internal/ Sessional, practical/field work, dissertation separately is required.
2. The departmental council of the concerned department shall be responsible for conduct of internal/sessional examination, practical/field work evaluation of each students.
3. The test of a portion shall be conducted by the teacher who had imparted the teaching of the relevant portion and shall evaluate the answer paper and submit the result to the director/concerned co-ordinator within a week of the test conducted.
4. The test shall be conducted in twice in a academic year and the average of the best of two tests of a paper shall be awarded as marks of internal/sessional of a paper.
5. The marks of all the sessional/internal examinations shall be kept in the concerned co-ordinator/director of the department in his safe custody.
6. The final average marks of sessional /internal against the roll no. of the university examination of each student shall be sent to the examination department soon after the receipt of the admit cards. The admit card shall be distributed only thereafter.

Provided that in case there are more than one institution imparting instruction in this certificate course, there shall be a co-ordinating committee consisting of two teachers from each institutions presided over by the co-ordinator /Director of the university department concerned. It shall be the function of this committee to ensure uniformity in the award of internal/sessional assessment marks among the institutions concerned.

The institution concerned shall maintain the records of materials on the basis of which the Internal Assessment marks are awarded which will have to be made available to the co-ordinating committee for inspection by them, if required.

7. The evaluation and assessment of each student in the 6th paper practical training /field work/survey carry 100 marks shall be awarded by the concerned department on the basis of his job training performance, report etc.
8. The evaluation and assessment of 7th and 8th papers carry 100 marks each (Dissertation) shall be conducted & awarded by more three examiner out of which two external examiners (one from academic and one from industry or operational field) and one internal based on dissertation /project report and viva-voce examination.
9. The last date to submit the dissertation in triplicate (3 copies) in the department shall be one month before the commencement of annual examination. The topic of the project work/report within synopsis will be approved by the departmental council. No dissertation will be accepted without the certificate of the supervisor and concerned co-

ordinator/director of the course/programme and department. The project report will be evaluated jointly by the three examiners(two external- one from academic and one from industry) and one internal examiners.

10. All the students shall be required to undergo about, two weeks field study work and two weeks practical training after the approval of the co-ordinator of the programme & Director of the courses. They shall be required to submit comprehensive training/project reports within three weeks of the completion of training.

IX . Eligibility for appearing in University examination:-

1. The examination form of only such candidates who have
 - (a) Obtained not less than requisite pass marks in internal/sessional work.
 - (b) Fulfilled prescribed attendance criteria and
 - (c) Good moral character Shall be forwarded to the examination department of the University for issuance of Admit Card.
1. No candidate will be allowed to appear in any course more than twice excluding the examination originally held.
2. No candidate will be allowed to appear in any course beyond three years of his/her first admission to one year certificate course.

X. Minimum pass marks and classification of successful candidates:-

- (a) If a candidate fails in the internal assessment (sessional work) he/she will not be allowed to appear in the university examination. Such candidate will be required to take re-admission in that course.
- (b) The minimum percentage of marks to pass the examination in each paper of written and internal assessment shall be 45 % separately and 50 % in the total of final university examination.
- (c) The degree shall be awarded accordingly.
 - 60 % and the above as Grade – A (first class)
 - 50 % and less than 60% as Grade B (Second class)

A candidate who secured at least 75% in the aggregate and above of the first attempt shall be declared to have secured as Grade A + (First class with Distinction).

XI . Grace Marks – A candidate shall be awarded up to 5 marks in aggregate if he/she fails short of pass marks or 2nd class/1st class only once in examinations and such marks will be added in the theory paper in which the candidate scored lowest marks.

A candidate must qualify for the award of the degree within three years of his first admission to the course.

XII. Board of Moderators :-

- (a) The Board of Moderators will consist of the following:-
 - (i) The Head/Director/Co-ordinator of the Department concerned.
 - (ii) Two persons nominated by the Vice-Chancellor, one from amongst the examiners in the subject concerned and the other from the faculty member of the department, preferably having specialisation other than that of the Head/Director/Co-ordinator

and other nominated examiner. In the event of any three members not being able to attend the meeting of the Board of Moderators, he/she will inform the Vice-Chancellor in advance and the later may appoint another person in his/her place as a member of the Board.

(b) Power and Function of Board of Moderators :

(i) The question paper shall be reviewed by the Board of Moderators.

(ii) The final result shall be published on the recommendation of the Board of Moderators. In the event of Board of Moderators suggest with reason any change in the result, the Examination Board shall take final decision on the recommendation.

XIII. Re-checking of Examination Result:-

A fee of Rs.500/- (Rupees five hundred only) shall be charged from a candidate willing to get his/her result rechecked in any subject of examination for one paper. Such request shall be entertained for not more than two papers of written examinations; provided that no re-evaluation of evaluated portion shall be done during rechecking.

Provided that the fee shall be refunded to the candidate if on re-checking of the result, any error or omission is discovered in respect to the marks originally awarded by the examiner concerned or in the record of result prepared by the university.

XIV. Mark Sheet:-

The report of the result of examination shall be provided to the students after declaration of final result.

XV. Degree : Each successful candidate in annual examinations shall be admitted to the one year certificate course (i) Post Graduate Diploma in Rural Development and Marketing Management.(ii) Post Graduate Diploma in Entrepreneurship Development (iii)Post Graduate Diploma in Tourism Development and Travel Management of the Vinoba Bhave University on passing the examination and will be conferred degree of (i) Post Graduate Diploma in Rural Development and Marketing Management.(ii) Post Graduate Diploma in Entrepreneurship Development (iii)Post Graduate Diploma in Tourism Development and Travel Management in the faculty of Management.

XVI. Medium of instruction and examination: The medium of instruction and Examination shall be English/Hindi.

XVII Award/Recognition of Merit:

Examinee of a Certificate course those who are securing first position in first class shall be given certificate of merit. He/she may get University gold medal or any other award which the University decide for the purpose.

XVIII. Fee: The tuition fee and other charges for self finance course shall be decided and revised from time to time by the Academic Council of the University.

XIX. Enforcement of the regulation: The regulation shall come into force with effect from session 2010-11.

Revised Courses of study

Rural Development & Marketing Management

Part – A (Theoretical)

RDM-101 Rural Development - Indian Context

UNIT 1:- *Rural Development* - The concept of Rural Development, the role of agriculture in rural development, water shed programme, command area development programme.

UNIT 2:- *Rural Resources* – Rural Income, differences of Income between rural and urban sector, causes for low level rural income & Suggestive measures, steps taken by the Government.

UNIT 3:- *Rural development programs* – Early attempts of rural development, Community Development Programme & National Extension service, Intensive Agricultural Development Programme.

UNIT 4:- *Rural Industrialization* - Rural Industrialization in India, small scale and cottage Industries, Programmes for small scale & cottage Industries, Problems and perspective of rural industrialization.

RDM-102 Rural social Development

UNIT 1:- *Rural social structures* - Rural social structures family & kinship. Caste and class system, Religion – traditional practices, Community leadership, promotion of traditional and cultural value.

UNIT 2:- *Development of Rural Society* - Belief and practices for stability and development of rural society, Historical development of rural community, Tribal community, factors that influence social change.

UNIT 3:-*Rural & Urban disparities* – Social problems or rural economy, agrarian relations and reforms, poverty, Unemployment and inequality, social problems of weaker sections and remedial measures.

UNIT 4: *Social welfare* - Social welfare administration, social defense, social change, social education, rural social planning, rural social policy.

RDM – 103 Rural Development programme, planning & Management

UNIT 1: *Rural Development Programme*- Concept of rural development programme, early attempts of rural development programs, five year plan and rural development programme, Role of NGOs and Govt. machinery in rural development.

UNIT 2: *Type of Farmer*-High income groups of farmer, middle and low income group of farmers, Small farmer's development agency, Marginal farmer & Agricultural labour development agency, drought prone area development programme – Hill area & Tribal area development programme.

UNIT 3: *National rural employment programme* – Rural employment guarantee programme, integrated rural development programme, Jawahar Rozagar Yojna – The rural social welfare programme, schemes for women development, MNREGA, NHRM programme.

UNIT 4: *Rural Infrastructures* – Rural transport & communication, Rural electrification, Biogas programme, social forestry, Rural ecology, Rural banking, role of commercial banks, Regional Rural banks in Jharkhand, Garmin Banks.

RDM-104 Rural Marketing & Management

UNIT 1: *Introduction of rural marketing & Management*- Basic concept of rural marketing, importance of rural marketing, rural marketing mix, marketing environment, marketing strategy, rural consumer behavior.

UNIT 2: *Introduction of rural market* – meaning, scope, definition & importance, Rural versus urban mind sets, growth of rural markets, Basic differences between rural, semi urban and urban markets.

UNIT 3: *Classification of Markets* – Regulated Market, Defects/Problems of Regulated Market, Role of Regulated Markets on Marketing of Agriculture Produce, Significance of Regulated Markets to Agriculturists.

UNIT 4: *Rural Communications* – Rural Communication, role of media in Rural Markets, conventional media, the main problem in rural communication.

UNIT 5: *Role of Government in the Development of Agriculture Marketing* – Government intervention in Marketing system, role of agencies like, Council of State Agriculture Marketing Boards, (COSAMB), State Trading, Co-operative Marketing, Types of cooperative marketing Federation (NAFED), National Co-operative Development corporation (NCDC), Public Distribution system(PDS), Food corporation of India, Directorate of Marketing and Inspection (DMI), National Institute of Agricultural Marketing (NIAM), Self Help Group (SHG's).

RDM-105 Sustainable Rural Development & E-model village in Jharkhand

UNIT 1: *Sustainable Rural Development* -Concept of sustainable Rural development, Human development, efforts and goals of rural development in India, problems in rural development, sustainable rural development and its approaches.

UNIT 2: *Rural imbalance/ Disparities* – Problems of Rural unemployment, Remedial measures, migration of Rural poverty in Rural India, Causes & magnitude, Anti Poverty programmes, impact of Anti-poverty programmes during plan period.

UNIT 3: *Concept of e-model village in Jharkhand* – Concept of e-village, obstacle in rural development process, Model of rural development operational system.

UNIT 4: Accounting in Sustainable Rural Development:- Concept of accounting, Basic knowledge of journal entry, Ledger, Trial Balance, Trading & Profit Loss Account, Balance sheet.

UNIT 5: IT- Backbone of Rural Development :- Computer applications in rural development Key services for rural upliftment through IT, Basic job of information kiosk, Infrastructure and Business model in e-village, e-governances and e-village, Role of JHARNET, Role of IT, Policy frame work and implementation.

Part – B (Practical/Field Work)

RDM-106 – One month field work/Village Survey (15 days in summer & 15 days in winter holidays)

- Village survey shall be based on Govt. sponsored/NGO sponsored programme for Rural Development (15 days camp at village)
- Village survey shall be based on Agro – Product, Rural Marketing and BPL segment.(15 days camp at village).

RDM-107 – Dissertation/Project Report: - Shall be based on Rural Development and rural Marketing topics.

RDM-108 – Viva voice Examination based on entire project/field work/project work activities of students.