

MBA478: RURAL AND AGRICULTURAL FINANCING

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

HOURS:40

UNIT I (10 hrs): Rural and Agricultural Financing – Introduction and brief overview, Scenario of Rural and Agricultural Financing in India, Credit Facility System in the hinterlands of our country, problems and bottlenecks.

UNIT II (10 hrs): Rural and Agricultural Financing – Institutions and Organizations supporting rural credit facility systems, their methods and structure, problems faced by these organizations, Emerging trends in the Rural and Agricultural Financing in India, Expanding the scope and gambit of the concept of Financial Inclusions.


UNIT III (10 hrs): Rural and Agricultural Financial Awareness and Literacy among the masses, Transparency in the Rural Financial System, Bringing an inclusive approach to the concept of Rural and Agricultural Financing.

UNIT IV (10 hrs): Self Help Groups and their role in the overall functioning of the Rural credit facility system, eliminating the role of corrupt money lenders from the rural financial system, various policies launched by the government for the improvement of the rural financial system.

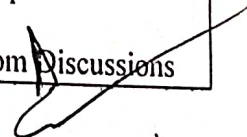
References

1. Balaram Dogra & Karminder Ghuman, RURAL.MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International publishers, 2007
3. CSG Krishnamacharylu & Laitha Ramakrishna, -RURAL MARKETING, Pearson Education Asia. 2018
4. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi
5. Agarwal A.N, INDIAN ECONOMY; Vikas Publication, New Delhi;
6. Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions


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