



MANGALORE UNIVERSITY
CENTRE FOR WOMEN'S STUDIES

WS1 Gender and Development

PROPOSED and APPROVED Open Elective Offered for Post Graduate Programmes Under CBCS

Semester II

3 Credits 56 hours

Course Rationale:

- Towards a conceptual understanding of Gender
- To expose students on the inter linkages

Course outcome:

- Ability to assess social discrimination.
- Ability to identify the factors leading to discrimination.

Unit I

12 hours

Introduction

Sex, Gender, Patriarchy, Sexual orientation, Gender Justice, Gender division of Labour, Feminisms, Introduction to various theories of Feminisms and Empowerment, Approaches to Women and development - WID, WAD, GAD.

Unit- II

10 hours

Gender Discrimination and Role of Social Institutions

In Family - Sex Ratio, Socialisation, Health and Nutrition, Reproductive Health, Education - Educational Disparities, Drop Outs, Choices of disciplines, Caste and Religion.

Unit- III

12 hours

Gender, Employment and Technology

Patriarchy and Gender division of labor in a historical perspective, Invisibility of women, Unpaid-Productive and unproductive work- Gender and wage differences, Globalisation and Economic Reforms and changing work pattern- Increasing informalisation and casualisation of women's labor, Gender and Technology- Women and labor intensive technology- Technology and displacement of women in agriculture and other fields, industry etc. Information and Communication Technology (ICT) and women, new technologies and their impact, Gender Budgeting.

Unit- IV

11 hours

Women's Movements and Achievements

Women's Suffrage, Hindu Code Bill, Anti rape laws, Nirbhaya, Anti sati Agitation (Roop Kanwar), Uniform Civil Code, Anti liquor movements, and Women Led Movements

Unit – V

11 hours

State Initiatives

Constitutional Provisions, 73rd and 74th Constitutional Amendments, National Policy for Women's Empowerment 2001, Draft Policy of 2015, Micro Credit Initiatives, Various Legislations.

Reference Books

1. Kamala Bhasin -*Patriarchy: Kali for Women*.
2. Azad, Nandini - *Empowering Women Workers: The W.W.F. Experiment in Indian Cities*, Working Women's Forum, Madras, 1986.
3. Boserup, Esther- *Women's Role in Economic Development*. New York, 1970.
4. Singh, Andrea Menefee, Kellers-Vittanen, Anita (Eds)- *Invisible Hands: Women In Home-Based*, Rawat: New Delhi: 1985.
5. Jain, L.C - *Grass without Roots: Rural Development under Government Auspices* : New Delhi, 1985.
6. Kabeer, Naila - *Reserved Realities: Gender Hierarchies In Development Thought*: London, 1994.
7. Kohli, Atul - *The State and Poverty in India. The Politics of Reform* : New York, 1987.
8. Krishnaraj, Maithreyi (Ed) - *Women and Development: The India Experience*. Mumbai, Rawat: Delhi , 1988.
9. Iyer, Padma - *Women in Developing Countries*, Aavishkar : Jaipur, 2006.
10. Patel, Tulasi - *Sex- Selective Abortion in India: Gender, Society And New Reproductive Technologies* Sage : New Delhi, 2007.
11. Higginbotham, Elizabeth, Mary Romeo - *Women and Work: Exploring Race, Ethnicity and Class*, Sage : New Delhi, 1997.
12. Mueller Carol.M (ed) - *The Politics of the Gender Gap*.
13. Ponna Wignaraja - *Women Poverty and Resources*- Sage, New Delhi -1990.
14. Momsen Janet Henshall- *Gender and Development*, Routledge: London, 2004.
15. Bouta, Tsjeard -*Gender, Conflict and Development*, World Bank : Washington 2005.
16. Elizabeth King M and Mason Andrew -*Engendering Development: Through gender Equality in Rights, Resources and Voice*, OUP: Oxford 2002.
17. Cleaver Frances (ed)-*Masculinities Matter: Men, Gender and Development*, Zed Books: London 2002.

WS2 Women and Entrepreneurship Development

PROPOSED and APPROVED Open Elective Offered for Post Graduate Courses Under
CBCS
Semester III

3 Credits

56 hours

Course Rationale:

- a. To introduce the meaning and the current status of women entrepreneurial status in India.
- b. Students to develop entrepreneurial motivation and skills and competencies.

Course Outcome :

- a. Knowledge on various procedures, supportive schemes and programmes, institutionalized support etc to women entrepreneurship development.
- b. Prepare economically viable projects with practical visits to related enterprises.

Unit – I

12 hours

Introduction

Meaning and Importance – Origin and Growth of Entrepreneurship - Entrepreneurship and Economic Development –Social Entrepreneurship - Defining Women Entrepreneurship - Factors influencing women entrepreneurship-Psychological factors Social factors -Economic factors-Environmental factors- Barriers and Constraints and challenges to Women Entrepreneurship- Industry-Business-Service Enterprises.

Unit –II

12 hours

Entrepreneurial Motivation and Gender Concerns

Women Entrepreneurship – Prospects-Entrepreneurial characteristics and skills- Maslow's Theory – Necessary skills, competencies and training for entrepreneurship -Steps to small and micro enterprise development , Business Communication Strategies- Balancing Business and Home- challenges- business stress and strategies to manage stress- support of family and State – Gender Concerns.

Unit- III

11 hours

Project Formulation and Financial Viability

Entrepreneurial Opportunity Guidance- Consulting Techno –Economic Survey- identification of prospective entrepreneurial activity- training and skill development , Assessing the raw material and infrastructure requirements– project formulation- State Industrial, Environmental, legal and taxation clearances, cash flow analysis – break even analysis – Risk and uncertainty

Unit -IV

10 hours

Sales Promotion Techniques and Market Survey

Conducting Market survey- Methods of Market survey-Tools and techniques- choice of location, Market survey Analysis , e-commerce- online marketing – Quality and Customer feedback- Business and Labour Relationship- Sub-Contracting and Outsourcing – Franchising- other methods of modern enterprise and services.

Unit- V

11 hours

Entrepreneurship Development Institutions, Schemes and Programmes for Women in India

Women Industrial Park and Estates, MSME-DI Schemes for Women- TREAD scheme- CFTRI- STEP NSIC-MSME-DI, EXIM bank, NBCFDC, Coir Board- Mahila Samakya- National Minorities Development Corporation –SIDCO, KVIC-District Industries Centre, Single Widow Clearance, Lead Bank- RSETI-NABARD- Regional Vacating Training Centres- PMKVY, PMEGP, and other self employment scheme and State Government Entrepreneurship Development schemes for Women-NGOs –AWAKE , WISE, MYRADA and other women supporting institutions. Industrial Visits as needed.

Reference Books

1. Scarleft T.Epstein - Economic Development and Social change in South India, Media, Promoters, Bombay, 1979.
2. Vanitha Vishwanath –NGO's and Women's Development in Rural South India-A Comparative Analysis –Vistaar, Delhi, 1993.
3. Hans Suger, Neelambar Hatti and Rameshwar Tandan 'Globalization, Technology and Trade in 21st Century, BR Publishes, Delhi 2001.
4. Hisrich Robert and Peters Michael – Entrepreneurship, Tata Mcgraw Hill, New Delhi 2002.
5. Vasanth Desai- Small Scale Industries and Entrepreneurship, Himalaya, Mumbai, 2003.
6. Nayan Barna-Women Entrepreneurship APH: New Delhi 2005.
7. Khanka S.S- Entrepreneurial Development –S. Chand: Delhi 2004.
8. Vasant Desai- Dynamics of Entrepreneurial Development and Management, Himalaya: Mumbai, 2003.

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