

Code No: MB191B/19

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY- GURAJADA
VIZIANAGARAM**

**MBA I Semester (R19) Regular/Supple Examinations-January-2025
Rural Innovation Projects (Open Elective)**

Time: 3 Hours

Max. Marks: 75

*Answer any FIVE Questions One Question from Each Unit
All Questions Carry Equal Marks. Question 11 is compulsory*

UNIT-I

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| 1. | a | Discuss the definition and concept of Resources | 6M |
| | b | Explain the types of Rural Resources | 6M |

OR

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| 2. | a | Explain the Elements of Indian Constitution | 6M |
| | b | Briefly Describe the Development Administration in Rural India | 6M |

UNIT-II

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| 3. | a | Discuss the Classification of land based on utility in Rural India | 6M |
| | b | Explain the importance and structure of soils. | 6M |

OR

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| 4. | a | Outline the Soil Conservation Methods | 6M |
| | b | Discuss the physical and chemical properties of soil. | 6M |

UNIT-III

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| 5. | a | Explain the Quantitative aspects of Rural Human Resources | 6M |
| | b | Outline the Issues in Rural Human Resources | 6M |

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| 6. | a | Explain the Millennium Development Goals Housing in Rural Areas | 6M |
| | b | Examine the food security and public administration system in Rural India | 6M |

UNIT-IV

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| 7. | a | Explain the strategies of Rural Development? | 6M |
| | b | Briefly Explain the PURA Model | 6M |

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| 8. | a | Discuss the Rural Development policies during the different plan periods. | 6M |
| | b | Explain the difference between the Institutional and technological approaches of Rural India | 6M |

UNIT-V

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| 9. | a | What are the rural development programmes in the area of fisheries sector | 6M |
| | b | Examine the issues involved in the Forestry. | 6M |

OR

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| 10. | a | Review the Rural Development Programmes in the Sector of Sanitation? | 6M |
| | b | Explain the nature and scope of Project planning and Management | 6M |

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| 11 | | Case Study | 15M |
| | | Clay pottery was the traditional business of Mansukh Bhai Prajapati's family living in a small village in rural India. Prajapati failed in 10th grade and dropped out of school. Due to meager financial returns, Prajapati gave up pottery. He ended up earning his livelihood by doing odd jobs at various places like running a small tea stall or working in a factory for 4 years. While working for a brick roof tiles factory, he was inspired to build a machine to make clay products with high efficiency. So, he returned back to his family occupation - pottery. The clay used for this is somewhat different than the clay | |

used for hand pottery and it took him some time to master this clay composition. He began by making earthen clay pots and hot plates in 1988. Most people in rural India use clay pots to store drinking water and hot plates or tawa for cooking flat wheat bread. In rural areas, the earthen pots are a natural way of keeping drinking water cool in summers. In January 2001, an earthquake registering 7.9 on the Richter scale devastated the Indian state of Gujarat and all earthen pots of Prajapati were broken.

A photographer took pictures of my broken clay pots and published in the newspaper with a headline 'GaribKa Fridge Tut Gaya' (Refrigerator of the Poor has Broken). I thought; he is calling my pot a fridge. We also want a fridge but do not have money to purchase one... so... why don't I make a clay fridge for myself... and I started experimenting with clay to make a clay refrigerator that did not need electricity to cool.

In 2005, my wife wanted a nonstick pan for cooking and when I went to the market to buy one, I saw the cost was INR 450 (US\$8). It was very expensive for me and I thought- can't I do something to my clay hotplates to make them nonstick. I worked on it for 1.5 years... - Prajapati (translated from personal interviews)

Prajapati created many innovative clay products like the Mitticool clay refrigerator, the nonstick clay tawa (hot plate) and the clay pressure cooker. The name of the refrigerator 'Mitticool' comes from the Hindi word mitti, which means 'clay.' The clay refrigerator can be used to store cold water, food, fruits, and vegetables without any electricity or any artificial form of energy. It works on the simple principle of cooling by evaporation. Water from the upper chambers drips down the sides and evaporates, which leaves the inner chamber cool. It can be a good alternative for people living in rural areas where electricity is not available or for those who are poor and cannot afford the conventional refrigerator. Financially, Prajapati has been able to move out of poverty and he received 25 awards including one from the President of India.

- 1. How did the rural users innovate?**
- 2. What did you understand through this case study Explain?**