

**SRI VENKATESWARA UNIVERSITY: TIRUPATI**  
**S.V.U COLLEGE OF ARTS**  
**DEPARTMENT OF ADULT & CONTINUING**  
**EDUCATION**



**Course**  
**M.A RURAL DEVELOPMENT & MANAGEMENT**

**Choice Based Credit System (CBCS)**  
**Academic Year 2017 -18**

### **Department – Vision:**

The Department notion is to be acted as nodal center to disseminate the knowledge, conduct research at Local and higher level i.e. National bodies and organizing extension activities for needy people. As a whole the department wish to build the community with an adequate skills and sound human resources. And also, to play a vital role in the preparation of Planning in terms of Literacy and Rural Community Development Programmes, which have been introduced by State and Central Governments.

### **Department – Mission:**

The Department of Adult Education has confined to three domains, i.e., Teaching, Research and Extension. The teaching learning activity is to enhance the aptitude and Personality development of students. It is preparing the students towards Self-Reliance, Self-Development and Self-Employment. Eventually the students have been trained as dynamic citizens.

As far as research is concerned the department has been conducting the qualitative and quantitative research on thrust areas. The enhancement of the literacy at the grassroot level and evaluating the National Bodies at the higher level are the main targets of the Department. The Department is also disseminating the research findings through Publications.

In the case of extension activities, the department is preparing materials for field functionaries and conducting surveys on Welfare Schemes of State and Central Governments. The department has been conducting Health camps, Literacy camps, Vocational training programmes, awareness programmes and also conducting the celebrations on National/International important days in Rural areas to bring cognitive changes among rural people. One of the aims of the Department is adopting backward hamlets to change their environment and mind for respectable life. To strengthen the departmental Extension activities as well as the students all round development, the department wishes to exchange the MOU with RASS, NGO, Tirupati.

The staff members are permitted to participate in Induction and Capacity Building Programmes to meet the academic demands.

### **Department Objectives:**

1. To train the students to mastery over the subjects in terms of Literacy Programmes and Rural Development aspects.
2. To provide an adequate skill on research methods viz, Qualitative and Quantitative.

3. To enhance the sense of Integrity on Adult Learners Problems and Rural People Issues.
4. To know and prepare the students to conduct extension and outreach activities.

The Department has been following University and UGC guidelines to enhance, revision and implement the course curriculum for two Post Graduate Programmes. i.e. M.A. Adult Education and M.A. Rural Development and Management. The courses are providing theoretical and practical knowledge to the students. The traits of the course curriculum are development of Cognitive and Effective domain of students and train them as socially responsible citizens. Visit the Institutions, NGO's & Rural areas to draw factual information and do research on thrust areas. In turn the students can get employment in GO's NGO's or start their own social institution. Apart from that the course Inculcates Personal, family, Social values, Human values, Gender equality and Professional values to lead the respectable life. The course emphasis on Employability, Entrepreneurship and Skill Development. The programmes principles and outcomes are meant for students and community development.

## **Programme Objectives:**

To enable the students:

1. To acquire knowledge on Rural aspects, Social structure and role of Rural Institutions in Rural Development.
2. To Identify the significance of Literacy growth, Agriculture and Horticulture Expansion for Sustainable development of rural people.
3. To inculcate the family, social and human values which are essential in personal life in particular and social life general.
4. To identify the importance of Natural resource and its prominence in Rural Development.
5. To examine the dire need of Rural Banking, Economic Support for agriculture and its allied sectors survival in Rural areas.
6. To discover the Problems of Rural Backwardness and its impact on Rural Life style by conducting micro studies.

## **Programme Educational Objectives (PEO):**

To enable the students to:

1. Strengthen the theory and practical training to encounter the Rural problems.
2. Inculcate the sense of Integrity and Empathy towards Rural aspects, Causes and Backwardness.
3. Describe the Rural Technology and Governance for Implementation of welfare programmes of rural people.
4. Compare the relationships between Rural growth and Nation GDP.

## **Programme Outcomes: POs**

After completion of MA Rural Development Programme the student is able to:

1. Obtain knowledge on all aspects of Rural Development in terms of Literacy, Education, Health, Housing, Sanitation, Economy, Agriculture. Rural Industries, Rural Technology and Service Sectors to encounter the problems and serve the Rural area.
2. Discover and analyse the Natural and Rural Resources like Land, Water, Vegetation, Live stocks, Mines, Human resources and their share in community and Nation Development.
3. Identify and investigate the causes of Rural backwardness and its impact amenities and employment in particular and people life general.
4. Facilitate and develop the rural people by following human resources index and using Natural resources.
5. Conduct Social Audit, Action Research, Case studies on social issues by adopting appropriate tools and methods to identify the social, economic and psychological problems of Rural people.
6. Construct Social network among Agriculture, Small Scale Industry, Banking Services, Micro finance, Marketing and Service Sectors which are part and parcel of Social Development.

7. Conduct awareness camps to safeguards the Soil, Water, Air by avoiding Pesticides, Chemicals in Agriculture management and provide strategies, methods to protect environment.
8. Inculcate moral values, Ethics and social responsibilities and towards gender disparities, social aspects and distribution of Natural Resources for sustainable development.
9. Develop team spirit to carry out Rural welfare programmes and identify the core problems on multiple aspects which are prevailing in Rural Community.
10. Exchange Information and Ideas with Rural people to develop self-confidence in participation of Rural development programmes.
11. Enhance competency to prepare and implement the Rural projects for common man welfare and Rural Development.
12. Generate enthusiasm, curiosity and motivation towards Life Long Learning which is basic principle of Rural Development.

#### SEMESTER-I

S. No	Course Code	Components of study	Title of the Course	Contact Hours	No. of Credits	I. E	END SEM. Exam	Total Marks
1	MARDM-101	Core	INTRODUCTION TO RURAL DEVELOPMENT	6	4	20	80	100
2	MARDM-102	Core	INDIAN RURAL SOCIAL SCENE	6	4	20	80	100
3	MARDM-103	Core	INDIAN ECONOMIC SCENE	6	4	20	80	100
4	MARDM-104	Core	EDUCATION FOR RURAL DEVELOPMENT	6	4	20	80	100
5	MARDM-105	CF	RURAL DEVELOPMENT INSTITUTIONS	6	4	20	80	100
6	MARDM 106	EF	HUMAN VALUES & PROFESSIONAL ETHICS-I	3	2	10	40	50
Total				33	22	-	--	550

#### SEMESTER-II

S. No	Course Code	Component s of study	Title of the Course	Contact Hours	No. of Credits	I.E	END SEM. Exam	Total Marks
1	MARDM-201	Core	RURAL INDUSTRIALISATION	6	4	20	80	100
2	MARDM 202	Core	RESEARCH METHODS IN RURAL DEVELOPMENT	6	4	20	80	100
3	MARDM-203	Core	AGRICULTURE & RURAL BIO TECHNOLOGY	6	4	20	80	100
4	MARDM 204	Core	FIELD WORK& PRACTICALS	6	4	-	-	100
5	MARDM-205	CF	RURAL MARKETING & MANAGEMENT	6	4	20	80	100
6	MARDM	EF	HUMAN VALUES & PROFESSIONAL	3	2	10	40	50

	206		ETHICS-II					
<b>Total</b>				33	22	-	--	550

### SEMESTER-III

S. No	Course Code	Components of study	Title of the Course	Contact Hours	No. of Credits	I.E	END SEM. Exam	Total Marks
1	MARDM-301	Core	NATURAL RESOURCES MANAGEMENT -LAND	6	4	20	80	100
2	MARDM-302	Core	NATURAL RESOURCES MANAGEMENT -WATER	6	4	20	80	100
3	MARDM-303	Core	NATURAL RESOURCES MANAGEMENT-VEGETATION	6	4	20	80	100
4	MARDM-304a	GE	COMMUNICATIONS FOR RURAL DEVELOPMENT	6	4	20	80	100
	MARDM-304b		MICRO FINANCE & WOMEN EMPOWERMENT					
	MARDM-304c		RURAL PROJECT PLANNING & MANAGEMENT					
	MARDM-304d		ECONOMICS OF AGRICULTURE					
<b>Total</b>				24	16	-	-	400
5	MARDM-305a	OE	CAREER GUIDANCE AND COUNSELLING	6	4	20	80	100
	MARDM-305b	OE	SKILL DEVELOPMENT INITIATIVES					
	MARDM-305c	Core	INFORMATION TECHNOLOGY RURAL DEVELOPMENT					

Note: \*Among the Generic Electives the student shall choose three; # Among the Open Electives the student shall choose one.

### SEMESTER-IV

S. No	Course Code	Component s of study	Title of the Course	Contact Hours	No. of Credits	I.E	END SEM. Exam	Total Marks
1	MARDM-401	Core	AGRICULTURE AND RURAL DEVELOPMENT	6	4	20	80	100
2	MARDM-402	Core	RURAL CREDIT & MARKETING	6	4	20	80	100
3	MARDM-403	Core	DISSERTATION/PROJECT WORK	6	4	-	-	100
4	MARDM-404a	GE	ENVIRONMENT & DEVELOPMENT	6	4	20	80	100
	MARDM-404b		STATISTICAL METHODS FOR SOCIAL RESEARCH					
	MARDM-404c		RURAL ENTREPRENEURSHIP					
	MARDM-404d		VOCATIONAL EDUCATION & TRAINING					
5	MARDM-	OE	HUMAN RESOURCES	6	4	20	80	100

	405a		DEVELOPMENT IN RURAL SECTORS					
	MARDM-405b		DEVELOPMENT STRATEGIES & VOLUNTARISM					
	MARDM-405c		POPULATION & DEVELOPMENT					

Note: \*Among the Generic Electives the student shall choose three; # Among the Open Electives the student shall choose one.

## **Course 101: INTRODUCTION TO RURAL DEVELOPMENT**

**UNIT-I:** Rural Development: Concept, Definition Nature and Scope of Rural Development; Need for Rural Development; Historical evolution of the concept of Rural Development in the Indian Context; Causes of Rural Backwardness.

**UNIT-II:** Health conditions and Services in Rural Areas: Accessibility of health facilities; Health schemes - Arogya Sree, NTR Vaidya Seva; Issues in Community Health- National Health Policy of India/National Rural Health Mission; Janani Suraksha Yojana; AYUSH programme; National AIDS Control programme.

**UNIT-III:** Rural Housing: Status, National Housing and Habitat policy- Different Schemes of housing policy, Indira Awaas Yojana, NTR GruhaKalpa.

**UNIT-IV:** Status of Rural areas:Composition of Rural Population,Rural Work Force, Problems of Unemployment and Under employment; Conditions and Problems of Agricultural Labour; Rural poverty; Levels of Living of Rural People; Integrated Rural Development.

### **REFERENCE BOOKS:**

- Vasant Desai : A Study of Rural Economy  
 Jain S.C. : Rural Development  
 Das Kumar B : Rural Development through Decentralization  
 Venkata Reddy K : Rural Development in India Poverty and Development  
 Khanna B.S. : Rural Development in South Asia:Policies, Programmes and Organizations  
 Robert Chambers : Rural Development Putting the Last First  
 Desai A.R. : Introduction to Rural Sociology

### Course Out Comes:

**1:** Understand and examine the basic aspects of Rural areas and Identify specific causes of Rural Backwardness.

**2:** Assess the Health conditions of Rural area and find out the existing health facilities and programmes in rural.

**3:** Develop an idea on Housing in relation to Socio, Economic and Psychological aspects and existing conditions of Rural housing.

**4:** Distinguish between employment, unemployment, underemployment in Rural area, assess conditions of Rural poverty, Living conditions.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	1	2	-	3	3	3	2	3
CO2	3	3	3	3	2	2	-	3	2	3	2	3
CO3	3	3	3	2	3	2	2	2	2	3	2	3
CO4	3	3	3	2	2	3	1	2	2	2	2	3

**PO 1 to PO 12 denotes:**

**3: High; 2: Medium; 1: Low**

1. Knowledge7.Environment
2. Analysis
3. Investigation
4. Development
5. Tool usage
6. Society
8. ethics
9. teamwork
10. communication
11. project management
12. lifelong learning

### Course102: INDIAN RURAL SOCIAL SCENE

**UNIT-I:** Village Communities: Definition, Characteristics, Settlement Patterns; Individual and Society; Rural Social structure, Importance of Social Institutions: Family,Society/Community, School, Marriage, Religion.

**UNIT-II:** Social Capital:Introduction, Definition, India and Social Capital; Society as a Relationship- Investigation into Social Capital - Survey on Social Capital, Middle Level Institutions in Social Capital.



**UNIT-III:** Family: Sociological meaning and definition of family, Characteristics of family, Joint Family System in India- Characteristics, Functions, Merits and Demerit; Changing pattern in joint family.

**UNIT-IV:** Caste system: Meaning/definition, Characteristics, Functions of caste system in Rural India, Merit and Demerits of Caste system; Changing trends in the caste system; Future of caste system.

**REFERENCE BOOKS:**

Wilbert E. Moore : Social Change  
 Sreenivas M. N. : Social Change in Modern India  
 Sreenivas M. N. : Caste in Modern India  
 Sreenivas M. N. & S. Seshaiahs: Dimensions of Social Change in India  
 Gore M.S. : Social Development  
 Desai A.R. : Rural Sociology  
 Chitambar : Rural Sociology  
 Maclver and Page : Society  
 Mehta : Sociology of Rural Development  
 Deb P.C. : Rural Sociology  
 Sharma and Malhotra : Integrated Rural Development  
 Hutton : Caste in India  
 Scarlet Epstein : South India: Yesterday, Today and Tomorrow  
 Hanumappa H.G. : Survival Strategies in Rural Areas  
 David G Mandelbaum : Society in India  
 Haralam Bon : Sociology and Perspectives.

**Course Out Comes:**

1. Understanding the social conditions in rural areas.
2. Gain in knowledge on social institutions in rural areas.
3. Analysing the social changes in different social institutions.
4. Promoting social capital for rural development

**CO – Po mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	2	1	2	--	1	1	1	1	3
CO2	3	2	2	2	1	2	--	1	1	1	1	3
CO3	3	2	1	2	1	2	--	2	2	1	1	3

CO4	3	2	2	2	1	2	--	2	1	1	1	3
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**3: High; 2: Medium; 1: Low**

### **Course103: INDIAN ECONOMIC SCENE**

**UNIT-I:** Economic Structure of Rural India: Assets Distribution, Income Distribution; Expenditure Pattern, Agriculture and Rural Development.

**UNIT-II:** Agricultural Development: Introduction, Features of Indian Agriculture, Agricultural Development under the Plans; Soil Health Management, Seeds, Agricultural Credit; Risk Management, Marketing and Mechanization.

**UNIT-III:** Alternative Occupations in Rural Areas: Dairying, Poultry, Fishery, Horticulture, Sheep Rearing; Appropriate Technologies in Animal Husbandry Practices: Breeding, Feeding Management; Rural Nonfarm Sector-Need for Development-Problems and Prospects.

**UNIT-IV:** Assessment of Rural Energy Supply and Demand, Management of Rural Energy Systems, Nonconventional Energy Sources - Biogas, Solar and Wind.

#### **REFERENCE BOOKS:**

Venkata Reddy K : Agriculture and Rural Development (Emerging Trends and Right Approach to Development)

Datta and Sundaram : Indian Economy

Shah C. H. (Ed) : Agricultural development of India Policy and Problems

N.I.R.D. : Facets of Rural Development

Pramit Chowdary : Indian Economy

Hanumappa H.G. : Social Economic Inventory for Block Level Planning

Gunnar Myrdal : Asian Drama

Vakil C.N. : Poverty & Planning

Dandekar & Rath : Poverty in India

Sreenivas M. N. : Indian Villages

Robert Chambers : Rural Development

### Course Out Comes:

1. Know the clear picture of economic structure of rural India with reference to Socio, Economic, rural economy pattern.
2. Describe the Indian Agricultural development based on five-year plan periods programme.
3. Identify the importance of alternative occupations in rural areas for livelihood.
4. Aware about the concepts and measurements of the health, education and gender equality for economic development.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	1	2	1	2	2	3	2	3
CO2	2	2	3	2	2	1	-	2	2	2	3	3
CO3	2	3	2	2	3	2	1	2	2	2	2	3
CO4	3	1	2	2	2	3	-	2	2	3	2	3

3: High; 2: Medium; 1: Low

### Course104: EDUCATION FOR RURAL DEVELOPMENT

**UNIT I-** Education: Meaning & Concept - Definition –Objectives, Functions; Status of Education System in India;Forms of Education: Formal, Non-Formal and Informal Education; Relationship between Education and development.

**UNIT- II:** Schemes of Education – SarvaSiksha Abhiyan, Vocationalization of secondary education, Open learning systems, Sakshar Bharath programme, Scheme of Jana SikshanaSansthans.

**UNIT- III:** Extension Education: Concept, Philosophy, Aims, Principles; History of Extension Activities; Developmental aspects of extension; Agricultural extension; Role of Extension Education in development;

**UNIT- IV:** Agricultural Education: Concept, nature, scope, types, need and significance; Agricultural education in India; Agricultural education and development; Role of Agricultural Universities and Training institutions in Rural development.

## REFERENCE BOOKS

1. Adivi Reddy. A. Extension education, Sri Lakshmi Press, Bapatla. 1971.
2. Dhahama O.P. & Bhatnagar, O.P., Education and Communication for Development, Oxford & IBH Publishing Co., New Delhi.
3. Venkata Reddy, K. Agriculture and Rural Development (Emerging Trends and Right Approach to Development), HmalayaPublshing House Pvt., Ltd., Mumbai, 2012.
4. Ministry of Human Resource development. Sakshar Bharath, Govt. of India.
5. M.H.R.D (2000). Scheme of Jan Shikshan Sansthan (Institute of People's Education) : Guidelines for Management, Planning and Programming, Directorate of Adult Education, Dept. of Elementary Education & Literacy, Govt. of India, New Delhi.

## COURSE OUTCOMES

1. Recollecting the meaning, Importance and spatial variations of literacy in India.
2. Remembering the forms and status of Education in India.
3. Identifying different schemes of education.
4. Realising the needs and significance of agricultural education and extensive education.

## CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	2	1	2	--	2	2	2	1	3
CO2	3	2	2	1	1	2	--	2	3	2	1	3
CO3	3	2	1	2	2	2	--	1	2	3	1	3
CO4	3	2	2	2	1	2	--	--	2	2	2	3

3: High; 2: Medium; 1: Low

## **Course105: RURAL DEVELOPMENT INSTITUTIONS**

**UNIT-I:** Panchayat Raj Institutions: Evolution, Structure, Functions; 73rd Amendment; Role of PRIs in Rural Development; Cooperative Institutions: Concept and Principles of Cooperation, Types and Working of Rural Cooperatives - Credit Cooperatives, Marketing Cooperatives, Dairy Cooperatives, Sugar Cooperatives, Weavers Cooperatives.

**UNIT- II:** Community Based Organizations: Watershed Committees -Village Forest Committees -Water User Associations-Village Education-Committees -Mothers Committees -Role of CBOs in Sustainable Rural Development.

**UNIT-III:** Rural Banking and Credit:Types and sources of rural credit -Commercial Banks and Weaker sections, Commercial Banks and Rural artisans; Agriculture Finance Corporation; Agro Industries Corporation; Rural indebtedness – causes and consequences.

**UNIT-IV:** Training Institutions for Rural Development: NIRD&PR, NABARD, RRB, CAPART, FTCs, KVKs, Agricultural, Horticulture and Veterinary Universities.

### **REFERENCE BOOKS:**

- N.I.R.D. :Rural Development in India Some Facets  
vasant Desai :A Study of Rural Economy  
Nanavati&Anjalina :The Indian Rural Problems  
Sharma & Malhotra :Integrated Rural Development  
Misra& Sharma :Problems and Prospects of Rural Development  
Venkata Reddy K : Rural Development in India-Poverty and Development  
Lakshman & Narayan: Rural Development in India  
Dantwala :Indian Agriculture since Independence  
Mamoria& Tripathi :Agricultural Problems in India  
Pandey P.C. : Rural Development in India.

### **Course Out Comes:**

1. Explain the importance of Panchayat Raj system in village Administration with reference to 73<sup>rd</sup> Amendment.
2. Describe need and importance of Self-Help Groups organization structure and schemes for financial assistance.
3. Identify different committees formulated in rural areas for sustainable development of self-help groups.
4. Understand the resources and financial sources from the government institutions to develop horticultural and veterinary universities.

### CO- PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	3	1	2	2	2	2	3	2	3
CO2	3	2	2	2	3	2	2	2	1	2	2	3
CO3	3	2	2	3	2	3	3	2	2	3	2	3
CO4	3	2	3	2	2	3	2	2	3	3	2	3

3: High; 2: Medium; 1: Low

### Course106: HUMAN VALUES & PROFESSIONAL ETHICS-I

**Unit –I:** Ethics :Definition, Nature, Its relation to Religion, Politics, Business, Legal, Medical and Environment. Need and Importance of Professional Ethics –Ethical Values in various professions.

**Unit – II:** Values: Nature - Good and Bad, Ends and Means, Actual and potential values, Objective and Subjective Values; Analysis of basic moral concepts – right, ought, duty obligation, justice, responsibility and freedom, good behavior and respect for elders. Characters and conduct.

**Unit –III:** Individual and Society Ahimsa (Non-Violence), Satya (Truth) Brahmacharya (Celibacy) Asteya (Non possession) and Aparigraha (Non-Stealing) Purusharthas (Cardinal Virtues) Dharma (Righteousness ), Artha (Wealth), Kama ( fulfillment Bodily Desires ) MOKsha (Liberation)

**Unit-IV:** Crime and Theories of punishment – (a) Reformative, retributive and Deterrent (b) Views on Manu and Yajnavalkya.

#### Books for study:

1. Johan S Mackenjie: Amanual of ethics
2. “the Ethics of Management “by Larue Tone Hosmer, Richard D.Irwin Inc.
3. “Management Ethics – integrity at work by josph A. Petrick and John F Quinn response Books: New Delhi.

4. “Ethics in Management” by S.A. S herlekar, Him

**Course Out Comes:**

1. know the importance of professional ethics and to implement the ethical values in various Professions.
2. understand about the Good and bad values and to analyze the basic moral concepts.
3. inculcate the students in the aspects of pursharthas .
4. Know different crimes and its impact on personal and social life and theories of punishment.

**CO – PO mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	1	3	-	3	2	3	2	3
CO2	3	3	2	2	1	3	-	3	2	3	2	3
CO3	3	3	1	2	1	3	-	3	2	3	2	3
CO4	3	3	3	2	2	3	-	3	3	3	2	3

**3: High; 2: Medium; 1: Low**

## **Course201: RURAL INDUSTRIALISATION**

**UNIT- I:** Rural Industrialization: Concept, Need and Importance of Rural Industrialization in the context of Rural Development; Gandhian Approach to Rural Industrialization; Appropriate Technology for Rural Industries.

**UNIT-II:** Rural Industrial Sectors: Small Scale, Handloom, Agro-based Industries, Rural Artisans, Handicrafts and Sericulture; Marketing: Problems of Marketing, Marketing Strategy and Information System for Rural Industries; Consortium Approach, Exhibitions.

**UNIT-III:** Industrial Promotion Organizations: District Industries Centre (DIC), National Institute for Small Industries Extension and Training (NISIET), Small Industry Development Organization (SIDO), Small Industries Service Institutions (SISI); Consultancy Organizations, Financial Organizations, Regional Rural Banks and State Finance Corporations.

**UNIT-IV:** Small-Scale and Micro Enterprises: Introduction, Changed Nomenclature; Definition of Micro Enterprises, National Importance of Micro and Small Enterprises (MSEs), Problems of Micro and Small Enterprises (MSEs); Khadi and Village Industries (KVI) - Coir industry, Handlooms, Power Looms, Handcrafts.

### **REFERENCE BOOKS:**

Battacharya S.N.	:Rural Industrialization in India
BepionBehari	:Rural Industrialization in India
Rao R.V.	:Rural Industrialization in India
Bagli V	:Khadi and Village Industries in the Indian Economy
Kripalani J.B.	:Gandhian Thought
Vasant Desai	:Organization and Management of Small Scale Industries
Sundaram J.B.	:Rural Rurai Industrial Development
K.V.I.C.	:Khadi and Village Industries The Gandhian Approach
Vasant Desai	:Problems and Prospects of Small Scale Industries in India.

### **Course Out Comes:**

1. Recognize the importance of Rural Industrialization and technology for Rural Development.
2. Identify the small-scale industries problems, marketing and its strategies.



3. Analyze the role of District industries centres, NISIET and SISI for providing financial support for small scale industries.
4. Identify the problems of Micro and small enterprises with regard to handlooms, power looms and handcrafts.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	1	2	1	2	1	2	1	3
CO2	3	2	2	1	2	2	2	2	2	3	1	3
CO3	3	2	1	2	2	2	1	2	3	2	3	3
CO4	3	2	3	1	2	1	1	1	2	2	3	3

3: High; 2: Medium; 1: Low

### Course202: RESEARCH METHODS IN RURAL DEVELOPMENT

**UNIT-I:** Social Science Research: Need and significance, Types – Basic, Applied, Action; Methods – Historical, Experimental, Survey, Case Study; Formulation of Hypotheses.

**UNIT-II:** Sampling: Stratified Sampling, Multistage Sampling, Purposive Sampling, Systematic Sampling; Tools of Data Collection: Questionnaire - Schedule - Interview – Observation.

**UNIT-III:** Numerical Methods of Quantitative Data: Presentation – Mean, Median, Mode; Standard Deviation - Correlation - Regression - Chi-square Test; Micro Soft Office: MS Word - Excel - Power Point – SPSS.

**UNIT –V:** Report writing: Steps involved in writing of a report; Graphical Methods of Quantitative Data Presentation – Histogram, Pie Chart - Bar Diagrams;

### REFERENCE BOOKS

Gupta C.B. :An Introduction to Statistical Methods

Moser C.A. :Survey Research in Social Investigation

Simson and Kelkn	:Basic Statistics
Babbie	:Survey Research
Das Gupta	:Village Studies in the Third World
Goodo& Halt	:Social Research Methods
Mason and Lind	:Statistical Techniques in Business and Economics
Microsoft	:Manuals on Microsoft Office
SPSS	:Manuals on SPSS

### Course Outcomes

1. Understanding the concepts and methods of research.
2. Adopting the suitable sampling methods for research studies.
3. Developing tools for research studies.
4. Ability of research report writing.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	3	2	1	2	1	2	2	3
CO2	3	3	3	3	2	1	1	2	1	2	2	3
CO3	3	3	2	2	2	1	2	2	2	1	3	3
CO4	3	3	2	3	3	2	1	2	3	2	3	3

3: High; 2: Medium; 1: Low

**UNIT-1:** Agriculture: History and development of agriculture in India; Objectives, Socio-economical perspectives; Significance and Status of production of cereals (wheat/rice); Pulses (Arhar/gram); Oil (Sunflower/soybean );Vegetable( Potato) ; Sugars (Sugarcane).

**UNIT-III:**Crop residues and their application to Rural Development: Fibrous,Stoves, Straw, Husk (Hulls), Oil cakes; Sugarcane (buggies, tops, molasses, presumed), Vegetable (Tomato, potato, cabbage).

**UNIT-III:** Mushroom Technology: Introduction, Nutritional/medicinal importance, Cultivation of edible mushrooms; Vermicompost Technology: Significance, methodology of production, merits and demerits, impact on agriculture development.

**UNIT-V:**Biogas & Rural Development: Concept, Applications, Biogas Plants, and problems; Bio-pesticides - introduction, Types, Advantages, and disadvantages, Social impact; Tissue culture, Vegetative propagation, Soil-less farming.

#### **BOOKS REFERENCE**

Fruit Preservation	: S.Srivastva
Fruit and vegetables	: B.Jain
Forest in India	: V.P.Agrwal
A Hand Book of Social Forestry	: S.S. Negi
A Text Book of Agroforestry	: Gautam
Krishi Vaniki	: S.S. Srivastva
Biogas	: O.P.Chawla

#### **COURSE OUTCOMES**

1. Realising the history and development agriculture in India.
2. Identifying different aspects of sustainable agriculture in rural development.
3. Indicating the Importance of allied sectors of agriculture in India.
4. Recollecting the process of biogas and pesticides.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	2	1	2	1	1	2	2	2	3
CO2	3	2	1	2	2	2	2	1	3	2	2	3
CO3	3	2	1	2	3	2	2	1	2	2	1	3
CO4	3	1	1	1	2	2	2	1	2	3	2	3

3: High; 2: Medium; 1: Low

### Course204: FIELD WORK& PRACTICALS

Every Student has to participate in the field visits to the following rural development/ Agriculture related institutes to expose himself in the field projects and programmes:

- 1) Prepare a Report on any one of the following issues - Health conditions and Services in Rural Areas, Rural Housing and Status of Rural Population;
- 2) Prepare a Report on any of the formal and Non-formal education programmes;
- 3) Prepare a Report on any one of the following issues - PRIs, Cooperative Societies and Rural Banks ;
- 4) Prepare a Report on any one of the following Agricultural Training Institutions – KVKs, FTCs and NIRDPR.
- 5) Prepare a Report on any one of the following Community Based Organisations - Watershed Committees -Village Forest Committees -Water User Associations-Village Education-Committees -Mothers Committees.

The project activity reports will be submitted by the students and assessed by the Internal and External Examiners. Each student has to face the Viva-Voice which will be of 25 marks.

**(Marks for Viva 25)**  
**( Total : 100)**

### Course Outcomes:

- 1.Application of knowledge and skills in project designing
- 2.Ability to do research work.
- 3.Finding solutions to the problems identified in his research work.
- 4.Preparing the research report.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	3	2	--	2	3	2	2	3
CO2	3	3	3	2	3	2	--	2	3	2	2	3
CO3	3	3	3	2	3	2	--	2	3	1	1	3
CO4	3	3	3	2	3	2	--	2	3	2	1	3

3: High; 2: Medium; 1: Low

### Course205: RURAL MARKETING & MANAGEMENT

UNIT-1: Rural Marketing: Definition, Function, Nature and Scope; Importance of Agricultural Marketing; Classification of Rural Markets: Primary, Secondary and Tertiary Markets, Hats and Shades, Wholesale markets and Retail markets, Consumer Markets and Agricultural Input Markets in rural areas;

**UNIT-II:** Problems in Marketing of Agricultural Products: Transportation, Grading Storage and warehousing; Marketing information – Sources, Channels; Marketable surplus and Marketed Surplus; Factors Influencing Marketable surplus; Marketable surplus and Price. Impact of globalization on rural marketing.

**UNIT-III:**Marketing Costs: Methods of measures of marketing cost; Farmers' and Middlemen's share of the Prices; Price fixation and Procurement by Public Agencies.

**UNIT-IV:**Institutional arrangements for Rural Marketing; Regulated Markets; Cooperative Marketing System; National Council of State Agricultural Marketing Boards, Apni Mandi Scheme; Recommendations of National Commissions on Agriculture; E- marketing.

### Reference Books

- Venkata Reddy, K. : Agriculture and Rural Development (Emerging Trends and Right Approach to Development), Himalaya Publishing House.
- Gupta A.P : Marketing of Agriculture Produce in India
- Acharya S.S : Agricultural Marketing in India
- NW Agarwal : Rural Marketing in India
- Shamin H.M : Rural markets and development
- Saxena Kailas : Inter Linked Agrarian Markets in Rural India
- GOI :Reports of the National Commission on Agriculture XII
- Jagdish Prasad : Various Issues of Encyclopedia of Agricultural Marketing
- Bhaskar .K : Need for Linking of Regulated Markets with Cooperative marketing Societies cooperator , August,1989

### Course Out Comes:

1. Know the importance of agriculture and agricultural products, food grains and knowledge about minimum support price.
2. Explain the differences of wholesale market and retail market functions.
3. Identify the reasons of market failure with regard to Liberalization and Globalization.
4. Examine the principles of Price fixation and procurement by public agencies Schemes and E- marketing.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	2	-	3	3	2	2	2	3	3
CO2	3	2	3	3	2	2	2	3	3	3	2	3
CO3	3	2	3	2	3	3	2	-	2	3	2	3
CO4	3	2	3	3	-	2	2	1	3	3	2	3

3: High; 2: Medium; 1: Low

### **Course206: HUMAN VALUES & PROFESSIONAL ETHICS-II**

**Unit – I:** Value Education: Definition- relevance to present day concept of human values;Self introspection-Self esteem. Family values-Components, structure and responsibilities of family; Neutralization of anger – adjustability – threats of family life – status of women in family and society – caring for needy and elderly – time allotment for sharing ideas and concerns.

**Unit –II:** Medical ethics: Views of charaka, Sushurta and Hippocrates on moral responsibility of medical practitioners. Code of ethics for medical and healthcare professionals. Euthanasia, Ethical obligation to justice in health care, human cloning problems of abortion. Ethical issues in genetic engineering and Ethical issues raised by new biological technology or knowledge.

**Unit –III:** Environmental ethics: Ethical theory, Man and nature-Ecological crisis, Pest control, Pollution and waste Climate change; Energy and population, justice and environmental health.

**Unit- IV:** Social ethics: Organ trade, human trafficking, Human rights violation and social disparities;Feminist ethics, surrogacy/pregnancy; Ethics of media-Impact of Newspapers, Television, Movies and Internet.

#### **Books for study:**

1. John S Mackenzie: A manual of ethics
2. “the Ethics of Management” by Larue Tone Hosmer, Richard D.Irwin Inc.
3. “Management Ethics – integrity at work\ by Joseph A.Petick and John f. Quinn Response Books:Newdelhi
4. “Ethics in management”ByS.A.Sherlkar, Himalaya Publishing House,
5. Harold H. Titus: Ethics for Today
6. Maitra.S.K. Hindu Ethics
7. William Lilly: Introduction to Ethics
8. Sinha.A Manual of Ethics
9. Manu: Manava Dharma Sastra or the Institute of Manu: Comprising the Indian system of Duties: Religious and Civil (ed)G.C.Haughton
10. Susruta Samhita: Tr.KavirajKunjanlal, KunjalalBrishagratha. ChowkambaSanskrit series, VolI,II and III, Varnasi, Vol I OO, 16-20,21-22 and 74-77 only.
11. CarakaSamhita :Tr.Dr.Ram Karan Sarna and Vaidya Bhagavan Dash, Chowkambha.

**Course Out Comes :**

**1:** Understand and recognize the importance of Value Education & Human Values and also try to follow the traditional values of family, women and elders in the society.

**2:** Examine code of ethics for medical and health care professionals. They Can sensitize the rural people on Health Issues & Problems.

**3:** Explain the Environmental Protection and relationship between Man and Nature, causes of pollution and impact on environmental health.

**4:** Recognize the need of Social ethics and fight against the anti-social activities, Organ trade, Human trafficking etc.

**CO – PO mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	1	2	-	3	-	3	2	3	1	3
CO2	3	3	2	2	1	3	2	2	2	2	2	3
CO3	3	3	3	2	2	3	3	3	3	2	2	3
CO4	3	3	2	2	2	3	2	3	2	2	2	3

**3: High; 2: Medium; 1: Low**



## **Course301: NATURAL RESOURCES MANAGEMENT -LAND**

**UNIT-I:** Land Use Pattern: Changes in Land Use Pattern, Factors Responsible for changes in Land Use Pattern; Soil Environment: Soil types, Carrying Capacity of Soils, Fertility; Organic and Bio-fertilizers: Types, Merits and Demerits; Soil Pollution: causes and management; Indigenous Knowledge Systems in Land Management.

**UNIT-II:** Bleeding Lands: Exploitation - Soil Erosion- Desertification - Degradation – Pollution; Effects of Modern Agricultural Practices on Land and Environment; Integrated Pest Management.

**UNIT-III:** Land and Soil Management Programmes: Watershed Development Programme-Scope and Objectives - Activities - Practices - Stake Holders Participation - Impact of the Programme; Indicators for Sustainable Land management.

**UNIT- IV:** Common Property Resources: Definition, Nature, Types, Benefits; Common property resources and Environmental protection; Declining of common property resources; Problems of CPRs - Management Strategies for Sustainable Use of CPRs.

### **REFERENCE BOOKS**

- David Pearce : Economics of Natural Resources  
Jyothi Prakash & Reddy S : Sustainable Regeneration of Degraded Lands  
Roland Bunes : Two Ears of Corn  
Katar Singh : Managing Common Pool Resources Principles and Case studies  
Robert Chambers : Rural Development Putting - the Last First  
Roy Cook : Soil Conservation, Soil Management and World Views of Conservation and Protection  
IDRC and IUCN : Assessing Rural Sustainability  
Pandey D. N. : Measures of Success for Sustainable Forestry - Designing, Measuring and Communicating the Criteria & Indicators for SFM in South Asia (Mimeo)  
Reddappa Reddy V : "Watershed Development Projects for Drought Prone Areas", Moving Technology, Oct-Dec 1996.
- The Hindu Survey of Environment : 1993, 1994, 1995, 1996, 1997 and 1998.

### **Course Outcomes:**

1. Analyzing the causes of soil damage
2. Adopting proper soil conservation methods.
3. Planning proper land use patterns

4. Effective uses of common property resources in rural areas.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	2	3	1	2	2	3
CO2	3	2	1	2	3	2	2	3	2	2	2	3
CO3	3	2	3	2	2	3	2	2	2	2	2	3
CO4	3	2	2	2	2	2	2	1	2	2	3	3

**3: High; 2: Medium; 1: Low**

### **Course302 :NATURAL RESOURCES MANAGEMENT -WATER**

**UNIT-I:** Water: Quantitative and Qualitative Aspects; Water use, Demand/Challenges- Sustainability of Water Use; Surface Water and Ground water Resources; Potential and Utilization Problems in Water Management.

**UNIT-II:** Types and Sources of Irrigation: Major, Medium and Minor Irrigation Systems; Coverage and Ecological Implications; Tank Irrigation - Role and Importance in Drought Prone Regions- Problems in Tank irrigation Management.

**UNIT- III:** Water Conservation Technologies in Agriculture: Micro irrigation Systems -Drip and Sprinkler Irrigation -Comparative Economics in Relation to other Methods. Traditional Irrigation practices and their Role in the Management of Irrigation systems. **UNIT-IV:** Sustainable Water Management: Water harvesting technologies, Construction of underground reservoirs; Waste and See water recycling.

#### **REFERENCE BOOKS**

Rao K. L : India's Water Wealth  
 Patrick Mc Cully : Silenced Rivers  
 Singh et.al : Irrigation Systems in Decay what the Farmers can do  
 India.

Siva Mohan MVK and

Christopher A Scott International food	: Future Directions for Indian Irrigation Research and Policy Research Institute Policy Issues Sprinkler Irrigation
Sivanappan	: Sprinkler irrigation
Narayana Murthy A	: Evaluation of Drip Irrigation System in Maharashtra to the Handa of the Poor Water and Trees
N.C. Saxena and Tushaar Shah Satish and Sundar	: Peoples Participation and Irrigation Management Experiences, Issues and Opinions
Norman Uphoff	: Improving International Irrigation Management with Farmers' participation: Getting the Process Right
Wilcocks .W	: Lectures on Ancient Systems of irrigation in Bengal and its Application to Modern Problems
Sreedhar. G	: Tank Irrigation in Semi-Arid Zones.

### Course Out Comes:

1. Acquire information on quantitative and qualitative aspect of water uses. Inculcate awareness about Non-drinking water and its contamination.
2. Gain knowledge about minor, major and medium irrigation system.
3. Identify the issue and provide solutions to drought prone regions problems in Tank irrigation management.
4. Develop knowledge about micro drip and sprinkler irrigation systems and water harvesting technologies, waste water and see water recycling

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	2	1	3	2	2	3
CO2	3	2	2	2	2	2	2	1	3	2	1	3
CO3	3	2	2	2	1	2	3	2	3	2	2	3
CO4	3	2	2	3	1	3	2	2	3	3	2	3

3: High; 2: Medium; 1: Low

## Course303: NATURAL RESOURCES MANAGEMENT-VEGETATION

**UNIT- I:** Forestry: Extent - Types - Importance - Rural Development Vs Forestry Interface; Industry Vs Forestry Interface; Bleeding forests; Exploitation - Degradation - Shifting Cultivation - Factors Responsible for Bleeding of Forests.

**UNIT- II:** Ethno Forestry: Indigenous Knowledge Systems in Forest Management; Sustainable Forestry - Bio-Diversity- Forest Development and Management Programmes- Social Forestry - Farm Forestry-Community Forestry - Eco Tourism; Wild Life and Forestry.

**UNIT- III:** Joint Forest Management Programme: Scope and Objectives; Stakeholders participation-Soil Works, Silvicultural Practices – Protection, Impact of the Programme - Community Forest Management in Andhra Pradesh; Criteria and Indicators for Sustainable Forest management.

**UNIT-V:** Non-Timber Forest Produce: Methods of Collection - Preservation, Storage - Grading, Marketing - Role of Girijan Development Corporation.

### REFERENCE BOOKS:

- Vandana Shiva : Biodiversity; Social and Ecological Perspectives  
Robert Chamber & Saxena : To the Hands of the poor  
Cernea M M : Forest and Forest Development in India  
Chanduri B and A K Maiti : Forest and forest Development in India  
Henny L Gholz : Agro Forestry; Realities. Possibilities and Potentialities  
Pandey D N : Ethno Forestry Local Knowledge for Sustainable Forestry and Livelihoods Security  
Pandey D N : Measures of Success for Sustainable Forestry Designing. Measuring and Communicating the Criteria & Indicators for SFM in South Asia (Mimeo)  
Reddapa Reddy V & Chenna Reddy D : "NGO's and People's Role in Joint Forest Management  
: People's Participation and Forest Management in India:  
Reddapa Reddy V : Kurukshetra, August 1998 People's Participation and forest Management in India " Few Emerging Issues". Asia Pacific Journal of Rural Development. January, 2000  
GOI : Report of the National Commission on Agriculture Forestry

### Course Outcomes:

1. understand the importance of forest expansion and causes of deforestation
2. inculcate the information on forest development, social forests and management.
3. recognize the importance of soil works, silviculture practices and community forests.
4. facilitate the awareness on forest production and its collection and preservation for Livelihood

## CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	3	2	2	1	1	1	2	3
CO2	3	3	2	1	2	1	1	2	1	1	2	3
CO3	3	2	2	2	1	3	2	1	2	2	2	3
CO4	3	3	2	1	2	2	3	1	1	2	2	3

3: High; 2: Medium; 1: Low

## GENERIC ELECTIVE (3)

*\*NOTE: Due to covid-19 pandemic situation the open elective choice was cancelled. The three core and three generic elective course/papers were introduced.*

### Course304a: COMMUNICATIONS FOR RURAL DEVELOPMENT

**UNIT-I:** Communication: Definition, Process, Functions, Importance; Elements of Communication; Problems and Barriers in Communication; Motivation: Concept, Process and Techniques - Motives and Incentives.

**UNIT-II:** Communication interaction: Models of Communication- Linear, Feedback, Circular, Switch-back, Convergence; Feedback and Control; Effects of feedback in communication.

**UNIT-III:**Types of Communication: Verbal and Non-verbal communication, Small group and Public Communication, Dyadic Communication, Mass Communication and Interpersonal Communication.

**UNIT-IV:** Audio-Visual Aids: Materials and equipment, Planning, Preparation and Use of different types aids; Projectors: Films-Tape Recorder-Television-Computers-PPTs.

## REFERENCE BOOKS

- Bhattacharya S.N :Community Development in Developing Countries  
Rogoms :Adoption of Innovations  
Paul Choudary :Methods of Social Work  
Robert Chambers :Challenging the Professions

Spicer Russell E.E.	:Human Problems in Technological Change
Ross N.G.	:Community Organization
Beek R.C	:Motivation: Theories and Principles
Mukherjee N	:Participatory Rural Appraisal Methodology and Applications
McConnel J W	:Understanding Human Behavior.

## COURSE OUTCOMES

1. Remembering the concept and elements of curriculum.
2. Distinguishing different models of communication.
3. Identifying the types of communication.
4. Recalling the planning, preparation and use of different audio-visual aids in rural sector.

## CO- PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	--	2	1	2	1	3
CO2	3	2	2	1	2	2	--	1	2	3	2	3
CO3	3	2	2	2	1	2	--	1	1	2	1	3
CO4	3	2	2	2	1	2	--	1	2	3	2	3

3: High; 2: Medium; 1: Low

## Course304b: MICRO FINANCE & WOMEN EMPOWERMENT

**UNIT-1:** Women Empowerment: Definition, Need, Strategies for Women Empowerment; Hindrances to Women Empowerment.

**Unit-II:** Programmes for Women's Development: MNP/SGSY/ ICDS/ IAY/ NCW/

SCW/EDP; Human Rights with particular reference to Women – Need for legal literacy.

**UNIT-III:**Self-help groups and Self-help promotion: Concepts, Elements, Stages - Structure of Self-help groups - Precautions to be taken while forming the SHGs.

**UNIT- IV:**Savings and Credit as an Instrument of Self-help-promotion among Rural Women; Savings Operations-Credit of SHGs; Monitoring, Evaluation and Impact Assessment of Savings and Credit Programmes.

**REFERENCE BOOKS:**

Yunas M : Rural Agricultural Credit Operations in Bangladesh  
 Fernades AP : The MYRADA Experience Alternative Management Systems For Saving and Credit of Rural Poor  
 Grammena Bank : Various Issues of Grameena Dialogue  
 Ila Bhat: : A Bank of One's Own (A note from SEWA)  
 David Hume : Finance against Poverty  
 Susan Johnson and Ben Rogally : Micro Finance  
 Raj Sehkar D : Savings and Credit Systems of the Poor: Some NGO Experiences, NOVIB and HIVOS  
 James Copes she : NGO Sponsoring of Group Lending in Rural India: Theory and a Case Study  
 Hossain M : Credit for Alleviation of Rural Poverty: The Government Banks in Bangladesh  
 Mancur Olson: The Logic of Collective Action.

**Course Out Comes :**

- 1: Examine the basic components of women empowerment and hindrances.
- 2: Identify empowerment programmes of women, and its relation to human rights & women rights.
- 3: Explain the structure and functions of (SHG), Self-help group and role of SHG to enhance Social and Economic status of women.
- 4: Describe the importance of Savings and credit methods in women life and its role in women empowerment.

**CO – PO mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	1	2	1	2	-	2	2	3	2	3

CO2	3	3	1	2	2	2	-	3	2	2	2	3
CO3	3	3	2	3	2	2	-	2	2	3	2	3
CO4	3	3	2	2	1	2	-	2	2	2	3	3

**3: High; 2: Medium; 1: Low**

### **Course304c: RURAL PROJECT PLANNING & MANAGEMENT**

**UNIT-1:** Project- Definition, Basic steps, Elements, Development of projects; Basic Steps in Project, Project Approach to Rural Development - Need and Scope of Project Management; Project Planning and Management Cycle.

**UNIT-II :** Project Formulation and Development: Elements of Project, Formulation Technique, Planning in Indian Context; Systems Approach to Formulation and Execution of Development Projects.

**UNIT-IV:** Essentials of Project Implementation: Planning, monitoring of development projects; Project management information system; Project Appraisal; PAID monitoring system for VSS and water shed- Network techniques for project management.

**UNIT-V:** Evaluation of Rural Development Projects/Programmes: Types of Evaluation Concurrent and Summative evaluations.

### **REFERENCE BOOKS**

- Bava D.S : Rural Project Planning
- Price Gittinger : Economic Analysis of Agriculture Projects
- Little IMD & JA Mirrless : Project Appraisal and Planning for Developing Countries  
United Nations Development
- Organization : Industrial Guidelines for Project Evaluation
- Prasanna Chanra : Projects Preparation , Appraisal and implementation
- Chodhary .S : project Mangement
- Mridula Krishna : Project Planning in India
- Peter Smith : Agricultural Project Management Monitoring and Control of  
Implementation



**Course Out Comes:**

1. Explain the rural project planning with reference to need and scope.
2. Recognize the elements to projects and techniques of the planning for development.
3. Identify the project implementation principles as well as the project appraisal.
4. Know the evaluation of rural development programmes and its concern to human resource development.

**CO – PO mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	3	2	--	2	3	2	2	3
CO2	3	3	3	2	3	2	--	2	3	2	2	3
CO3	3	3	3	2	3	2	--	2	3	1	1	3
CO4	3	3	3	2	3	2	--	2	3	2	1	3

3: High; 2: Medium; 1: Low

**UNIT- I:** Introduction Agriculture: Nature, Role and functions of Agriculture– Interdependence between Agriculture and Industry;Agriculture and Rural Development; Need and Significance of Agriculture - Theoretical Models - Independence between Agriculture and Industry- Importance of Agriculture in Indian Economy.

**UNIT-II:** Status of Agriculture: Meager resources, Non-profitability of agriculture, Non-viability of farming, Distress sales, inadequate credit and Insurance, Poor marketing, Suicides of farmers, Poverty and Agriculture production, rural unemployment, Recommendations of Commissions on Farmers.

**UNIT-III:** Agricultural Technologies forRural Development: Definition of Technology, New farm practices; Appropriate Technology in agriculture: Technology in Irrigation, Dry farming, Land use, Agricultural tools, Recycling of waste and Oil technology, Bio-gas technology, Micro Hydel schemes; Technologies for Animal Husbandry.

**UNIT- IV:**Capital Formation: Capital Formation in Agriculture and Rural Development; Stages in Agricultural and Economic Development;National Food Security - Food Subsidies-Agricultural Subsidies-Implications of New economic Policies.

#### **REFERENCE BOOKS**

Singh I. J. : Elements of Farm Management Economics

Sharma A.V. &V.K. Sharma : Elements of Farm Management

GOI : National Five-Year Plans

Dutta and Sundaram : Indian Economy

Mellor J. W. : The Economics of Agriculture

Sen A.K. : Resources, Values and Development

Venkata Reddy, K. : Agriculture and Rural Development (Emerging Trends and Right Approach to Development), Himalaya Publishing House.

#### **COURSE OUTCOMES**

1. Remembering the nature and Importance of agriculture in India.
2. Bringing out the concepts of different organic farming and organic pesticides and fertilizers.
3. Realising the status of agriculture in India.
4. Identifying the role of technologies in agriculture in India

## CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	3	2	1	2	3	2	1	3
CO2	3	2	1	2	2	1	2	1	2	2	1	3
CO3	3	2	2	2	1	2	2	1	2	2	1	3
CO4	3	2	2	1	2	2	1	2	2	1	1	3

3: High; 2: Medium; 1: Low

### Course402: RURAL BANKING & CREDIT

**UNIT-I:** Rural Credit: Nature, Types and Sources of Agricultural Credit; Evolution of Institutional Credit; Risk & uncertainty in rural credit sources; Rural indebtedness and its Causes; Evils of Indebtedness, Remedial measures; Role of State and Rural credit..

**UNIT-II:** Institutional and Non-institutional Credit for Rural Development: Cooperative credit institutions - Commercial banks- Regional banks; Elements of Farm financial management - Use of balance sheet analysis and control, Evaluation of investment; Multi- Agency Approach n Rural Credit.

**UNIT-III:** Rural Banking: Nationalization of Commercial Banks, Commercial Banks and Weaker Sections, Commercial Banks and Rural Artisans, Regional Rural Banks; Danthwala (Review) Committee Recommendations.

**UNIT-IV:** National Bank for Agriculture and Rural Development (NABARD): Roles, Functions of NABARD; Recent Policy Initiatives; Mounting Over dues, Supervised Credit System; Reserve Bank of India and Rural Credit.

#### REFERENCEBOOKS:

- Belshaw .H : Agricultural Credit in Economically Underdeveloped Countries  
Desai SSM : Rural Banking in India  
Khusro A.M : Agricultural Credit Review Committee Report

Venkata Reddy, K. : Agriculture and Rural Development (Emerging Trends and Right Approach to Development), Himalaya Publishing House.

### Course Out Comes:

1. Acquire knowledge about agriculture and horticulture development.
2. Understand different types and sources of agricultural credit and provide remedies for rural indebtedness.
3. Examine the kisan credit cards and institutional and non-institutional credit system.
4. Know about National banking for Agriculture and Rural Development, Role of NABRD in Rural credit system.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	3	2	1	2	2	1	3
CO2	3	2	2	3	3	2	2	3	2	-	2	3
CO3	3	2	3	2	-	2	2	1	2	2	2	3
CO4	3	2	2	3	1	3	2	-	2	2	2	3

3: High; 2: Medium; 1: Low

### Course403: DISSERTATION/PROJECT WORK

Each Student has to submit a project report taking any problemrelated rural society i.e., Land, Water, Vegetation, Micro-finance, women empowerment, rural planning and management, rural credit and

banking etc., which will be evaluated by both Internal/ external examiners followed by the viva - voice.

Project report	-	75 marks
Viva-vice	-	25 marks
Total	-	100 marks

### Course Outcomes

1. Application of knowledge and skills in project designing
2. Ability to do research work.
3. Finding solutions to the problems identified in his research work.
4. Preparing the research report.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	2	--	2	2	2	2	3
CO2	3	2	2	2	2	1	--	1	2	1	1	3
CO3	3	2	2	2	2	1	--	1	2	2	2	3
CO4	3	2	2	2	2	1	--	2	2	2	2	3

3: High; 2: Medium; 1: Low

### Course404a: ENVIRONMENT & DEVELOPMENT

**UNIT – I:** Environment :Concept, Objectives, Principles, and Significance; An overview of environmental status in India; Need for environmental protection and conservation; Role of Environment in development.

**UNIT – II:**Environmental Crisis and Consequences: Deforestation, Global warming and Ozone depletion, Climate change; Population, environment and health implications; Natural and Man-made disasters;Environmental pollution: Air, Water, Soil, Sound, Solid Wastes.

**UNIT – III:** Environmental Laws and Conventions: Salient features of National Environment Bill (1992);Earth Summit, Conventions on biodiversity and climate change; Earth Summit 1992 and others forRestoration of Ecological Balance; People’s Movements for Environmental Protection:Chipko, Green politics, Anti-nuclear movement.

**UNIT – IV:**Agencies of Environmental Protection: Government Pollution Control Board; NGOs, Educational Institutions and Mass Media.

## References

1. Agrawal, K. M. Sikdar, P. K. and Deb, S.C., (2002): *A Textbook of Environment*, Macmillan India Limited, Calcutta.
2. Ehrlich P. A. H., (1977): *Eco-Science: Population Resource and Environment*, Freeman, San Francisco.
3. Hussain, Z., (1996): *Environmental Degradation and Conservation in North East India*, Omsons Publications, New Delhi.
4. Mohapatra, A.C., S.K. Barik & C.S. Rao (2000): *Man and Environment*, Star Publishing House, Shillong.
5. Odum, E. P. (1971): *Fundamental of Ecology*, W.B. Saunders and Co., Philadelphia.
6. Roa, V. K. and R.S. Reddy (1997): *Environmental Education*, Commonwealth Publishers, New Delhi.
7. Saini L. D. and R.C. Sharma (1996): *Environmental Education*, Kalyani Publishers, Gopsons Paper Ltd., New Delhi.
8. Sharma, P. D. (1994): *Environmental Biology*, Rastogi Publication, Meerut.
9. Sharma, P. D. (1997): *Ecology and Environment*, Rastogi Publication, Meerut.

## Course Out Comes :

- 1: Understand the principles and significance of environment and need of environmental protection.
- 2: Interpret the environmental crisis with reference to pollutions.
- 3: Locate the environmental laws and examine how these laws are helpful to restoration of ecological balance.
- 4: Trace the role of Government and NGOs towards environmental protection

## CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	2	1	3	3	2	1	1	2	3
CO2	3	1	1	2	2	3	3	1	1	2	2	3
CO3	3	2	2	2	1	3	2	2	1	1	2	3
CO4	3	2	1	2	1	3	3	2	1	1	2	3

### **Course404c: RURAL ENTREPRENEURSHIP**

**UNIT- I:** Entrepreneurship - Concept, Definition, Characteristics of an entrepreneur; Functions, Types of entrepreneurs; Rural entrepreneurship -Need for rural entrepreneurship, Factors affecting entrepreneurial growth; Problems of rural entrepreneurs and women entrepreneurs.

**UNIT- II:** Entrepreneurship Development Programme - Need, objectives and course contents, Entrepreneurial motivation, Entrepreneurial competencies, Entrepreneurial mobility and Entrepreneurial change; Training for entrepreneurship: Entrepreneurship development courses; Key problems in training for entrepreneurship.

**UNIT- III:** Project Management: Project Classifications, Formulation and design – Feasibility analysis, Preparation of project Report, Financial analysis, Project cost estimate and Project appraisal methods.

**UNIT- IV:** Project Finance: Sources of finance – Banking institutions, Role of DICS, SIDCO, SISI, SIPCOT; Incentives and subsidies; Govt., policy for small scale enterprises.

### **REFERENCE BOOKS**

1. Manzoor Ahmed and Philip H.Coombs (ed.). Education for Rural Development: Case studies for Planners.
2. John C. de wilde. India: Non-Formal Education in the development of small enterprise, in Manzoor Ahmed and Philip H.Coombs (ed.). Education for Rural Development: Case studies for Planners.
3. Vasanta Desai, Organisation and Management of small scale industries.
4. Nalinaksha Mutsuddi, You Too Can Become An Entrepreneur. Wheeler Publishing , 1996.
5. Vasanth Desai. Dynamics of Entrepreneurial Development and Management, Himalayan Publishing House.
6. Khanka. Entrepreneurial Development; S.Chand & Company Ltd.
7. Satish Taneja. Entrepreneur Development; New Venture Creation.

8. N.P. Srinivasn&G.P.Gupta. Entrepreneurial Development, Sultan Chand & Sons.

### Course Out comes:

1. Describe the entrepreneurship and rural entrepreneurship and explain the problems of rural entrepreneurs includes women and youth.
2. Explain key factors of entrepreneurial motivation abilities and mobility to become best entrepreneur.
3. Identify the significance of project, planning, execution and appraisal methods.
4. Assess the need of finance to start small scale industry and role of Govt, Bank and other Institution.

### CO – PO mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	2	1	2	2	2	2	3
CO2	2	2	3	3	1	2	2	2	2	1	2	3
CO3	3	2	3	3	3	1	1	1	2	2	3	3
CO4	2	3	2	3	3	2	1	2	2	2	2	3

3: High; 2: Medium; 1: Low

### OPEN ELETIVE (1)

#### Course405a: HUMAN RESOURCES DEVELOPMENT IN RURAL SECTORS

**UNIT – I:** Human Resource Development: Meaning, objectives, importance and historical perspective of human resource development; Dimensions of H.R.D. in Rural Development- Health, Education, Energy, Agriculture and Allied Activities;improving productivity.

**UNIT – II:** Human Resources Planning and Development: Objectives, Strategies, Demographic aspects, Processes and policies; Steps in HRP, Man power demand; Human capital and it's measurement - Views of Schultz and Weisbroad on human capital function; Human capital formation.

**UNIT – III:** Training and Development: Need for Manpower training, Classification of Training, Designing Training programmes and methods; Performance appraisal and standards, H R Competencies, Performance counseling, Effectiveness of training.



**UNIT – IV:** Training of developmental functionaries: Achievement motivation training, Training courses for different sectors – agriculture, cooperation, animal husbandry, health, Panchayat Raj; Training facilities available from Mandal level to state level.

**Reference Books**

Dipak Kumar Bhattacharyya (2006). Human Resource Management, Excel Books, New Delhi -28 (Second Edition).

Arcalion (2006). Human Resource Management, Pearson Prentice Hall, New Delhi -28 (X Edition).

APSDP (1984). Rural Vocational Training n Bangladesh, Indonesia, Korea, Malesia, The Philippines and Thailand. Report of a Sub-regional Seminar, Dhaka, Bangladesh 5-11 May, 1984.

Reddy, M C.Reddeppa (20006). Emerging Rural Occupations, Dept. of Adult & Continuing Education, S.V.University, Tirupati.

Mehta M R :Human Resource Development Planning with Special Reference to Asia

Alexander V Alex :Human Capital Approach in Economic Development

Batra V P :The Economic and Human Resources

ILO :Employment Promotion with Special Reference to Rural Areas

George Tobias : Human Resources in India

Gyan Chand :Population in Perspective

World Bank :World Development Report, 1001

Govindappa K :Adult Education Impact of National Literacy Mission

UNDP :Human Development Report(s) 1998. 1999, 2000.

**Course Outcomes:**

- 1.Analysing the importance of human resource development.
- 2.Knowledge on need of human resources in different dimensions of human development.
- 3.Application of the skills of human resource planning for rural development
4. Develop training module for different sectors like agriculture, animal husbandry and panchayat raj.

**CO – PO mapping**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	--	2	2	2	--	3
CO2	3	2	1	1	2	2	--	1	2	1	1	3
CO3	3	2	1	1	1	2	--	1	2	2	1	3

CO4	3	1	2	1	1	2	--	1	1	2	1	3
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**3: High; 2: Medium; 1: Low**