

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 2021-2022

Amended as per NEP-2020

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

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 grassroots 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 BLUE HORA University, Ethiopia and RASS, NGO, Tirupati. The staff members are permitted to participate in Induction and Capacity Building Programmes to meet the academic demands

PROGRAMME SPECIFIC OUTCOMES

- To train the students to mastery over the subjects in terms of Literacy Programmes and Rural Development aspects.
- To provide an adequate skill on research methods viz, Qualitative and Quantitative.
- To enhance the sense of Integrity on Adult Learners Problems and Rural People Issues.
- 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.

M.A. Rural Development & Management
Choice Based Credit System
For Regular Students from the Academic Year-2021-22

SEMESTER - I

S. No	Code	Title of the course	Credit Hrs/Week	No. of Credits	Core/ Elective	IA	SEE	Total Marks
1	MARDM 1.1	INTRODUCTION TO RURAL DEVELOPMENT	6	4	CORE	20	80	100
2	MARDM 1.2	EQUITY AND SOCIAL DEVELOPMENT IN RURAL AREA	6	4		20	80	100
3	MARDM 1.3	INDIAN RURAL ECONOMIC STRUCTURE	6	4		20	80	100
4	MARDM 1.4	LITERACY AND EDUCATION FOR RURAL DEVELOPMENT	6	4		20	80	100
5	MARDM 1.5a	RURAL DEVELOPMENT INSTITUTIONS	6	4	CF/ opt 1	20	80	100
	MARDM 1.5b	INFORMATION AND COMMUNICATION TECHNOLOGY FOR RURAL DEVELOPMENT						
	MARDM 1.5c	RURAL GOVERNANCE AND RURAL DEVELOPMENT						
6	MARDM 1.6a	ECONOMICS OF AGRICULTURE	6	4	EF/ opt 1	20	80	100
	MARDM 1.6b	RURAL DEVELOPMENT THEORIES AND APPROACHES						
		Total	36	24		120	480	600
7	MARDM 1.7	HUMAN VALUES AND PROFESSIONAL ETHICS - 1	0	0	AUDIT COURSE	100	0	0



Note:CF: Compulsory Foundation

EF: Elective Foundation Prof. B. Syam Mohan David Raju

SEMESTER - II

S. No	Code	Title of the course	Credit Hrs/Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1	MARDM 2.1	RURAL INDUSTRIALISATION	6	4	CORE	20	80	100
2	MARDM 2.2	RESEARCH METHODS AND METHODOLOGY IN RURAL DEVELOPMENT	6	4		20	80	100
3	MARDM 2.3	AGRICULTURE & RURAL BIO - TECHNOLOGY	6	4		20	80	100
4	MARDM 2.4	FIELD VISITS AND FIELD REPORT	6	4		20 viva	80 Field report	100
5	MARDM 2.5a	RURAL MARKETING AND MANAGEMENT	6	4	CF/ opt 1	20	80	100
	MARDM 2.5b	RURAL DEVELOPMENT PROGRAMMES AND PLANNING						
	MARDM 2.5c	HORTICULTURE AND RURAL DEVELOPMENT						
6	MARDM 2.6a	POPULATION GROWTH AND DEVELOPMENT IN RURAL AREA	6	4	EF/ opt 1	20	80	100
	MARDM 2.6b	ECONOMIC GROWTH AND RURAL DEVELOPMENT						
		Total	36	24		120	480	600
7	MARDM 2.7	HUMAN VALUES AND PROFESSIONAL ETHICS – II	0	0	Audit course	100	0	0

Note:

CF: Compulsory Foundation

EF: Elective Foundation

SEMESTER – III

Sl. No	Code	Title of the Course	Credit Hrs / Week	No. of Credit	Core/ Elective	IA	Sem End Exam Marks	Total
1	MARDM 3.1	NATURAL RESOURCES SUSTAINABLE DEVELOPMENT - LAND	6	4	Core/Mandatory	20	80	100
2	MARDM 3.2	NATURAL RESOURCES MANAGEMENT -WATER	6	4		20	80	100
3	MARDM 3.3a	NATURAL RESOURCES MANAGEMENT-VEGETATION	6	4	GE/ Opt-2	20	80	100
	MARDM 3.3b	COMMUNICATIONS FOR RURAL DEVELOPMENT						
	MARDM 3.3c	WOMEN & CHILD DEVELOPMENT AND RURAL DEVELOPMENT						
	MARDM 3.3d	RURAL PROJECT PLANNING AND MANAGEMENT						
4	MARDM 3.4	SOFT SKILL DEVELOPMENT	6	4	Skill oriented course/ Mandatory	20	80	100
5	MARDM 3.5a	CAREER GUIDANCE AND COUNSELLING	6	4	OE/ opt - 1	20	80	100
	MARDM 3.5b	EXTENSION ACTIVITIES AND VOLUNTARISM-RURAL DEVELOPMENT						
Total								
	Total		36	24		120	480	600

Note: GE: Generic Elective
OE: Open elective

SEMESTER - IV

Sl. No	Code	Title of the Course	Credit Hrs/Week	No. of Credit	Core/ Elective	IA	Sem End Exam Marks	Total
1	MARDM 4.1	AGRICULTURE AND RURAL DEVELOPMENT	6	4		20	80	100
2	MARDM 4.2	RURAL BANKING AND CREDIT	6	4	Core/ Mandatory	20	80	100
3	MARDM 4.3a	ENVIRONMENT AND DEVELOPMENT	6	4	Opt-2	20	80	100
	MARDM 4.3b	STATISTICAL METHODS FOR SOCIAL RESEARCH						
	MARDM 4.3c	RURAL ENTREPRENEURSHIP AND DEVELOPMENT						
	MARDM 4.3d	VOCATIONAL EDUCATION AND TRAINING						
4	MARDM 4.4	PROJECT REPORT/ DISSERTATION	6	4	Multidisciplinary /project work.Mandatory	20 viva	80 Diss er	100
5	MARDM 4.5a	HUMAN RESOURCES DEVELOPMENT IN RURAL SECTORS	6	4	opt - 1	20	80	100
	MARDM 4.5b	SKILL DEVELOPMENT INITIATIVES						
Total			36	24		120	480	600

Note: GE: Generic Elective
OE: Open elective

Semester-1

MARDM -PAPER-1.1

INTRODUCTON TO RURAL DEVELOPMENT

UNIT-1:Rural Development: Introduction to Rural Society – concept of village, aspectsConcept,Definition Nature, Strategies and Scope of RuralDevelopment; Need for Rural Development; Historical evolution of the concept of Rural Development in the Indian Context; Causes of Rural Backwardness.

UNIT-II: Health:Concept and Components, Development, and Nutrition status in Rural India.Communicable diseases - Prevention and control. sanitation and Hygiene. Reproductive and child health programme (RCH). Planning Rural Health Care Services. Health Education.Accessibility of health facilities,Hospitals; Health schemes - Arogya Sree, Issues in Community Health-National Rural HealthMission; AYUSHprogramme; – Right to Health Bill – 2021.

UNIT-III: Rural Housing:problems of Housing, Housing types, Low cost houses, social,economic and psychological view,Status, National Housing and Habitat policy- Schemes of housing policy,Indira Awaas Yojana, .

UNIT-IV: Status of Rural areas:Drinking water and Rural, Toilets,Rural Electrification energy, Rural connectivity, Importance of Transport system in RuralDevelopment;Rural Work Force,Problems of Unemployment and Under employment; Rural poverty; Global & HungerIndex (GHI) – 2021,India. 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

MARDM - PAPER-1.2

EQUITY AND SOCIAL DEVELOPMENT IN RURAL AREA

UNIT-I:Village Communities: Definition, Characteristics, Individual and Society; Rural Social structure, Importance of Social Institutions: Family,Society/Community, School,

UNIT-II: Social Capital:Introduction, Definition,India and Social Capital; Middle Level Institutions in Social Capital, Equitable distribution – Income, Resources; broad-based people’s participation.

UNIT-III:Process of development, Social and economic development; Multi-dimensional efforts – Literacy, Education, good health, food & Nutrition, drinking water, security, productive employment; Discrimination&Problems – Sex, race, colour, religion, caste and quality of life, Rural trafficking, child mortality rate, migrating people

UNIT-IV:Caste system: Meaning, definition, Characteristics, Functions of caste system in Rural India, Merit and Demerits of Caste system,Social Change: Mobility & Mobilization, Empowerment ofScheduled Castes, Scheduled Tribes, Backward Classes, Minorities.

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

MARDM -PAPER- 1.3

INDIAN RURAL ECONOMIC STRUCTURE

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

UNIT-II: Agricultural Development: Introduction, Types of agriculture, Features of Indian Agriculture, Agricultural Development under the Plans; Soil Health Management, Seeds, Agricultural Credit; Risk Management,

UNIT-III: Alternative Occupations in Rural Areas: Dairying, Poultry, Fishery, Horticulture, Sheep Rearing; Appropriate Technologies in Animal Husbandry Practices: Breeding, Feeding Management; Rural Non-farm Sector-Need for Development-Problems and Prospects. Rural energy system: Conventional – fire wood, cow dung: Non-conventional – Biogas, Solar, Merits and Demerits

UNIT-IV: Economic Growth and Economic development. Inequalities & Unemployment – Concepts and measurement. Poverty – Marginal farmers, agriculture labours, BPL families, social security. Social Sector development: Health, Education, Gender.

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

MARDM -PAPER-1.4

LITERACY AND EDUCATION FOR RURAL DEVELOPMENT

UNIT I: Literacy: Meaning, Need, Aspects, Importance, Spacial, Variations in literacy, Causes of Low literacy rate, measures to increase the literacy in rural area. Role of NGOs and GOs.

UNIT II: Education: Meaning & Concept - Definition –Objectives, Functions; Status of Education in India; Forms of Education: Formal, Non-Formal and Informal Education; Relationship between Education and development. School Education, Status and problems in Rural area.

UNIT III: Schemes of Education – Sarva Siksha Abhiyan, Vocationalization of Secondary education, Open learning systems, Sakshar Bharath programme, Scheme of Jana Sikshana Sansthan. Total Literacy campaign

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. Extension Education: Aims, Principles, Role of Extension Education 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), Himalaya Publishing 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.

MARDM: PAPER-1. 5a

RURAL DEVELOPMENT INSTITUTIONS

UNIT-I: Panchayat Raj Institutions: Structure, Functions; 73rd Amendment; Role of PRIs in Rural Development; Gram Panchayat development Plan (GPDP), panchayat Leadership development, training elected women representatives (EWRs), own source of revenue (OSR), Sustainable development goals (SDGs) & gram panchayats: SHG – PRI convergence, Enablement of Panchayats, panchayat good governance, Empowering Ward members.

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: Concept and Principles of Cooperation, Types and Working of Rural Cooperatives - Credit Cooperatives, Marketing Cooperatives, Dairy Cooperatives, Sugar Cooperatives, Weavers Cooperatives.

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.

MARDM: PAPER –1.5b

INFORMATION & COMMUNICATION TECHNOLOGY FOR RURAL DEVELOPMENT

UNIT- I: ICTs: Definition, meaning, concept, characteristics – Efficiency, Efficiencies, Information: Definition- need-sources- qualities-values-categories-levels of information; difference between data and information- Communication: Concept, Functions, Nature, Scope, Information Have's and Information Have-not's in Rural area rural development sectors; ICTs need and role in Rural Development.

UNIT-II: Introduction to Database: Definition, Use, Organization; Techniques/methods of data selection process; Transaction processing, Batch processing, Online processing, Word and text processing, Graphics and Office automation, Facsimile transmission, Message passing, Public data services,

UNIT-III: Computer-based Information Systems: Use of computers for program efficiency, Hardware and software; Data processing systems, Operating systems, Information systems for rural development at various levels, Information providers.

UNIT-IV: Computers and telecommunication, Smart phone technologies in handling information: Storage, Retrieval and dissemination of information, Tele-medicine, Tele-banking, Tele-Counseling, e-Library.

REFERENCE BOOKS

1. Flichy. Dynamics of Modern Communication: The Shaping and Impact of new communication technologies.
2. Seshagiri. Globalisation of Computer and communication Perspective for Developing Economics.
3. Dennis P. Curtin, Kim Foley, Kunal Sen, and Cathleen Morin, Information Technology, Tata Mc Graw Hill.
4. Multimedia on P.C. (WID) by Sinclair publications, BPB Publications.
5. NGLS, Information and Communication Technologies, Is-sue No.9 (Voices from Africa), United nations Non-Gov-ernmental Liovison Service, Geneva, 2000.
6. B.K. Gairola, Role of Information Technology and Con-tinuing Education in Human Resource Development, ISCEE News Letter Vol.6, No.1, May, 1999, University of Roorke.
7. Feather, John, Information Society : A study of Continuity and Change, Rondon, Library Association Publishing, 1994.
8. Technology Vision, 2020: Services, TIFAC, New Delhi, 1996.

MARDM: 1.5C

RURAL GOVERNANCE AND RURAL DEVELOPMENT

UNIT I:Rural Governance: Definition, Meaning, Importance. The concept of Nation, State, Constitution, Government, Democracy, Decentralization and its significance in Rural Development. Indian Constitution: Salient features with particular reference to Fundamental Rights, Citizens Charter; Constitutional provisions for Protection of Weaker Sections.

UNIT II:Public Administration Concept, Salient Features, Scope and Challenges, Development Administration, Good Governance: RTI act of India and Rural governance.

UNIT III:Indian Administration: Nature and structure, Bureaucracy in India: merits and demerits. Bureaucratic Issues affecting Rural Governance: Committed Bureaucracy, Urban Bias, Corruption, Citizen – Administration Relationship.

UNIT IV: e-Governance: Meaning, features, scope; Decentralization and Rural Governance: Panchayat Raj Institutions and its role in Rural Governance, Administrative structure at Village, Panchayat, Block and District levels; District Planning Committee: Composition, Functions and Significance.

REFERENCE BOOKS

1. Bendix, Reinhard, 1968, "Bureaucracy" in International Encyclopedia of the Social Sciences, Vols. 1 and 2, Mac-Millan, London.
2. Battacharys, Mohit 1979, Bureaucracy and Development Administration, Uppal Publishing House, New Delhi.
3. Jain L.C. 1985, Grass without roots; Rural Development under Government Auspices, Sage Publications, New Delhi.
4. Seshadri, K. 1976, Political Linkages and Rural Development, National Publishing House, New Delhi.

MARDM: PAPER –1.6a
ECONOMICS OF AGRICULTURE

UNIT-I:Agricultural Economics:Meaning, Scope and subject matter of Agricultural Economics; Agriculture and Economic Development; Land Reform measures and its impact-limitations.

UNIT-II: Cropping System: Different Types-Small Scale, Large Scale; Cropping- Types of cropping; Major Agricultural Crops and Cropping patterns and its trends; Farming System; Irrigation- Meaning-Sources, Importance and different types of irrigation- irrigation projects- criteria for financing irrigation projects-River water disputes.

UNIT-III:Agricultural Labour: Definition-Characteristics- Types-Importance, Demand and supply of Agricultural labour- Growth of Agricultural labour-Efficiency of Agricultural labour; Minimum wages Act- Agricultural Wages-Policies and practices.

UNIT-IV:Agriculture and Capital Formation: Trends in Capital formation in Agricultural sector- Fiscal significance of Agricultural taxes - Agricultural exports and imports-Institutional support to Agricultural exports; Agricultural Prices, Need for stabilization of Agricultural prices.

UNIT-V:Agricultural Technology: Basic concepts of Technology-Agricultural Technology Transfer-Types of Agricultural Technology; Impact of Technology on Agriculture- problems and prospects.

REFERENCEBOOKS

1. BaasilP.C."Agricultural Problems of India " Bhatnagar O.P and Desai G.R."Management of Agricultural Extension
2. Benjamin R.E.HarisharanS.V.Karunakaran, "Economics of Agriculture "
3. Dhingra I.O "Indian Economics problem
4. For Stet. G.W. and Leager Mero C." Elements of Agricultural Economics "
5. Indian Society of Agricultural Economics."Role of Irrigation In The Development of Indian Agriculture"
6. Indian Council of Agricultural Research; Hand Book of Agriculture.

MARDM: 1.6b

RURAL DEVELOPMENT THEORIES AND APPROACHES

UNIT I: Balance V/S Unbalanced Growth, Dualistic Theories – Social, Technical and Financial Dualism: The dependency theory of Underdevelopment, Myradals, theory of spread and back wash effect – trickle down theory – theory of A symmetric information.

UNIT II: NURkse's Theory of Disguised Unemployment as a saving Potential, The FEI and RANIS Model of Economic Growth, Lewis theory of unlimited supply of Labour, Harris – Todaro's Model of Rural – Urban Migration and Unemployment, Schultz's Transformation of Traditional Agriculture.

UNIT III: Approaches to Rural Development - Problem, Needs and Approaches: Supply driven Rural Development, Sustainable Rural Development, Participatory Rural Development; Gandhian Model of Development and Socialist model of development.

UNIT IV: Approaches – Functional and Structural approaches towards rural development in India. Growth Models of Indian Planning.

REFERENCEBOOKS

1. Adelman, "Theories of Economic Growth and Development".
2. Maheswari S. (1985) Rural Development in India, - A Public Policy Approach, Sage Publication, New Delhi.
3. Satyasundaram (1997), Rural Development, Himalaya Publishing House, New Delhi.
4. Rahul Mudgal (1996) Economic Dimensions of Rural Development, Sarup & Sons, New Delhi.
5. Lekhi R.K. (2005) The economics of Development and Planning.
6. Kalipada Deb (1977) The Challenge of Rural Development, M.D. Publication Pvt. Ltd., New Delhi.
7. Mishra and Puri – Economics of Development and Planning.

MARDM: PAPER –1.7

HUMAN VALUES AND 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

Semester-II

MARDM: PAPER: 2.1 RURAL INDUSTRIALIZATION

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, Handicrafts.

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.

MARDM:PAPER-2.2

RESEARCH METHODS AND METHODOLOGY 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:Sampling theory and procedures, Universe and Sample, Types: Stratified Sampling, Simple random sampling, Multistage Sampling,Purposive Sampling, Systematic Sampling

UNIT-III:Data collection: Primary and Secondary. Tools of data collection: Questionnaire, Schedule, Interview, Observation, Case studyQuantitative Data Presentation– Mean, Median, Mode; Standard Deviation - Correlation - Regression - Chi-square Test, T-Test, F-test;SPSS.

UNIT –V:Report writing: Analysis of data and report writing.Steps involved in writing of a report; Graphical Methods of Quantitative Data Presentation – Histogram, Pie Chart - Bar Diagrams. Trends in Research in Rural development.

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

MARDM: PAPER-2.3

AGRICULTURE & RURAL BIO-TECHNOLOGY

UNIT-1: Agriculture: History and development of agriculture in India; Objectives, Socio-economical perspectives; Agrarian Movements, Land Reforms, Green Revolution. Significance and Status of production of food crops and commercial crops. Drip irrigation, Merits and Demerits.

UNIT-II: Marginal farmers issues and income, Land acquisition policies, tribal land rights, social impact assessment, institutional aspects of sustainable agriculture and rural development, agrarian unrest, Agrarian distress, tenancy, social and gender dimensions in agrarian sector.

UNIT-III: Agriculture and allied sectors Mushroom Technology: Introduction, Nutritional/medicinal importance, Cultivation of edible mushrooms; Vermicompost Technology: Significance, methodology of production, merits and demerits, impact on agriculture development. Aqua farming and Bio floc Technology.

UNIT-IV: Agriculture Extension services; 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

MARDM: PAPER-2.4

FIELD VISITS AND FIELD REPORT

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.

Field report.80

Viva. 20

Total marks:100`

MARDM: PAPER-2.5a

RURAL MARKETING AND MANAGEMENT

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

UNIT-II: Problems in Rural Marketing of Agricultural Products: Transportation, Grading Storage and warehousing; Marketing information – Sources, Channels; Media and Communication in rural setting. Marketable surplus and Marketed Surplus; Market failure and Remedial measures: Asymmetric information, Public goods; Externality; Regulation of market: Collusion and Consumer's welfare. Impact of globalization on rural marketing.

UNIT-III: Marketing Costs: Strategies Issues (product and pricing), 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; Marketing Policies, Regulated Markets; Cooperative Marketing System; Strategies for development of Rural markets. 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 : Streaming the Regulated Market System Kurukshetra, August, 1994.

MARDM: 2.5b

RURAL DEVELOPMENT PROGRAMMES AND PLANNING

UNIT-I: Rural Development Programme(RDP): Meaning, Definition, Concept, Scope, Significance, Functions, Advantages; Need of Programmes, Rural Development Programmes of AP State.

UNIT-II: Philosophy of Rural Development Programmes, Plan Period: Origin, Objectives, Mission; Minimum Need Programme(MNP), Integrated rural Development(IRDP), Jawahar Rozgar Yojana(JRY), Employment Assurance Scheme(EAS); Programme for Self & Wage employment and Social Security: Swarnjayanti Gram Swarozgar Yojana(SGSY)-1, Swarnjayanti Gram Swarozgar Yojana(SGSY)-2, Sampurna Grameen Rozgar Yojana(SGRY), National Social Assistance Progeria (NSAP), Food Security – TPDS.

UNIT-III: Poverty Alleviation Programmes: Inception, Objectives, Mission, Prime Minister Rozgar Yojana-Gramin(PMRY-G), Pradhan Mantri Awaas Yojana-Gramin(PMAY-G), Pradhan Mantri Gram Sadak Yojana(PMGSY), Mahatma Gandhi National Rural employment generation programme(MNREGP), RashtriyaMahilaKosh(RMK). Programme of Development finance Corporations: National Rural Livelihoods Mission (DAY-NRLM), DeenDayal Upadhyay GraminKaushaly Yojana (DDU-GKY).

UNIT-IV: Rural Development Planning: Meaning, Objectives, Nature, Scope, Importance - Planning process, multi-level planning, District Planning, Grassroots level planning . Role of Zillaparishads, Mandal parishads and Grampanchayats in Rural planning and Development.

Reference Books

- 1.Akinbode, A. (1988). "The conceptual framework for rural development in developing countries". Research for Development, 5, (1&2), 8-9.
- 2.Gopinath Rao, P. 2006. Rural Development and Sustainable Livelihood Securi~. Delhi:
- 3.Global Network. Government of India (GOI). 2008. Eleventh Five Year. Plan 2007-201 2. Vul.11. New Deb: Planning Commission.
- 4.Gopinath Rao, P. 2006. Rural Development and Sustainable Livelihood Securi~. Delhi: Global Network.
- 5.Rao, M. V., Dheeraja, C., Hanumantha Rao, K., and Saurabh Kumar. 2010. Status R~jpoivr on Convergence Initiatives of MGNREGS in India. Hyderabad: National Institute of Rural Development.
- 6.Singh. Katar. 2009. Rural Development Principles, Policies ad Management. New Delhi: Sage Publications.
- 7.www.rural.nic.in.
- 8.www.nrega.nic.in.
- 9.www.nrega.net.in.

MARDM: 2.5C HORTICULTURE AND RURAL

DEVELOPMENT

UNIT I: Horticulture: Need, Importance; Integrated Development of Horticulture – Mission; National Level, State Level, District Level, Panchayat Raj Institutions, Technical Support in Rural area.

UNIT II: Horticulture growth – Research & Development (R&D), Production & Distribution of Planting Material, Establishment of New Gardens, Creation of Water Resources, Protected cultivation, Organic Farming, Good Agricultural Practices, Centre of Excellence for Horticulture at District Level.

UNIT III: Horticulture – Human Resource Development Horticulture, Horticulture Mechanization, Cold Chain Infrastructure, Creation of Market Infrastructure, Processing & Value Addition, Horticulture Database.

UNIT IV: Horticulture National Level Agencies – Role of National Horticulture Board (NHB), Gurgaon; National Horticulture Research & Development Foundation, Nashik; Agricultural and Processed Food Products Export Development Authority (APEDA), New Delhi; Directorate of Marketing & Inspection (DMI), New Delhi; National Medicinal Plants Board (NMPB), New Delhi; Central Institute of Horticulture (CIH) Nagaland; National Institute of Food Technology Entrepreneurship and Management (NIFTEM), Sonipat, Haryana.

References Books.

1. Jain SK, Dashora LK and Singh J (2012) Post Harvest Handling and Processing of Mandarin – Prospects and Constraints. In: Precision farming in Horticulture (Eds. Singh J, Jain SK, Dashora LK and Chundawat BS), New India Publishing Agency, Delhi.
2. NK Meena and Kalpana (2019) Harnessing the recent approaches in postharvest Quality Retention of Fruits-Morden Food Industry.
3. Meena L.K, Gupta A K, J Patel , MY Khan and Sunil Kumar, (2019), Ashwagandha (withaniyaSomnifera L) Medicinal Plants in India:Importance and Cultivation-Medicinal Plants in India:Importance and Cultivation-81-94
4. Singh, J. (2011) Horticultural Terminology, Published from Kalyani Publishers, Ludhiana. ISBN- 978-81-272-6922-7, pp. 351.
5. Singh, J.; Jain, S.K.; Dashora, L.K., and Chundawat, B.S. (2012) Precision farming in Horticulture, New India Publishing Agency, Pitampura, New Delhi. ISBN- 978-93- 81450-47-5, pp. 351.

MARDM: PAPER –2.6a

POPULATION GROWTH AND DEVELOPMENT IN RURAL AREA

UNIT- I: Population: Concept, Definition, Nature of population, Components and structure of population change; population composition in India- Marital status, education, economic, religious composition, and Impact on Welfare.

UNIT-II: Population growth: Determinants of population growth, measures to check rapid population growth- individual, national and international. Causes, Consequences, Merits and Demerits. Population, environment and sustainable development

UNIT-III: Economic development: Indicators of development; Population and gender issues. Economic inequalities and its causes; population and employment- economically active population, unemployment, types of unemployment.

UNIT-IV: Population and health linkage, Factors influencing fertility, mortality, migration, Managing elderly population, population and quality of life ; National Population Policy and Programmes: Trends in population Policies and programmes; State population policy. Its impact on development and GDP.

References Books

1. Meir, G.M and Baldwin, R.E. Economic Development: Teory, History and Policy New York: John Wiley and Sons.
2. Sharma S.K and S.L. Malhotra. Integrated Rural Development: Approach, Strategy and Perspectives, New Delhi: Heritage.
3. Singh Katar Rural Development Principles, Policies and Management. New Delhi: Sage Publication 1986.
4. Bhende, Asha A, and Kanitkar, Tara. 1993. Principles of Population Studies, Bombay: Himalaya, Publishing House.
5. United Nations, 1982. Population of India, Country Monograph, Series No.10, Bangkok., Economic and Social Commission for Asia and the Pacific.
6. Mishra, B.D. 1980. An Introduction to the study of Population, Madras: South Asian Publishers.

MARDM: 2.6b

ECONOMIC GROWTH AND RURAL DEVELOPMENT

UNIT I: Economic Growth and Economic Development; Theories of Economic Development: Adam Smith, Ricardo, Marx, Schumpeter, Rostow, Balanced & Unbalanced growth, Big Push approach; Models of Economic Growth: Harrod-Domar, Solow, Robinson, Kaldor; Technical progress – Disembodied & embodied; endogenous growth; Indicators of Economic Development: PQLI, HDI, SDGs.

UNIT II: Environmental Economics and Demography: Environment as a Public Good, Market Failure, Cost-Benefit Analysis and Compensation Criteria, Concepts and Measures: Fertility, Morbidity, Mortality

UNIT III: Economic Growth in India: Pattern and Structure; Industry: Pattern & Structure of Growth, Major Challenges, Policy Responses; Services: Pattern & Structure of Growth, Major Challenges, Policy Responses.

UNIT IV: Rural Development – Issues, Challenges & Policy Responses; Infrastructure Development: Physical and Social; Public-Private Partnerships; Reforms in Land, Labour and Capital Markets.

References Books

1. Economic Growth and Development Paperback – 1 January 2015 Hindi Edition by dr. v.c.sinha (Author), Dr. Pushpa Sinha (Author).
2. Maurya, N K and J V Vaishampayan (2012): "Growth and Structural Changes in India's Industrial Sector," International Journal of Economics, Vol 6, No 2, pp 321–31.
3. Abraham, V (2009): "Employment Growth in Rural India: Distress-Driven?" Economic & Political Weekly, Vol 44, No 16, pp 97–104. — (2013): "Missing Labour or Consistent 'De-feminisation'?" Economic & Political Weekly, Vol 48, No 31, pp 99–108.
4. Lichter DT, McLaughlin DK (2010) Changing Economic Opportunities, Family Structure, and Poverty in Rural Areas. Rural Sociology 60(4):688–706. doi: 10.1111/j.1549-0831.1995.tb00601.
5. Economic Development in Rural Areas, Institute for Strategy & Competitiveness, Harvard Business School, Ludcke House, Boston, MA 02163, Email: isc@hbs.edu
6. "Economic Growth and Quality of Life: A Threshold Hypothesis". [CiteSeerX 10.1.1.321.4576](#)
7. Galor, O. (2005) From Stagnation to Growth: Unified Growth Theory. Handbook of Economic Growth, Elsevier.
8. "Economic growth." Encyclopædia Britannic. 2007. Encyclopædia Britannica Online. 17 November 2007

MARDM: PAPER - 2.7

HUMAN VALUES AND 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, Sushruta 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.

Semester -3

MARDM: PAPER –3.1

NATURAL RESOURCES AND SUSTAINABLE DEVELOPMENT: LAND

UNIT-I:Land Use Pattern: Ecology and Ecosystem, Human activities and its impact on land. Soil Environment: Soil types, Soil erosion, Soil Fertility; Organic and Bio-fertilizers: Types, Merits and Demerits; Soil Pollution: causes and management; Land holding, Land reforms, marginal lands. Indigenous Knowledge Systems in Land conservation.

UNIT-II: Bleeding Land density: Exploitation - Soil Erosion-Desertification - Degradation - Pollution; Effects of Modern Agricultural Practices on Land and Environment; Pest Control

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. Drought – Prone areas programmes and Desert development Programme; Integrated wasteland and Developed Programme.

UNIT- IV: Common Property Resources: Definition, Nature, Types, Benefits; Drought – Prone areas programme and Desert Development Program; Integrated Wasteland and Development programme. Common property resources (CPR) 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.

MARDM: PAPER 3.2

NATURAL RESOURCES MANAGEMENT: WATER

UNIT-I:Water:Quantitative and Qualitative Aspects; Sustainability of Water Use; Surface Water and Ground water Resources and Utilization; Types of water – Water pollution – causes, Drinking water and its principles, Non-Drinking water and its contaminations, problems. Water testing and Purification methods, Community water tanks, strategies for ground waterenhancement – measures for water usage.

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 - Traditional Irrigation practices.

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 IssuesSprinkler
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

MARDM: PAPER –3.3a

NATURAL RESOURCES MANAGEMENT: VEGETATION

UNIT- I: Forest, Meaning - Types - Importance - Rural Development Vs Forestry Interface; Industry Vs Forestry Interface; forest Exploitation –Forest Degradation - Shifting Cultivation - Factors Responsible for Deforestation.

UNIT- II: Afforestation: Definition, Need, Goals, importance, process of creating a forest, advantages, forest management, Social Forestry Schemes: Farm Forestry, Community Forestry, Extension forestry, Agroforestry, tree planting in agricultural Land, Economic significance of forest, 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 Products: Edible Products, Methods of Collection - Preservation, Storage - Grading, (Marketing) quality, marketing, financial strength of tribal- 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
India: People's Participation and Forest Management in
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

MARDM: PAPER – 3.3b

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.

MARDM: PAPER –3.3c

WOMEN & CHILD DEVELOPMENT AND RURAL DEVELOPMENT

UNIT-1: Rural Women – Status and Development; Women Empowerment: Definition, Need, Strategies for Women Empowerment; Education and training of Rural women; Empowerment of Rural women – Policies and Programmes. Hindrances to Women Empowerment. Literacy, Poverty, Nutrition, Education, Situation of Rural Children; Health and Nutrition of Rural Children; Education of Rural Children.

Unit-II: Programmes for Women's and Child Development: Gender Planning and gender mainstreaming in RD, Gender budgeting and policy development. MNP/SGSY/ICDS/IAY/NCW/SCW/EDP; Policies and Programmes of social justice for gender equality. Human Rights with particular reference to Women – Need for legal literacy. Social legislation of children and Women.

UNIT-III: SHG movement 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: Rural women and livelihoods, 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, Gender mainstreaming in Rural development.

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.

MARDM: PAPER –3.3d

RURAL PROJECT PLANNING AND 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. Project Dimension; Identification and Formulation.

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-III: 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. Project appraisal – I (Technical feasibility); Project appraisal - II (Economic feasibility); Project appraisal – III (financial feasibility).

UNIT-IV: 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 Management
- Mridula Krishna : Project Planning in India
- Peter Smith : Agricultural Project Management Monitoring and Control of
Implementation

MARDM: PAPER – 3.4

SOFT SKILL DEVELOPMENT

UNIT I: Soft skills – Introduction, Teamwork skills, Emotional Intelligence skills; Assertive skills, Adaptability Skills, Problem Solving Skills.

UNIT II: Communication Skill; Definition, Nature, Process, Types, Barriers, Introduction, Listening Skills, Oral Communication, Functional Grammar and Vocabulary; Presentation Skill, Time Management Skill.

UNIT III: Personality Development: Body Language and Etiquettes, Groups Discussion and Interview Skill, Preparation of C.V./Resume.

UNIT IV: Introduction to Computer parts, Functions, Data Storage: Primary and Secondary storage: Operating Systems (MS-Windows), MS-Office – MS Word, MS Excel and PowerPoint, Role of Soft Skill and ICT in Rural Development.

REFERENCE BOOKS

- 1.. Soft Skills: An Integrated Approach to Maximise Personality, Gajendra S. Chauhan, Sangeeta Sharma,
2. Personality Development and Soft Skills, Barun K. Mitra, Oxford Press
- 3.“Ten Soft Skills You Need to Advance Your Career (Andere Keys Book 9)” by Lisa Smith
4. Soft Skills- Enhancing Employability, M. S. Rao, I. K. International
5. Cornerstone: Developing Soft Skills, Sherfield, Pearson
6. Chandra, Ashoka, “Emerging Challenges in TVET in Manpower and skill Development National Seminar on Business and Soft Skills Development owner, NITTTR, Chandigarh (India), 2006.
7. Flynn, Rosalie, “Graduate Employability Skills: discussion paper, Precision Consultancy, Melbourne, Australia,2006.
- 8.Anju, A. (2009), A Holistic Approach to Soft Skills Training, IUP Journal of Soft Skills; Vol. 3 Issue 3/4, p7-11

MARDM: PAPER –3.5a

CAREER GUIDANCE AND COUNSELLING

UNIT- I:Guidance and Counselling -Meaning, Concept and functions, theories of counselling – Psycho analysis, client centered, existential, rational-emotional-emotive, cognitive and behavioral; Perspectives of Education and Careers: education for labour market or empowering citizens, Human Capital theory Vs. Emancipation,

UNIT- II:Guidance and Counselling - Scope, types; Difference between Guidance and Counselling; Models of counselling- Helping model, Stage model; Stages in counselling – Action, Attention giving, Listening, Eye contact, Verbal and Non-verbal prompts; Career counselling stages – Information sharing, Testing, Remedial Coaching and Placement.

UNIT- III:CareerCounselling: Evolution of career counselling in India- Recent development in career guidance/counselling in developed countries and in India; Application of technology in Guidance and Counselling.

UNIT- IV:Skill set requirements for different careers: Health services,Career development tasks – Self-awareness, personal values and goals, personal cognition, understanding world of work, career alternatives and multiple job offers; Life skills building for youth,

Reference Books

- 1.Arulman, G. (2004). Career Counseling, Tata McGraw – Hill Pub.Ltd., New Delhi.
- 2.Sister Mary Vshala, SND (2006). Counseling and Guidance, Rajendra Ravindra Printers Pvt. Ltd., New Delhi.
- 3.Abha Sharma (2006). Counseling and Guidance, Vista International Pub. House, New Delhi.
- 4.Hoston Ransy and Teresa- Wards worth (1990). The Social Organisation of Work.
- 5.Womack James DamidT.Jhones and Daniel Roos (1985). The Machine that changed the World, Temple University Press
- 6.Dipak Kumar Bhattacharyya (2006). Human Resource Management, Excel Books, New Delhi- 28 (Second Edition).
- 7.Arcalion (2006). Human Resource Management, X Edtion, Pearson Prentice Hall, New Delhi.
- 8.Traler, A.R. and North, R.D. Techniques of guidance, Harper and Row Publishers, New York, 1966.

MARDM: PAPER –3.5b

EXTENSION ACTIVITIES AND VOLUNTARISM-RURAL DEVELOPMENT

UNIT – I: Extension: Concepts, Philosophy and approaches, Principles of Extension, Historical Development of Rural Extension in India, Types of Rural Extension, Extension methods, Extension management; Development strategies: Broad Front approach, Gandhian, Community Development, Target group approach, Sectoral Approach, Area Development and Integrated approach.

UNIT – II: Voluntarism -Concept, importance, objectives and Voluntary organizations – Roles and functions, Forms and classification, Role of voluntary organizations in rural development. Voluntary effort in Rural Development; Voluntary agency administration; Developing Community based programmes and projects, social action, formation and strengthening of voluntary Organizations.

UNIT – III: Planning and formation of voluntary organization's: Formation of groups, Preparation of Bye-laws; Financial Resources for NGOs - Self, State, Central Governments, Foreign Government and Missionaries; Identification of funding agencies; Code of ethics for NGOs.

UNIT – III:UNIT – IV: Planning and Programming of Development projects: Methods of planning and designing of programmes and projects; Project Proposal writing guidelines and Steps NGOs and Paradigm shifts – their implication on Education, Women Empowerment, Health, Disaster, Management, Girl rich and weaker section.

Reference Books

1. Commen, J.K., Social Transformation in rural India, Mobilisation and State intervention, Vikas Publications, New Delhi, 1984.
2. Jain, S.C. Community Development and Panchayat Raj in India.
3. Lubett, R. Non-Governmental Organisation as agents of empowerment, University of Reading, U.K., 1987.
4. Sankaran, R. Handbook of management of voluntary organisatons, International Co-operative Alliance, New Delhi.
5. Vimala Ramachandran, et al, Bridging the gap between Intention and Action, Asian South Pacific Bureau of Adult Education, UNESCO, New Delhi, 1998.

AGRICULTURE AND RURAL DEVELOPMENT

UNIT- I:Agriculture: Importance,Nature, Role and functions of Agriculture– Interdependence between Agriculture and Industry;Agriculture and Rural Development; Need and Significance of Agriculture –Land reforms, Land holding, Green Revolution. Agriculture:Pattern & Structure of growth, major challenges, policy responses, sustainable agriculture; soil andagriculture practice.

UNIT – II: Organic farming: Definition, concept, perspective, importance, aspects. growing crops under organic management – Organic farming achievements; Ms. Swaminathan foundation:Areas of organic farming: Vegetable crops, Horticulture crops, Food products, Preparation of Organic Pesticides and fertilizers:merits and demerits; Impact of Chemical Pesticides and fertilizers on agriculture and human health; KVK (Krishi Vigyana Kendra) role inAgriculture prospects:

UNIT-III: Status of Agriculture: Meager resources, Non-profitability of agriculture, Distress sales, inadequate credit and Insurance, Poor marketing,causes for farmer suicides, problems of agriculture labours. Agricultural Productivity and Trends, causes for low productivity, food production measures to increase productivity and MSP – (minimum support price), National Policy on agriculture,

UNIT -IV: Agricultural Technologies and capital formation. Technology in Irrigation, Dry farming, Agricultural tools, Recycling of waste and Oil technology, Bio-gas technology, Stages in Agricultural and Economic Development;National Food Security - Subsidies-Agricultural Subsidies-W.T.O. and Indian Agricultural Challenges,policies trends in agricultural prices.

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.

MARDM: PAPER –4.2

RURAL BANKING AND 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: Agriculture Finance – Need for agriculture finance, Sources of Agriculture finance,Kisan credit card, Institutional and Non-institutional Credit for Rural Development: Cooperative credit institutions- Commercial banks-Regional banks; Grameena Banks,

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.

MARDM: PAPER –4.3a

ENVIRONMENT AND 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-diseases, sanitation, hygiene, medicinal plants. 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 (1986); Earth Summit, Conventions on biodiversity and climate change; Earth Summit 1992 and others for Restoration of Ecological Balance; People's Movements for Environmental Protection: Chipko movement, Green politics, Anti-nuclear movement.

UNIT – IV: Environmental legislation and education. Primary health care, first aid, yoga and meditation. Agencies of Environmental Protection: Role of 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.
10. Trivedi, R.N. (1992): *Environmental Problems – Prospect and Constraints*, Anmol Publication, New Delh.

MARDM: PAPER –4.3b

STATISTICAL METHODS FOR SOCIAL RESEARCH

UNIT- I: Statistics- Definition, functions, importance, advantages and limitations and use of statistics in social research.

UNIT- II: Classification & Tabulation of data- data, classification, purpose, advantages, types, tabulation, objectives and rules of tabulation.

UNIT- III: Measures of central tendency- Mean, Median, Mode Definition- calculation, use merits and demerits. t test, Chi-square test-calculation, use merits and demerits.,

UNIT- IV: Diagrammatic and graphical representation of data- line diagram, bar diagram, pie diagram. Graphs- types, line graph, range graph and histogram.

Reference Books

1. Gupta B.N. Statistics (Agra Sahitya Bhavan. 1994).
2. Harald, S. Stone et al. Introduction to. Computer Architecture, Galgatia Publications Private Ltd., New Delhi, 1988.
3. Sarma, K.V.S. Statistics made simple. New Delhi: Prentice hall of India Pvt. Limited. 2001.
4. Gupta C.B. : An Introduction to Statistical Methods
5. Simson and Kelkn : Basic Statistics
6. Mason and Lind : Statistical Techniques in Business and Economics

MARDM: PAPER –4.3c

RURAL ENTREPRENEURSHIP AND DEVELOPMENT

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, Youth entrepreneurs.

UNIT- II: Entrepreneurship Development Programme - Role of SHG in Promoting entrepreneurship, Linkage between rural and Urban enterprises, Cottage industries, traditional crafts and handloom, Skill development through entrepreneurship, Rural cluster, Rural tourism, **Startup** village entrepreneurship, Entrepreneurial motivation, competencies, mobility. Training for entrepreneurship: Entrepreneurship development courses.

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. Policies and Programmes of entrepreneurship.

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. Srinivasan & G.P.Gupta. Entrepreneurial Development, Sultan Chand & Sons.

MARDM: PAPER –4.3d

VOCATIONAL EDUCATION AND TRAINING

UNIT- I: Vocational Education and Training: Concepts, Meaning, Need and importance; Theory and principles of vocational training; Rural occupations – Types, use and problems; Emerging occupations.

UNIT- II: Apprenticeship: Nature of apprenticeship, Distinction. between Apprenticeable and Non-apprenticeable occupations; Apprenticeship and institutional training, Areas of Apprenticeship, Training practices.

UNIT- III: Training and Educational Programmes: Training by Objective, Development of a training curriculum; Training methods and resources; Issues in Rural vocational training in India, Bangladesh, Indonesia, Korea and Malesia; Training opportunities for women in Asia and the Pacific with special reference to India.

UNIT- IV: Vocational guidance and Life guidance: Nature, aspects and methods of life guidance; Planning, Programming and Evaluating Vocational Education Programmes.

REFERENCE BOOKS

1. International Labour Organisation, Theory and Practice of Vocational Training in Japan. 2nd Revised Edition, APSDP, Islamabad, 1982. .
2. International labour Organisation, Planning, Programming and Evaluating Vocational Training, Report of APSDEP/ ILO/Japan Regional workshop, 11-18 August 1986, Chiba, Japan, APSDEP/Islamabad, 1986, Vi 109pp.
3. International Labour Organisation. Appropriate Technology and Training for Women in South Asia, Report of a Sub Regional Workshop, 26, Oct. - 1 Nov. 1986, Islamabad, Pakistan, APSDEP, Islamabad, 1987, Vi+57p.
4. International Labour Organisation, Apprenticeship in Asia „and the Pacific, Report of a Regional Seminar, 13-20 July. -981, Colombo, Sri Lanka, APSDP, Islamabad, Pakistan, 1981, 156 p.
5. Hosomi. G. Nakata, S et al. New Approach to Vocational Training Vol.1 (1985) and Vo1 11 (1986), ILO/APSDEP Islamabad, Pakisthan.
6. LucitaLazo. Work and Training opportunities for women in Asia and the pacific, International Labour Office, APSDP, Islamabad, 1984 VIII + 256 p.

MARDM: PAPER –4.4

PROJECT REPORT/ DISSERTATION

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	-	80 marks
Viva-vice	-	20 marks
Total	-	100 marks

MARDM: PAPER –4.5a

HUMAN RESOURCE DEVELOPMENT IN RURAL SECTORS

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

UNIT – II: Human Resources Planning and Development: Objectives, Strategies, RD functionaries' skills – motivation, leadership, managerial, group dynamics; sustainable human development – attitudes, perceptions, abilities, aptitudes. HRD process & activities – capacity building, designing and developing HRD Programmes and applications, psychometric techniques, coaching and mentoring, competency mapping.

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 Panchayat Raj functionaries: Behavioral dimensions, motivation teambuilding, stress management communication skills, 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 in Bangladesh, Indonesia, Korea, Malaysia, The Philippines and Thailand. Report of a Sub-regional Seminar, Dhaka, Bangladesh 5-11 May, 1984.

Reddy, M C. Reddeppa (2006). 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.

MARDM: PAPER –4.5b

SKILL DEVELOPMENT INITIATIVES

UNIT- I:Skills: Definition and types, Multi-skills, Competencies and competency mapping; Skill development:Concept,scope, components and status of skill development in India.

UNIT-II:Skill deficiency in India: Status and steps needed for skilling India - Skill sectors needed for the youth; Role of the Government, Industry bodiesand Networks, Educational Institutionsin the skilling of Indian youth.

UNIT-III:Skill development Policies in India: National Skill Development Policy (2009),National Policy for Skill Development and Entrepreneurship (2015) and their features; Institutional Frame work for skill development- Skill development initiatives in various ministries of the Government.

UNIT-IV:Organisational structure for Skill development: National Skill development Corporation, National Skills Development Agency, National Skills Qualification Framework, Sector Skills Councils (SSCs), State skill development missions.

REFERENCE BOOKS

- Acumen, 2014. Why India’s Economic Growth Depends on Vocational Training, October 30, 2014 by Acumen in Acumen Blog, On the Ground, Our World.
- Allais, Stephanie (2011a): What are skills? Rethinking the relationships between labour markets, social policy, and skills development. Paper presented at the Global Labour, University Conference held on 28-30 September 2011.
- Asian Development Bank (ADB) (2004). Improving Technical Education and Vocational Training: Strategies for Asia. Manila: Asian Development Bank.
- Barry Sesnan, Graham Wood, Marina L., Anselme& Ann Avery. Skills Training for youth, FMR 20 pp.33-35.
- National Skill Development Corporation (2012). Transforming the skill landscape, Annual Report, 2012, Govt. of India, New Delh.
- Okada, Aya, (2004). Skills Development and Inter firm Learning Linkages under Globalization: Lessons from the Indian Automobile Industry, World Development. 32 (7), 1265-1288.
- Okada, Aya. (2006). Skills Formation for Economic Development in India: Fostering Institutional Linkages between Vocational Education and Industry, Manpower Journal, 41(4). 71-95.
- Reddy, MCR (2014). Employability of Students - Problems and Perspectives,in Institute of Information Technology & Management (NIITM) Employability Strategic Issues and Challenges (Conference Proceedings of Nehru International Conference on Employability held on 06-07 March 2015) published by Shanlax Publications, Madurai, TN., pp.56-67.
- UNESCO (2012). Youth and skills. Putting education to work. Education for All Global Monitoring Report 2012. Paris.
- UNESCO(2012). Education at a Glance Report, OECD 2014, NSDC, Economic times July 5 2014, Eleventh Five Year Plan 2007-2012.

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