

**Department of Adult and Continuing Education
S.V.U COLLEGE OF ARTS
SRI VENKATESWARA UNIVERSITY: TIRUPATI**



**Course
M.A Rural Development & Management
SYLLABUS/CURRICULUM FRAME WORK**

**Choice Based Credit System (CBCS)
academic year 2024-25 onward**

**MASTER OF ARTS
Re-Structured P.G. Programme (CBCS) as per NEP 2020,
National Higher Education Qualification Frame Work (NHEQF) and
Guidelines of APSCHE
(With effect from the academic year 2024-25)**

S.V. UNIVERSITY, TIRUPATI
SVUCOLLEGE OF ARTS

DEPARTMENT OF ADULT AND CONTINUING EDUCATION

**Re-Structured P.G. Programme (CBCS) as per NEP 2020,
National Higher Education Qualification Frame Work (NHEQF) and
Guidelines of APSCHE**

(With effect from the batch of Students admitted from the academic year 2024-25)

M.A RURAL DEVELOPMENT & MANAGEMENT

SEMESTER - I								
S. No	Course	Code	Title of the Course	H/W	C	SEE	IA	Total Marks
1	*CC	MARDM 101	Introduction to Rural Development	6	4	70	30	100
2		MARDM 102	Equity and Social Development in Rural Area					
3		MARDM 103	Indian Rural Economic - Structure	6	4	70	30	100
		MARDM 104	Literacy and Education for Rural Development					
		MARDM 105	Rural Development Institutions					
4	*SOC	MARDM 106	Information and Communication Technology for Rural Development (A) OR Rural Governance and Rural Development (B)	6	4	70	30	100
5		MARDM 107	Soft Skills and Personality Development (A) OR Social Entrepreneurship (B)					
Total				36	20	350	150	500
6	Audit Course	MARDM108	Human Values and Professional Ethics	6	0	0	100	0

- *CC (Core Courses) - Student can choose any Three out of Five Core Courses
- *SOC (Skill Oriented Courses) – Student can choose one from each code
- Audit Course – Zero Credits but mandatory with only a Pass

SEMESTER - II								
S. No	Course	Code	Title of the Course	H/W	C	SEE	IA	Total Marks
1	*CC	MARDM 201	Rural Industrialisation	6	4	70	30	100
2		MARDM 202	Research Methods and Methodology in Rural Development					
		MARDM 203	Agriculture & Rural Bio -Technology	6	4	70	30	100
3		MARDM 204	Rural Marketing and Management					
		MARDM 205	Rural Development Programmes and Planning					
4	*SOC	MARDM 206	National Educational Policy 2020 and Institutional Building (A) OR Vocational Education and Training	6	4	70	30	100
5		MARDM 207	Human Resource Development in Rural Sector (A) OR Horticulture and Rural Development (B)					
6	*OOTC	MARDM 208	Open Online Transdisciplinary Course - 1	-	2	-	100	100
Total				36	22	350	250	600
7	Audit Course	MARDM 209	Values for Human Development	6	0	0	100	0

- *CC (Core Courses) - Student can choose any Three out of Five core courses
- *SOC (Skill Oriented Courses) – Student can choose one from each code
- *OOTC (Open Online Transdisciplinary Course) - Students can choose any relevant course of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc.,
- Audit Course – Zero Credits but mandatory with only a Pass

SEMESTER - III								
S. No	Course	Code	Title of the Course	H/W	C	SEE	IA	Total Marks
1	*CC	MARDM 301	Natural Resources Sustainable Development - Land	6	4	70	30	100
2		MARDM 302	Natural Resources Management - Water	6	4	70	30	100
		MARDM 303	Natural Resources Management-Vegetation					
3		MARDM 304	Women & Child Development and Rural Development					
		MARDM 305	Rural Project Planning and Management	6	4	70	30	100
4	*SOC	MARDM 306	Communications for Rural Development (A) OR Soft Skill Development (B)	6	4	70	30	100
5		MARDM 307	Career Guidance and Counselling (A) OR Rural Entrepreneurship and Development (B)	6	4	70	30	100
6	*OOTC	MARDM 308	Open Online Transdisciplinary Course - 2	-	2	-	100	100
*	Seminar / Tutorials / Remedial Classes and Quiz as part of Internal Assessment			6	-	-	-	-
Total				36	22	350	250	600

- *CC (Core Courses) - Student can choose any Three out of Five core courses
- *SOC (Skill Oriented Courses) – Student can choose one from each code
- *OOTC (Open Online Transdisciplinary Course) - Students can choose any relevant course of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc.,

SEMESTER - IV								
S. No	Course	Code	Title of the Course	H/W	C	SEE	IA	Total Marks
1	OOSDC	MARDM 401	Open Online Skill Development Courses	-	8	-	200	200
2	PW	MARDM 402	Project Work Orientation Classes	24	12	300	0	300
*	Conducting classes for competitive exams, communication skills, UGC / CSIR and NET / SLET examinations			12	-	-	-	-
Total				36	20	300	200	500
Total Semesters				144	84	1350	850	2200

- Open Online Skill Development Course (OOSDC) - Students can choose any **Two** relevant courses of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc., to get **8 credits** (with **4 credits** from each course)

SEMESTER - I
Core Course
MARDM - PAPER-101
INTRODUCTON TO RURAL DEVELOPMENT

UNIT-1: Rural Development: Introduction to Rural Society – concept of village, aspects Concept, Definition Nature, Strategies 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: 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.

UNIT-III: Health Education. Accessibility of health facilities, Hospitals; Health schemes - Arogya Sree, Issues in Community Health- National Rural Health Mission; AYUSH programme; – Right to Health Bill – 2021.

UNIT-IV: 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-V: Status of Rural areas: Drinking water and Rural, Toilets, Rural Electrification energy, Rural connectivity, Importance of Transport system in Rural Development; Rural Work Force, Problems of Unemployment and Under employment; Rural poverty; Global & Hunger Index (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

Core Course
MARDM - PAPER-102
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;

UNIT-IV: Family – Definition, Characteristics, Types, Functions, Merits & Demerits; Factors Changing the family system, Present day family system. Marriage: Definition, Types, Marriage system and Society changing patterns in the marriage system.

UNIT-V: Caste system: Meaning, definition, Characteristics, Functions of caste system in Rural India, Merit and Demerits of Caste system, Social Change: Mobility & Mobilization, Empowerment of Scheduled 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 |

Core Course
MARDM - PAPER- 103
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;

UNIT-IV: 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-V: 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-104
LITERACY AND EDUCATION FOR RURAL DEVELOPMENT

UNIT I: Literacy: Meaning, Need, Aspects, Importance, Special Variations in literacy, Causes of Slow literacy rate, measures to increase the literacy in rural area. Evolution of Literacy in India. 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, Vocational Education, Higher 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 Sansthans. Total Literacy campaign.

UNIT- IV: Agricultural Education: Concept, nature, scope, types, need and significance; Agricultural education in India; Agricultural education and Rural Development-Crop Improvement, Live STOCK Production and Management. Role of Agricultural Universities and Institutions.

UNIT-V: Role of Universities and Training institutions in Rural development- Literacy Programmes, Financial Literacy. 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.

Core Course
MARDM: PAPER-105
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),

UNIT-II: Sustainable development goals (SDGs) & gram panchayats: SHG – PRI convergence, Enablement of Panchayats, panchayat good governance, Empowering Ward members.

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

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

UNIT-V: 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.

Skill Oriented Course - 1
MARDM: PAPER – 106 (A)
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-

UNIT-II: 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-III: 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-IV: 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-V: 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.

Skill Oriented Course - 1
MARDM: 106 (B)
RURAL GOVERNANCE AND RURAL DEVELOPMENT

UNIT I: Rural Governance: Definition, Meaning, Importance. The concept of Nation, State, Constitution, 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 Rural people.

UNIT-II: Origin and growth of Panchayati Raj Institutions (PRI). Introduction to Panchayati Raj Institutions and Nature of PRI during British rule, PRI in Independent India. Debate on PRI. Mahatma Gandhiji and Dr. B.R. Ambedkar. Rabindranath Tagore, Rajiv Gandhi. Community Development Programme. Ashok Mehta and C.H. Hanumantha Rao Committee. V. K Rao Committee.

UNIT-III: Programmes of Rural Development. Rural Health Care, Tribal Development Programme (1959), Drought-prone Area Programme (1979), Nature and meaning of Migration, Impact of Labour Act on Migrants, Socio-economic conditions of rural migrants'-Governance in Rural India. Salient Features, Scope and Challenges- Good Governance: RTI act of India and Rural governance.

UNIT-IV: 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-V: 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.

Skill Oriented Course - 2
MARDM: PAPER-107 (A)
SOFT SKILLS AND PERSONALITY DEVELOPMENT

UNIT I: Introduction: A New Approach to Learning, Planning and Goal-Setting Human Perceptions: Understanding People, Types of Soft Skills: Self- Management Skills, Aiming for Excellence: Developing Potential and Self- Actualisation need, Achievement and Spiritual Intelligence: Conflict Resolution Skills: Seeking Win-Win Solution: Inter-Personal Conflicts, Solutions: Types of Conflicts: Conflict, Resolution.

UNIT-II: Types of Stress: Self-Awareness About Stress: Regulating Stress: Making the Best Out of Stress: Habits: Guiding Principles: Habits: Identifying Good and Bad Habits: Habits: Habit Cycle: Breaking Bad Habits: Using the Zeigarnik Effect For Productivity and Personal Growth: Forming Habits of Success.

UNIT-III: Communication: Significance of Listening: Communication: Active Listening : Communication: Barriers to Active Listening: Telephone Communication: Basic Telephone Skills: Advanced Telephone Skills: Telephone Communication: Essential Telephone Skills: Technology and Communication: Technological Personality: Technology and Communication: Mobile Personality: Technology and Communication: E-Mail Principles.

UNIT-IV: Communication Skills: Effective Communication: Barriers to Communication: Arising Out of Sender/Receiver's Personality: Barriers to Communication: Interpersonal Transactions: Barriers to Communication: Miscommunication: Non-Verbal Communication: Pre-Thinking: Introduction and Importance: Issues and Types: action: Basics and Universals: Non-Verbal Communication: Interpreting Non-Verbal Cues

UNIT-V: Body Language: For Interviews: Body Language: For Group Discussions: Presentation Skills: Overcoming Fear: Presentation Skills: Becoming a Professional: Presentation Skills: The Role of Body Language: Presentation Skills: Using Visuals: Reading Skills: Effective Reading: Human Relations: Developing Trust and Integrity

Books and references

1. Dorch, Patricia. *What Are Soft Skills?* New York: Execu Dress Publisher, 2013.
2. Kamin, Maxine. *Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders.* Washington, DC: Pfeiffer & Company, 2013.
3. Klaus, Peggy, Jane Rohman & Molly Hamaker. *The Hard Truth about Soft Skills.* London: HarperCollins E-books, 2007.
4. Petes S. J., Francis. *Soft Skills and Professional Communication.* New Delhi: Tata McGraw-Hill Education, 2011.
5. Stein, Steven J. & Howard E. Book. *The EQ Edge: Emotional Intelligence and Your Success.* Canada: Wiley & Sons, 2006.

Skill Oriented Course - 2
MARDM: PAPER-107 (B)
SOCIAL ENTREPRENEURSHIP

UNIT-I: Voluntary Sector: Need and importance of Third Sector in development. Typologies of third sector – Voluntary, NGO, NPO, CBO, and CSO- Growth of third sector in India – Performance and environment of third sector- Third sector relationship to state and civil society.

UNIT -II: Social Entrepreneurship: Concept, Definition, Importance of social entrepreneurship – Social entrepreneurship Vs business entrepreneurship – social entrepreneurs and social change – qualities and traits of social entrepreneurs – Social Capital promotion through voluntary sectors.

UNIT-III: Social Enterprises: Concept, Definition, and Importance of social enterprises – similarities and differences between social enterprises and nonprofit organization – types of social enterprises – concept of Triple Bottom Line- Bottom of the Pyramid – Corporate Social Responsibility – Select case studies of Indian Social Enterprises.

UNIT-IV: Management of social enterprises: Global and National environment to promote social enterprises and social entrepreneurship. Financial Management of social enterprises – venture capital for social enterprises – Corporate and government support for social enterprises – Community participation in social enterprises.

UNIT-V: Social Marketing: Marketing of Social Services -application of marketing principles in welfare and development field – problems and remedies in social marketing.

Reference Books:

- 1-Alex Nicholls, (2006), Social Entrepreneurship: New Models of Sustainable Social Change, New York: Oxford University Press.
- 2-Change, New York: Oxford University Press.
- 3-David Bornstein, (2007), How to Change the World: Social Entrepreneurs and the Power of New Ideas, New York: Oxford University Press.
- 4-Fred Setteberg, Kary Schulman (1985), Beyond Profit: Complete Guide to Managing the Non-Profit Organizations, New York: Harper & Row.
- 5-Gregory Dees, Jed Emerson, Peter Economy (2002), Enterprising Non-Profits – A Toolkit for Social Entrepreneurs, New York: John Wiley and Sons.
- 6-Peter Drucker (1990), Managing the Non-Profits Organizations: Practices and Principles, New York: HarperCollins

Audit Course - IKS - 1
MARDM: PAPER – 108

HUMAN VALUES AND PROFESSIONAL ETHICS

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)

UNIT-IV: Purusharthas (Cardinal Virtues) Dharma (Righteousness), Artha (Wealth), Kama (fulfillment Bodily Desires) MOksha (Liberation)

UNIT-V: 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
Core Course
MARDM: PAPER: 201
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,

UNIT-IV: Financial Organizations, Regional Rural Banks and State Finance Corporations. Small-Scale and Micro Enterprises: Introduction, Changed Nomenclature; Definition of Micro Enterprises,

UNIT-V: 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
Bepion Behari	:	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.

Core Course
MARDM: PAPER-202

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 study Quantitative Data Presentation.

UNIT-IV: 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

Core Course
MARDM: PAPER-203
AGRICULTURE & RURAL BIO-TECHNOLOGY

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-II: Soil Environment: Soil types erosion (Problems & management), Fertility, Organic and Bio-fertilizers: Types, Merits and demerits; Soil Pollution: Causes and management.

UNIT-III: Crop residues and their application to Rural Development: Fibrous; stovers, straw, Husk (Hulls), Oil cakes, Sugarcane (baggase, tops, molasses, Presumed), Vegetable (Tomato, potato, cabbage).

UNIT-IV: Mushroom Technology: Introduction, nutritional/medicinal importance, and Cultivation of edible mushrooms, Socio-economical role in Rural Society. Vermicompost Technology: Significance, methodology of production, merits and demerits, impacts on rural 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

Core Course
MARDM: PAPER-204
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.

UNIT-III: 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-IV: 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-V: 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.

Core Course
MARDM: 205
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);

UNIT-III: Programme for employment and Social Security: Swarnjayanti Gram Swarozgar Yojana (SGSY)-1, Swarnjayanti Gram Swarozgar Yojana (SGSY)-2, Sampoorna Grameen Rozgar Yojana (SGRY), National Social Assistance Progeria (NSAP), Food Security – TPDS.

UNIT-IV: 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), Rashtriya Mahila Kosh(RMK). Programme of Development finance Corporations: National Rural Livelihoods Mission (DAY-NRLM), Deen Dayal Upadhyay Gramin Kaushaly Yojana (DDU-GKY).

UNIT-V: Rural Development Planning: Meaning, Objectives, Nature, Scope, Importance - Planning process, multi-level planning, District Planning, Grassroots level planning. Role of Zilla parishads, Mandal parishads and Gram panchayats 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~jpovr 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.

Skill Oriented Course - 3
MARDM: 206 (A)
NATIONAL EDUCATIONAL POLICY- 2020 AND INSTITUTIONAL BUILDING

UNIT-I: NEP-2020: Aims and Objectives, Vision and Goals of NEP 2020. Salient features of NEP, Understanding of NEP 2020, Application of NEP in Institutional Contexts. Role of Policy in Higher Education: The Contours of NEP 2020, GER, Access, Equity and Inclusion Bhartiya Gyan Parampara (India's Intellectual Tradition).

Unit- II: Curriculum and Pedagogy, Holistic and Multidisciplinary Education, and Multiple Entry-Exit, Enabling Learning Environment (and Learner Support) for Optimal Learning, Vocational Education, Skilling and Employability.

Unit-III: Role of Teachers, Governance and Leadership in Higher Education, Technology Integration and Blended Learning, Institutional Leadership and Governance, Research and Innovation in Education. Digital Education/Technology-Enabled Learning, Cross-border Education/ Internationalization of Education, Quality Academic Research, Regulation and Quality Assurance.

Unit -IV: Institutional Building in Rural Development. Concepts of Institutional Building and Capacity Development. Role of Institutions in Rural Development (Panchayats, SHGs, Cooperatives). Building Effective Rural Institutions: Challenges and Opportunities.

UNIT-V: NEP's Focus on Governance and Institutional Building. Enhancing Institutional Capacity in Education Systems. Financial, Administrative, and Leadership Reforms in Educational Institutions. Assessment and Continuous Evaluation, Innovative Formative and Summative Assessment, Monitoring and Evaluation of Institutional Development.

Books and references.

1. NEP 2020 – Government of India Document swayam@nitttrc.edu.in, swayam@nitttrc.ac.in, National Education Policy 2020: https://www.education.gov.in/sites/upload_files/mhrd/files/NEP_Final_English_0.pdf.
2. UGC Chairman on Academic Bank of Credit: <https://www.youtube.com/watch?v=qKOGZDcZeVM&t=7s>
3. UGC Guidelines on Multidisciplinary Institutions: https://www.ugc.gov.in/pdfnews/5599305_Guidelines-for-Transforming-Higher-Education-Institutions-into-Multidisciplinary-Institutions.pdf
4. National Credit Framework, 2023: https://www.ugc.gov.in/pdfnews/9028476_Report-of-National-Credit-Framework.pdf
5. UGC regulation on Twinning, Joint Degree and Dual Degree Programme: https://www.ugc.gov.in/pdfnews/4555806_UGC-Acad-Collab-Regulations.pdf.
6. National Education Policy 2020: Ministry of Education, Government of India.
7. "Rural Development: Principles, Policies, and Management" by Katar Singh.

Skill Oriented Course - 3
MARDM: 206 (B)
VOCATIONAL EDUCATION AND TRAINING

UNIT- I: Vocational Education: Definition, Concepts, Meaning, Need and importance; – Types, use and problems; Emerging occupations. Introduction to Vocational Education. Skill Development Initiatives in Rural Areas. Vocational Training Schemes and Policies in India. Role of ITIs and Polytechnics in Rural Development.

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

UNIT- III: Theory and principles of vocational training; Rural occupations Training and Educational Programmes: Training by Objective, Development of a training curriculum; Training methods and resources;

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

UNIT-V: Vocational Education and Skill Development. NEP's Approach to Vocational Education. Integrating Vocational Training in Rural School Curricula. Rural Skill Development Initiatives and Schemes. Micro and Small Enterprises in Rural Areas. Startups and Innovation in Rural Areas.

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- 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 Vol 11 (1986), ILO/APSDEP Islamabad, Pakistan.
6. Lucita Lazo. Work and Training opportunities for women in Asia and the Pacific, International Labour Office, APSDP, Islamabad, 1984 VIII + 256 p.

Skill Oriented Course - 4
MARDM: 207 (A)
HUMAN RESOURCE DEVELOPMENT IN RURAL SECTOR

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;

UNIT-II: Sustainable human development – attitudes, perceptions, abilities, aptitudes. HRD process & activities – capacity building, designing and developing HRD Programs and applications, psychometric techniques, coaching and mentoring, competency mapping.

UNIT-IV: Training and Development: Need for Manpower training, Classification of Training, Designing Training programs and methods; Performance appraisal and standards, H R Competencies, Performance counseling, Effectiveness of training.

UNIT – V: Training of Panchayat Raj functionaries: Behavioral dimensions, motivation team building, 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

1. Dipak Kumar Bhattacharyya (2006). Human Resource Management, Excel Books, New Delhi - 28 (Second Edition).
2. Arcalion (2006). Human Resource Management, Pearson Prentice Hall, New Delhi -28 (X Edition).
3. 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.
4. Reddy, M C. Reddeppa (2006). Emerging Rural Occupations, Dept. of Adult & Continuing Education, S.V. University, Tirupati.
5. Mehta M R : Human Resource Development Planning with Special Reference to Asia
6. Alexander V Alex : Human Capital Approach in Economic Development
7. Batra V P : The Economic and Human Resources
8. ILO : Employment Promotion with Special Reference to Rural Areas
9. George Tobias : Human Resources in India
10. Gyan Chand : Population in Perspective
11. World Bank : World Development Report, 1001
12. Govindappa K : Adult Education Impact of National Literacy Mission
13. UNDP : Human Development Report(s) 1998. 1999, 2000.

Skill Oriented Course - 4
MARDM: 207 (B)
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;

UNIT-V: Role of National Medicinal Plants Board (NMPB), New Delhi; Central Institute of Horticulture (CIH) Nagaland; National Institute of Food Technology Entrepreneurship and Management (NIFTEM), Sonapat, 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 (withaniya Somnifera 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.

OOTC – 1
MARDM: 208
OPEN ONLINE TRANSDISCIPLINARY COURSE

Open Online Transdisciplinary Course (OOTC)- Students can choose any relevant course of his/her choice from the online courses offered by Governmental agencies like SWAYAM, NPTEL., etc.,

Audit Course - IKS - 2
MARDM: 209
VALUES FOR HUMAN DEVELOPMENT

UNIT – I: Value, definition, meaning, importance. Types of values, Value Education: Definition-relevance to present day concept of human values; Self Introspection-Self-esteem.

UNIT-II: 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 –III: Medical ethics: Views of Charka, 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 –IV: Environmental ethics: Ethical theory, Man and nature- Ecological crisis, Pest control, Pollution and waste Climate change; Energy and population, justice and environmental health.

UNIT- V: 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 Mackenjie: 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:New delhi
4. “Ethics in management’By S.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.Kaviraj Kunjanlal, Kunjalal Brishagratha. Chowkamba Sankrit series, VolII,II and III, Varnasi, Vol I OO, 16-20,21-22 and 74-77 only.
11. Caraka Samhita :Tr.Dr.Ram Karan Sarna and Vaidya Bhagavan Dash, Chowkambha.

SEMESTER – III

Core Course

MARDM: PAPER – 301

NATURAL RESOURCES AND SUSTAINABLE DEVELOPMENT: LAND

UNIT-I: Introduction to Natural Resource Bases. Resource Management Paradigms. 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.

UNIT-II: Indigenous Knowledge Systems in Land conservation. 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.

UNIT- IV: Common Property Resources: Definition, Nature, Types, Benefits; Drought – Prone areas programme and Desert Development Program; Integrated Wasteland and Development programme. Industries dealing with Land Restoration.

UNIT-V: Common property resources (CPR) and Environmental protection; Declining of common property resources; Problems of CPRs - Management Strategies for Sustainable Use of CPRs. Landscape Management. Mechanism to implement Environmental Laws in India, Role of GO's and NGO's in implementing environmental laws, Challenges in the implementation of environmental legislation.

REFERENCE BOOKS

- | | | |
|------------------------|---|---|
| David Pearce | : | Economics of Natural Resources |
| Jyothi Prakash & Reddy | : | Sustainable Regeneration of Degraded Lands |
| Roland Bunes | : | Two Ears of Corn |
| Katar Singh | : | Managing Common Fool 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 fir 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.

Core Course
MARDM: PAPER 302
NATURAL RESOURCES MANAGEMENT: WATER

UNIT-I: Approaches in Resource Management. 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,

UNIT-II: Non-Drinking water and its contaminations, problems. Water testing and Purification methods, Community water tanks, strategies for ground water enhancement – measures for water usage.

UNIT-III: 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- IV: Water Conservation Technologies in Agriculture: Role of Technology in Water Management. Micro irrigation Systems -Drip and Sprinkler Irrigation - Traditional Irrigation practices. Community Based Natural Resources Management.

UNIT-V: Earth's depleting Natural Resources -Water, Forest, Minerals, Biological Resources. Need for a Legal framework and its enforcement, Legal measures to control pollution, Environmental Legislation In India. 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

Core Course

MARDM: PAPER – 303

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.

UNIT- III: Economic significance of forest, Eco Tourism; Wild Life and Forestry Joint Forest Management Programme: Scope and Objectives; Stake-holders participation- Soil Works,

UNIT-IV: 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 : 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". AsiaPasific Journal of Rural Development.
January, 2000
GOI :Report of the National Commission on Agriculture Forestry

Core Course
MARDM: PAPER – 304
WOMEN & CHILD DEVELOPMENT AND RURAL DEVELOPMENT

UNIT-1: Women- Definition, Perception in Indian context. Rural Women –Problems, Education Status, Economic Status and Development. Empowerment: Definition, Need, Strategies for Women Empowerment; Education and training of Rural women.

UNIT-II: 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. Gender Bias

Unit-III: 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-IV: 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. SHG and Village Industries. Financial Status and Resources. Role of Govt and Banks.

UNIT- V: 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 Savingand 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. |

Core Course
MARMD: PAPER – 305
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. Project Planning and Management. Project Formulation. Participatory Rural Appraisal (PRA)., 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: Project Implementation: Essentials, Planning, monitoring of development projects; Project management information system; Project Appraisal; . Phases of Project Implementation. Challenges in Implementing Rural Development Projects. Project Leadership and Team Building. Ensuring Effective Communication and Coordination Among Stakeholders.

UNIT-IV: 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. Monitoring and Evaluation of Rural Development Projects. Performance Indicators: Output, Outcome, and Impact. Designing Monitoring Frameworks.

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

Skill Oriented Course - 5
MARDM: PAPER – 306 (A)
COMMUNICATIONS FOR RURAL DEVELOPMENT

UNIT-1: 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. Communication Strategies in Rural Sectors- between Receiver and sender

UNIT-III: Types of Communication: Verbal and Non-verbal communication, Small group and Public Communication, Dyadic Communication, Effective Communication Skills. Audio-Visual Aids: Materials and equipment, Planning, Preparation and Use of different types aids: Projectors: Films-Tape Recorder-Television-Computers-PPTs.

UNIT-IV: Understanding the communicative environment-what to listen, when to speak. Mass Communication and Interpersonal Communication-Building Relationships, Understanding Group Dynamics-Groups, Conflicts and their Resolutions.

UNIT-V: Development Communication in Rural India-AI (Artificial Intelligence) Innovative Techniques for Change. ICTs for Development Communication, Training and Strengthening Capacities of the Stakeholders in Communication. Collaborations and Partnerships for Individual Change and Social Change.

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.

Skill Oriented Course - 5
MARDM: PAPER – 306 (B)
SOFT SKILL DEVELOPMENT

UNIT- I: Skill- Aptitude and Attitude. Definition, Meaning, Need. Soft skills – Introduction, Creativity, Critical Thinking. 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 and Interaction Skill, Time Management Skill.

UNIT- III: Personality Development: Body Language and Etiquettes, Advanced Speaking Skills, Advanced Writing Skills, Groups Discussion and Interview Skill, Preparation of C.V./Resume.: Leadership-Definition, Types, Styles and Qualities, Adaptability and Flexibility. Professionalism and Work Ethic. Self-Awareness and Self Growth.

UNIT-IV: Introduction to Computer parts, Characteristics, 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.

UNIT-V: Relevance of Soft Skills in Rural Development. Group Dynamics and Team Roles. Building Trust and Rapport with Rural Stakeholders. Empathy and Cultural Sensitivity in Rural Contexts. Conflict Resolution and Negotiation. Understanding and Managing Emotions.

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

Skill Oriented Course - 6
MARDM: PAPER – 307 (A)
CAREER GUIDANCE AND COUNSELLING

UNIT- I: Guidance and Counselling - Meaning, Concept and functions, Need, Difference between Guidance and Counselling. theories of counselling – Psycho analysis, client centered, existential, rational-emotional-emotive, cognitive and behavioral;

UNIT-II: Career- Definition, need, importance in work force. Role of Guidance and Counselling in Career Choice and selection. Perspectives of Education and Careers: education for labour market or empowering citizens, Human Capital theory Vs. Emancipation,

UNIT- III: Counselling - Scope, types; 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- IV: Career Counselling: 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- V: 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 Damid T.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.

Skill Oriented Course - 6
MARDM: PAPER – 307 (B)
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,

UNIT-III: Skill development through entrepreneurship, Rural cluster, Rural tourism, **Startup** village entrepreneurship, Entrepreneurial motivation, competencies, mobility. Training for entrepreneurship: Entrepreneurship development courses.

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

UNIT- V: 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, Organization 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.

OOTC – 2
MARDM 308
OPEN ONLINE TRANSDISCIPLINARY COURSE

Open Online Transdisciplinary Course (OOTC)- Students can choose any relevant course of his/her choice from the online courses offered by Governmental agencies like SWAYAM, NPTEL., etc.,

SEMESTER -IV
OOSDC
MARDM: PAPER – 401

Open Online Skill Development Courses-Two Courses

- **Students can choose any relevant course of his / her choice from the online courses offered by governmental agencies like SWAYAM, NPTEL, etc., to get 8 credits (with 4 credits from each course).**

MARDM: PAPER – 402

PROJECT WORK - MARKS:300

**(PROJECT WORK DISSERTATION- 200MARKS; SEMINAR-50;
VIVA VOCE-50 MARKS)**

MAIN FEATURES OF PROJECT WORK

- 1.THRUST AREAS - PROJECT WORK.**
- 2.MAIN FOCUS ON THREE SEMESTERS SYLLABUS AREAS ONLY.**
- 3.IT HAS FIELD BASED AND EMPIRICAL.**
- 4.IT SHOULD BE FOLLOWED BY RESEARCH METHODOLOGY.**
- 5.THE TOPIC AND FEATURES OF WORK SHOULD BE PERMITTED AND
FINALISED BY DEPARTMENTAL RESEARCH COMMITTEE.**
- 6.PERIODICAL ASSESMENT SHALL BE DONE AS PER SCHEDULE.**
- 7.IT IS PREPARION FOR FUTURE RESEARCH WORK.**

END