

**ANNAMALAI  UNIVERSITY
CENTRE FOR RURAL DEVELOPMENT**

**M.R.S -Rural Studies
(5 Year Integrated)
2015-16**

ANNAMALAI NAGAR

FIRST YEAR

I-SEMESTER

IRSC 13 - PRINCIPLES OF RURAL DEVELOPMENT

Objectives: To enable the student to understand the concept and principles of Rural Development

Unit I: History of Rural Development

Objectives and scope-Evolution of Rural Development in India.

Unit II: Status of Rural Population

Concept and dimensions of poverty-Social framework of rural society and poverty -Constraints in poverty alleviation -Poverty alleviation measures pursued in India.

Unit III: Rural Development in Five Year Plans

Development Planning - Decentralized planning and its relevance -Five Year Plans and Rural Development.

Unit IV: Concept and dimensions of empowerment

Approaches and constraints in empowerment.

Unit V: Methods & Techniques of Rural Development

Participatory Development Relevance of PRA in Rural Development

Text Books

1. Arora.R.C, *Integrated Rural Development*, S.Chand & Co,Ltd., New Delhi, 1986.
2. Chambers, Robert., *Rural Development -Putting the Last First*, Longman, New York, 1986.

Reference Books

1. Durgesh Nadini, *Rural Development Administration*, Rawat Publication, New Delhi 1996
2. Katar Sing(1986): *Rural Development -Principles, Policies & Management*, SAGE Publications, New Delhi.

IRSC -14 RURAL DEVELOPMENT PROGRAMMES: CONCEPT AND DIMENSIONS

Objectives: 1. To equip the students to learn the basic concepts in Rural Development. 2. To make them to understand the dimensions of Rural Development. 3. To create awareness to students about various strategies and Rural Development Programmes in India.

Unit I: Concepts - Meaning - Definition

Rural Development - Scope -Objectives and Principles. Earlier Experience srinikethan, Marthandam, Sevagram, Nilokkoori, Firka Development scheme, Etawah pilot project.

Unit II: Origin of community Development programme

Gandhian concept of Rural Development in five year plans.

Unit III: Area, Target and Welfare programmes

Area - CAD,DPAP,HAD. Waste Land, JRY Target - DWCRA, SC/ST and TRYSEM, SGSY Welfare Programmes - Rural Water Supply, Health, Education, Sanitation, Rural Roads etc.,

Unit IV: Change Agencies and Rural Development

NGO - Banking Institutions -Industrial Houses - Educational Institution - Donor organizations.

Unit V: Success and Failure of Rural Development Programme

Integrated Approaches - Planning and Management of Development programmes- Rural Development in Third World Countries - Nepal, Malaysia, and Srilanka.

Text Books

1. Gaur K.D., Dynamics of Rural Development, Mittal Pub.,New Delhi, 1
2. Gupta, Shanti Swarup, 'Integrated Development plan for India _ Goals Tools and strategies, concept, New Delhi, 1992.

Reference Books

1. Ramachandra H., Integrated Rural Development in Asia: Learning from Recent Experience, Concept, New Delhi, 1991.
2. Nagpal C.S Mittal A.C., Rural Development, ANMOH Pub.Ltd., New Delhi, 1998.

IESC 15 ENVIRONMENTAL STUDIES

Objective: To introduce the learners to the ecosystem and to create environmental awareness among them. Also the course aims at creating pollution free environment and protecting the natural resources.

Unit: I THE ENVIRONMENTAL SYSTEM

- (1.1) The Services Provided by the Environmental System
- (1.2) Ecosystems: Food Chains, Food Webs, Ecological Pyramids
- (1.3) Biochemical Cycles: Hydrological Cycle, Carbon Cycle.

Unit: II ENVIRONMENTAL DAMAGE- POLLUTION

Sources and impact of

- (2.1) Air Pollution
- (2.2) Water Pollution
- (2.3) Land Pollution
- (2.4) Municipal Solid Waste
- (2.5) Noise Pollution

Unit: III RESOURCE DEPLETION

- (3.1) Importance of Forests: Causes and Consequences of Deforestation.
- (3.2) Bio Diversity: Meaning and Importance-Reasons and Consequences of Biodiversity Decline
- (3.3) Consequences of Overdrawing Water Resources.

Unit: IV GLOBAL CLIMATE CHANGE

- (4.1) The Science of Climate Change-The Green House Effect
- (4.2) Sources and Impact of Climate Change
- (4.3) Coping with Climate Change

Unit: V SUSTAINABLE DEVELOPMENT

- (5.1) Concepts and Definition of Sustainable Development (Brundtland Commission Definition)
- (5.2) Poverty, Population Growth and Environmental Damage
- (5.3) Policies for Sustainable Development

Text Book:

1. Erach Bharucha. **Environmental Studies**. New Delhi: UGC, 2004.

References:

1. Kumarasam, K. A. Alagappa Moses and M. Vasanthy. **Environmental Studies**. Trichy: Bharathidasan University Pub., 2004.
2. Rajamannar. **Environmental Studies**. Trichy: EVR College Pub., 2004.
3. Kalavathy S. **Environmental Studies**. (Ed). Trichy: Bishop Heber College Pub., 2004.
4. Richard Wright and Dorothy F Boorse. **Environmental Science: Toward a Sustainable Future**. New Delhi: Prentice-Hall India, 201

IRSA-16 PRINCIPLES OF SOCIOLOGY- I

Objectives

This paper is intended to acquaint the students with the discipline sociology and apply its principles distinctively to enable the students to have a field based learning focusing the social reality.

Unit-I: Introduction

Meaning, Nature and Scope of Sociology and Applied Sociology - Role of Sociologists in Applied Sociology - Scientific Characteristics of Sociology - Sociology and other Social Sciences - Economics, Political Science, Anthropology, History, Psychology - Importance of Applied Sociology.

Unit-II: Basic concepts

Basic Concepts - Society - Community - Institution - Association - Social Group - Role and Status.

Unit-III: Social Groups

Social Groups - Definition - Characteristics - Types and Functions.

Unit-IV: Social Culture

Culture - Definition - Characteristics - elements, functions - Cultural Lag - Ethnocentrism - Culture and Civilization - Cultural Uniformity and Variability.

Unit-V: Social Institutions

Major Social Institutions and their Nature and Functions - Marriage - Family - Religion - Education - Economy - Government.

Text Books

1. Ogburn,W.F & Nimkoff,M.F. A Hand Book of Sociology, Boston: Houghton Mifflin Company, 1958.
2. Horton.B and Hunt,L. Sociology, Tokyo: McGraw Hill Book Co., 1984.

Reference Books

1. Shepard, John,M. Sociology, Minnesota: West Pub.Co., 1980.
2. Cuber,F, John. Sociology: A Synopsis of Principles, Newyork: Appleton Century Crafts, INC., 1955.

II SEMESTER

IRSC - 23 RURAL INDUSTRIALIZATION

Objectives:

To enable the students to identify the scope and the utility value of Rural Industries in Rural Development

Unit – I: Introduction

Rural Industries – Meaning – Scope and Definition and its significance in Economic Development.

Unit – II: Types

Types of Rural Industries – KVIC and KVIB – Resource Base demand base and service oriented.

Unit – III: Gandhian Concept

Gandhian concept of Rural Reconstruction – Constructive programmes of M.Gandhi – Model Rural Industrialization - Gandhian concept of Agro based industries.

Unit – IV: Promotional Agencies

Promotional Agencies of Rural Industrialization – Raw material – financial Institution – Several Board of Village marketing Assistance

Unit – V: Problem of Rural Industries

Problem of Rural Industries – Organizational – Financial technical – Managerial – marketing practices and field visits of selected industrial unit

Text Books

1. DAK T.M. Rural Industrialization challenges and perspectives, New Delhi, Northern Book Centre, 1989.
2. Jain O.P. Rural Industrialization, New Delhi, Commercial Pub. Bureau, 1972.

Reference Books

1. J.B. Sundaram, “Rural Industrial Development” Vora&Co.,Publishers(P) Ltd.,
2. Depin Bebari, “Rural Industries in India” – Vikas Publishing Company, Bombay, 1976.

IRSC – 24 CO-OPERATIVES AND RURAL DEVELOPMENT

Objectives: To enable the Students to learn the various principles and types of co-operatives and its role in Rural Development.

Unit I: Meaning of co-operation

Main features - Principles - Comparison with other forces of organization-Idea of co-operative common wealth.

Unit II: Co-operative credit movement in India

Historical development -co-operative credit structure in India - District Central Co-operative Banks - State Co-operative Apex Bank - Agriculture and Rural Development Banks - NABARD

Unit III: Problems of various types of co-operative credit organization

Recommendations of Royal commission on Agriculture, Co-operative Planning Committee, Committee on Co-operative credit, All India Rural Credit Review Committee, CRAFICARD and Khusro Committee - Solutions to reform.

Unit VI: Co-operative Credit institutions in India

Non-Credit co-operatives -Meaning of Non-Credit Co-operatives - Structure and Progress of Consumer Co-operatives - Marketing Co-operatives - Industrial Co-operatives - States Financial participation in Different types of credit co-operatives - Problems of State participation

Unit V: Education-present structure which exists in India for co-operative education

Progress and Problems, Structure, organization and progress of IFFCO - KRIBHCO - NCCF - NCDC - NAFED - NCUI - NABARD - National Co-operative Bank of India: Growth of co-operative movement in Tamil Nadu.

Text Books

1. Ravindra Prasad,D., Co-operatives and Rural Development, Hyderabad Osamania University, 1978, P.1
2. Raanav Weitz, Rural Development in a changing world
Cambridge, Musachusetts: The MIT Press, 1971, P. 1-3

Reference Books

1. Rais Ahmad, Co-operatives & Integrated Rural Development Programme,
Published by K.M. Raimittal Publications A-1/10 Mohan Garden, New Delhi
2. Suresh,(K.A) & Joseph(Molly) Co-operation & Rural Development in India, Ashish Publishing House, New Delhi 1990 P. 215 - 2.30

IRSC -25 SCIENCE AND TECHNOLOGY FOR RURAL DEVELOPMENT

Objectives: To enable the student to make use of the scientific knowledge to apply in solving the village problem.

Unit I : Role of Science and its relevance to rural development

Application of sciences, Engineering and Technology

Unit II : Application to Agriculture and Animal Husbandry Development

Use of Fertilizer, Manure, increase production – post harvest technology – reduce production cost.

Unit III: Agro based Industries:

Agro-Based industries – Food production technology – Post harvest technology – demand based units.

Unit IV: Soil and Water Management:

Techniques of water management – Soil conservation.

Unit V : Energy and Environmental preservation

Bio energy – conventional and non conventional of energy – Environmental preservation.

Text Books

1. Floris P. Blenkerberg, Appropriate Technologies for Rural Development in India, concept, New Delhi 1991.
2. B.V. Pandey Role of science & Technology in Rural and Economic Development in India, S.Chand & co., New Delhi.

Reference Books

1. B.C. Chattopadhyay, Science and Technology for Rural Development, S.Chand&Co. New Delhi 1992.
2. G.N. Pandey, Rural Development in India, Engineering Application, Anmol Pub, New Delhi-1997

IRSA 26 – PRINCIPLES OF POLITICAL SCIENCE-I

Objectives:

This is an introductory course in Political Science. It seeks to explain the evolution and usage of these concepts, ideas and theories with reference to individual thinkers both historically and analytically. The different ideological standpoints with regard to various concepts and theories are critically explained with the purpose of highlighting the differences in their perspectives and in order to understand their continuity and change.

Unit-I: Introduction

Meaning, Nature and Scope of Political Science - Political Science as a Science or an Art – Relationship with History, Economics, Sociology and Law- Society, State, Government, Nation and Nationality.
(20 Hours)

Unit-II: The Nature of the State

Origin, Nature and Ends of State

Unit-III: Concepts

Sovereignty-Law-Liberty and Equality-Justice and Secularism -
Citizenship, Rights and Duties

Unit-IV: Forms of Government

Monarchy-Dictatorship-Aristocracy-Democracy-Unitary, Federal, Parliamentary, and Presidential Constitutions: Definitions-Essentials of a good Constitution –Classification of the Constitutions: Evolved and Enacted; Written and Unwritten; Flexible and Rigid.

Unit-V: Organs of Government:

Legislature - Executive- Judiciary, Separation of Powers-Political Parties-
Pressure Groups and Public Opinion

Text Books

1. Agarwal, R.C. *Political Theory*, New Delhi: S.Chand & Co., 2002.
2. A Appadorai, A. *The Substance of Politics*, New Delhi: Oxford 1996.

Reference Books

1. Johari.,J.C. *Principles of Modern Political Science*, New Delhi: Sterling,1989.
2. Asirvatham, E *Political Theory* New Delhi: S. Chand & Co,1998.

**SECOND YEAR
III SEMESTER
IRSC - 33 RURAL MARKETING**

Objectives: To enable the student to know about Rural Marketing

Unit – I: Introduction

Concept and definition - Components of a market - Dimensions of a market - Factors affecting rate of market development -Market structure - Meaning, components of market structure -Dynamics of market structure - Conduct and performance -Market forces - Demand and supply.

Unit – II: Marketing futures:

Marketing of agricultural inputs - Consumable, durable » Special features of agricultural input marketing - Chemical fertilizers - Supply and demand - Demand - Supply gap, Prices -Fertilizer subsidy - Seeds — Seed production and supply, Seed marketing and distribution - pricing of seeds Plant protection chemicals - Production and consumption of pesticides , Marketing of pesticides - Farm machinery - Farm credit. Theory of determination of input prices.

Unit – III: Marketing channels

Marketing channels - Marketing efficiency - Definition -Efficient marketing - Approaches to the assessment of marketing efficiency - Empirical assessment of marketing efficiency -Marketing costs and efficiency - Marketing costs, margins and price spread - Concepts of marketing margins - Market Integration - Types of market integration — Degree of integration Effects of integration, measurement of integration.

Unit – IV: Traditional Marketing

Characteristics of traditional marketing system - Problems in rural marketing - Marketing agencies and institutions -Co-operatives - Regulated markets - Rural cottage industry.

Unit – V: Marketing Environment

Marketing functions - Packaging, Transportation, Grading and Standardization, Storage and ware housing - Price discovery and price determination, market information - Financing Risk taking Market environment - Micro and Macro - Demographic environment-Economic environment - Technological environment - Natural environment - Political environment - Cultural environment.

Text Books

1. Acharaya, S.S. and M.L. Agarwal Agricultural Marketing in Ind Oxford and IBH Publishing Go., New Delhi, 1993.
2. Gopaldaswamy, T.F. Rural Marketing A.H. feeler and Co., Mew Delhi, 1997.

Reference Books

1. Prasad, Jagdish and Arbind Prasad (Ed.) Indian Agricultural Marketing Mittal Publications, New Delhi 1995,
2. Bromley, R.J.(1976) Periodic Markets and Rural Development Policy, Cambria, Vol.2,Pp. 155-64.

IRSC 34 RURAL COMMUNITY ORGANIZATIONS

Objectives:

To understand the principles and philosophy of Rural organizations viz. Co-operatives, Panchayati Raj and Peoples Organizations.

Unit I : Promotional Agencies:

People's organizations - Social organizations - Youth Clubs -Mahila Mandals - Farmers Clubs - Science- Clubs - Energy Clubs -Blood Donors Clubs — Peace- Brigades - Religious organizations and sports Clubs.

Unit II : Development forums

Economic organizations - Village Planning Committee - Village Development Committee (Grama Sabha) - Marketing societies -Farmers Market and its importance.

Unit III : Panchayat Raj

Local level planning bodies - Evolution - Concept - Structure -Functions - Finance - Advantages.

Unit IV : Cooperatives

Rural Co-operatives - Principles and Philosophy - Co-operative movement and types of Co-operatives - Credit, Marketing, processing, distributive and milk society.

Unit V : Self Help Groups

Co-operative Education - Procedure for forming and registering co-operatives - Bio - Village - Self Help Groups

Text Books

1. Suresh Reddy, Y. Reddeppa Reddy, A. Co-operatives and Rural Development(1997) J.K. Kumar for Anmol Publications, New Delhi.
2. Mathur, B.S. Co-operation in India (1999) Sahitya Bhawan, Agra. Krishnaswami.O.R., Fundamentals of Co-operation

Reference Books

1. Krishnaswamy, C.R, Co-operatives and Rural Development-1988
2. Jain,S.C. Community Development and panchayat Raj in India-1999

IRSC - 35 PRINCIPLES OF ECONOMICS

Objectives: To provide knowledge about the discipline Economics for the purpose to understand Economic functions of a Society.

Unit - I : Introductions

- The subject matter of Economics
- 2. Important Concepts in Economics
 - a. Scarcity
 - b. Opportunity Cost
 - c. Efficiency : Technical & Economic
 - d. Marginal Analysis

Unit - II: The Economy as a System

- 1. Performance criteria for evaluating an Economic System.
- 2. The Socialist system:
 - a. The Ideology of Socialist.
 - b. Organization of a Socialist Economy
 - c. Reasons for collapse of Socialist Economics
- 3. The Market Economy:
 - a. The market mechanism: Supply - Demand, Analysis
Consumer Sovereignty
(No market structures)
 - b. Strengths and defects of the market system
 - c. Role of the State.

Unit - III: ECONOMIC POLICIES

- 1. Monetary Policy.
 - a. Functions of money
 - b. The Central Bank
 - c. Instruments of monetary policy.
- 2. Fiscal Policy
 - a. The objectives of fiscal policy: Growth, equity and stabilization.
 - b. The union Budget: Sources and uses of Funds.
 - c. Fiscal Federalism in India (Overview only: Study of individual finance Commissions not required)

Unit- VI: ECONOMIC GROWTH

- 1. Measuring economic growth: National Income.
- 2. Factors driving Economics growth
 - a. Capital
 - b. Human Resources
 - c. Technology
 - d. Cultural Values

Unit - V: THE INDIAN ECONOMY

1. The development of Indian Economy in the Five-Year Plans overview
- Overview with reference to the objectives of growth modernization,
Self-sufficiency and Social Justice (Study of individual Plans not
required).

2. Current Issues:

a. Privatization

b. Globalization and the Indian Economy:

i. Trade Liberalization

ii. Foreign Direct Investment.

Text Book

1. Dutt R.C. and K .P.M Sundaram (2002) Indian Economy (S. Chand)

2. Holasbawan. Fric(2001): Age of Extremes: The shortest twentieth century
1914-1991, Ch 18 (Abawa).

Reference Book

1. Landes, David (1999): The Wealth and Poverty of Nation: Why some
are so rich and others sopoor, Chapter 2,3.

2. Singh, S,K(2001); Public Finance in Theory and Practices (S.Chand),
Chapter

ICAC 36 – Computer and its Applications

OBJECTIVE: To introduce the students to the fundamentals of both software and hardware of a computer and its application in different fields.

UNIT - I

Introduction to Computers: History - Generation of Computers - Storage Devices - Primary Storage Devices (RAM, ROM, PROM, EPROM) - Secondary Storage Devices (Floppy Disk, Hard Disk, Optical Disk and Magnetic Tapes) - Input and Output Devices (Keyboard, Mouse, Joystick, Monitor, Printers and Scanners).

UNIT - II

Introduction to Operating System: Types of Operating System (DOS, Windows) – Operating System Features – Booting (Warm and Cold Booting) - Introduction to Software: Software Types (System Software, Application Software) - Computer Languages (Machine Language, Assembly Language and High Level Language) – Computer VIRUS, WORMS and Vaccines.

UNIT - III

Personal Productivity Software: Introduction to MS-Office - MS-Word - MS-Excel - MS-Power Point - MS-Access.

UNIT - IV

Data Communication: Elements - Computer Network - Types (LAN, MAN and WAN) - Topology - Transmission Media – Guided Medium (Twisted Pair, Coaxial Cable and Fiber Optic Cable) – Wireless Transmission.

UNIT - V

Introduction to Internet: Browser and Its types - World Wide Web (WWW) - Internet Service Provider (ISP) - HTTP - Electronic Mail - Introduction to Multimedia - HTML - Creation of Web Pages.

TEXT BOOKS:

1. Sanjay Saxena. **A First Course in Computers**. New Delhi : Vikas Publishing House, 1998.
2. Peter Norton. **Introduction to Computers**. (4th Edition). Delhi: Tata McGraw-Hill, 2001.
3. Alexis Leon, Mathew Leon. **Fundamentals of Information Technology**. New Delhi: Vikas Publishing House, 1999.

REFERENCES:

1. V.Rajaraman. **Introduction to Information Technology**. (2nd Edition). Delhi: PHI., 2013.
2. Neil Randall. **Teach Yourself the Internet in a Week**.(2nd Edition). Delhi: PHI., 1996.
3. Behrouz A Forouzan. **Data Communication and Networking**. (2nd Edition). Delhi: PHI., 2003.
4. Tay Vaughan. **Multimedia: Making It Work**. (8th Edition). Osborne: McGraw-Hill, 2011.

IRSA-37 PRINCIPLES OF SOCIOLOGY – II

Objectives

This paper is intended to enable the students to understand the field of applied sociology and to enable them to acquire sociological knowledge for practical life.

Unit-I: Introduction

Individual in/and Society - Heredity and Environment - Socialization - Agencies of Socialization - Importance of Socialization.

Unit-II: Social Process

The Concept of Social Process - Meaning of Social Interaction - Types of Social Processes - Associative and Dissociative Social Processes.

Unit-III: Social Control

Social Control - Meaning, Nature and Need of Social Control - Types of Social Control - Formal and Informal.

Unit-IV: Social Stratification

Social Stratification and mobility: Meaning, Forms Functions and theories of social stratification.

Unit-V: Social Change

Social Change - Meaning - Factors and Theories of Social Change - Social Evolution and Revolution - Progress and Development.

Text Books

1. Vidya Bhushan & Sachdeva, D.R. An Introduction to Sociology, Allahabad: Kitab Maha, 1995.
2. Bottomore, T.B. Sociology A Guide to Problems and Literature. New Delhi: Blackie & Son (India) Ltd., 1979.

Reference Books

1. Gillin, J.I, & Gillin, J.P. Cultural Sociology, New York: The MacMillan Co., Ltd., 1977.
2. Goode, W.J. Principles of Sociology, New Delhi: Tata McGraw Hill Publishing Co., Ltd., 1977.

IV Semester

IRSC-43 MANAGEMENT OF RURAL YOUTH

Objectives:

To engage and channelize the energy of youth in a positive manner for national building process

To Promote activities and programmes for social development:

To motivate youth to act as a focal point for dissemination of knowledge in the rural area and involve them in nation building process:

To involve youth for implementing national and youth welfare programmes

Unit – I: Youth Development

Concept of youth, needs and problems of youth in rural and urban setting, social changes in India and its effects on youth, patterns of youth culture in modern India, Cultural gap and generation conflicts amongst youth: Problems faced by youth – unemployment, alienation, drug addiction, crime.

Unit – II: Youth and Social Development

Promotion of Social Harmony and national unity among Youth. Role of Youth in family, community and society. Social changes in India and its effects on youth expectation of youth – Expectation upon youth in the Nation Building.

Unit – III: Participatory Governance

Capacity Building Initiatives, Decentralized Planning – Micro Planning process, Bottom up Planning, Accountability and transparency, Development process of model Gram Panchayats, Citizens Action Research-status of youth-national scenario, international scenario-importance, involvement and progress.

Unit – IV : National Programmes For Youth

Nehru Yuva Kendra Sangathan – Youth Clubs/Mahilamandals, Origin, Programmes and functions. National service Volunteers Scheme, Origin, Programmes and functions, National Rural Corps Scheme: Origin, Programmes and functions. Self Help Group – Functions, Role of youth and outcome of SHG in the lives of youth population.

Unit – V: Youth Welfare

Self-employment Measures, Youth Leadership Training, Games and Sports-needs and importance, Youth rights and responsibilities – Youth rights in Public Participation, Youth Counseling, Vocational Guidance, Skill training for youth-health and politics.

Text Books

1. Pyles, M.L. – Institutions for Childcare and Treatment
2. Erickson, N.Frick – Childhood and Society

Reference Books

1. National Institute of Public Cooperation and Child Development-Annual Report (Latest Publication)
2. Nehru Yuva Kendra Sangathan –Magazine-“Yuva Sandesh”

IRSC - 44 RURAL HEALTH MANAGEMENT

Objectives: To understand Health and related issues in Rural Department.

UNIT -I: Introduction

Meaning - Importance - Development Planning and Health

UNIT-II: Health Policies

Health Planning Approaches and Perspectives - Policies - Goals - Objectives -Targets - Organizations - Important Issues and Problems.

UNIT - III: Health Facilities

Patters of Health Facilities - Primary Health Care Concept - Health Workers -ctoral Approach.

UNIT-IV: Health Issues

Community Health - Issues and Problems Priority - Vulnerable Sector - Maternal and Child health care - Family Welfare Programmes.

UNIT - V: Health Programmes

Health Programmes - Nutrition - CDC - Sanitation and Rural Development. International Aided Projects - Health Economics - Cost Benefit - Effect Approach.

Text Books

1. Rural Health Care System. Centre for Environmental Planning and Technology, Ahmedabad, 1981.
2. Rural. Health, Policies, Strategies and Problems, - A Critical Appraisal. By S. Srinivasan. Fifty years of Rural Development in India. R.C. Choudary & S. Rajakuty (ED) NIRD. 1998.

Reference Books

1. Rural Health and Rural Development By Shivendra Prasad Singh, Amar Prakasham Delhi, 1990.
2. Basch, P.E., Vaccines and World Health, New York, Oxford University Press, 1994.

IRSC - 45 REGIONAL PLANNING FOR RURAL DEVELOPMENT

Objectives: To enable the student to understand the Planning in India

Unit – I: Introduction

Planning - Meaning and Importance - Levels of Planning -Macro, Meso and Micro level-National, State, District, Block and Village organizations for planning.

Unit - II : Regional Planning Theories

Theories of Regional planning Development Cumulative -Causation (Perrorux Myrdal, Hirschman) - Export Base Theory, Central place Theory (Choris taller), Sector Theory (Colin Kusnets), Stages of Theory (Rostow). Theory of location - Weber's Theory of location - Information Revolution and Regional Development.

Unit – III: Planning strategies

Area Planning - Strategies - Methods and approaches.

Unit – IV: Integrated Rural Area Planning

Theories and Models useful in integrated Rural area planning.

Unit – V: Regional Planning – A systemic view

System approach, in Regional Planning, Planning for different Region.Planning process - Steps and Approaches for planning SWOT analysis – Decentralized Planning some conceptual issues -Emerging issues in Regional Planning — Planning data base and case study.

Text Books

1. Oakley, P. et. al., "Projects with people - The Practice of Participation in Rural Development", Geneve: ILO, 1991
2. R.P Misra Editor D.V.Urs and V K.Nataraj Vikas. "Regional planning and National Development , New Delhi 1985

Reference Books:

1. Pradopto Roy and B.B.Paul “Max Millar Manual for Block level planning”, New Delhi, 1990.
2. Ajit Kumar singh, "Patterns of Regional Development A comparative study", Sterling Publishing Co., New Delhi, 1991.

IRSC - 46 RURAL DEVELOPMENT & POPULATION DYNAMICS

Objectives: To teach about Indian Population

Unit – I: Rural Development & Population Dynamics

Demography: Nature and scope, Inter-disciplinary nature; Sources of demographic data: Population Census, Registration systems, Sample surveys, Secondary sources; Population growth-Population structure. Characteristics and Population distribution in Rural India

UNIT – II :Fertility of Population

Fertility; concepts, definitions-Basic measures of fertility. Fertility trends and differentials in India. Factors affecting fertility. Kingly Davis Judith Blake's framework on fertility. Threshold hypothesis and Social Capillarity theory and theory of Demographic Transition.

UNIT – III : Population Mortality

Mortality: Concepts, factors, basic measures, infant mortality: meaning, Measures, factors affecting infant mortality; mortality trends and differentials in India.

UNIT - 4 : Rural Urban Migration and versa

Migration: Meaning, Concepts, types of migration, Migration streams, Characteristics of migrants, trends in internal/inter-National migration. Migration theories related Rural Problems

UNIT – V: Population Policies and Awareness Programmes

Population Policy: goals and objectives; types; Population responsive policies; Fertility, Mortality and Migration, Population policy in India; Family Welfare programmes: History, approaches, targets and achievements; future prospects.

Text Books

1. Bhende Asha A. and Tara Kanitkar, Principles of Population Studies (Mumbai: Himalaya publishing House, 2001)
2. Baskar D, Misra, The Study of Population (New Delhi; South Asian Publishers(P)Ltd., 1995)

Reference Books

1. Charles Nam, Population and Society (Bostonh: Houghton Mifflin Co, 1969)
2. Agarwais S.N. India's Population problems, 'New Delhi: Tata Mcgraw hill, 1981)

IRSA - 47 FREEDOM STRUGGLE IN INDIA

Objectives: To motivate the students to understand the sacrifices of Indian Leaders who participated in the Freedom Struggle. To know the various stages in the Freedom Struggle of India. To make the students patriotic.

Unit I: British Rule

Establishment of British rule and its impacts on India – Political – Economic – Social and Religious development – The Revolt of 1857 and its impact – Social and Religious Movements during the Nineteenth Century.

Unit II: Indian Nationalism

Rise and growth of Indian Nationalism – The Genesis of Indian National Congress – Partition of Bengal (1905) – The Surat Split (1907) – Naoroji – Gokhale – Swadeshi Movement – Tilak – Bipin Chandra Pal – Lala Lajpathi Rai and Aurobindo Ghosh – Impact of First World War – Home Rule Movement.

Unit III: Entry of Gandhi

Entry of Gandhi in National Movement – Rowlatt Act – Jallianwala Bagh Massacre – The Khilafat Movement – Non-Co-operation Movement – Swaraj Party – Simon Commission – Nehru Report – Purna Swaraj – Civil Disobedience Movement – Salt Satyagraha – Round Table Conferences – Poona Pact.

Unit IV: Quit India Movement

Quit India Movement – Subash Chandra Bose and INA – Failure of the Cripps Mission – Cabinet Mission Plan – Mountbatten Plan – Hindu Muslim Communalism and Partition of India – Indian Independence Act.

Unit V : Freedom Struggle in Tamilnadu

Role of Tamilnadu in Freedom Struggle – South Indian Rebellion – Kattabomman – Maruthu Brothers – Vellore Mutiny – Swadesi Movement – V.O.C. – Bharathi – Subramania Siva – Non-Co-operation Movement, Civil Disobedient Movement, Quit India Movement in Tamilnadu – Role of Rajaji, Periyar and Kamaraj in the Freedom Struggle.

Text Books

1. Aggarwal R.C., *Constitutional History of India and National Movement*, S.S. Chand & Company, New Delhi, 1974.
2. Bose Subhas Chandra, *The Indian Struggle (1920 – 1942)*, Oxford University Press.

Reference Books

1. Majumdar R.C., *History of the Freedom Movement in India*, 3 vols. Calcutta, 1962.
2. Rai B.C., *Constitutional History of India and National Movement*, Lucknow, Prakasam Kendra, 1981.

**THIRD YEAR
V SEMESTER
IRSC- 51 ECONOMICS OF AGRICULTURE**

Objectives: To enable the student to understand the Economics of Agriculture

Unit – I: Introduction

Different Sectors of economy - importance of agriculture in Indian economy - Livestock, fisheries, forestry and sericulture _ Characteristic features of Indian economy, The nature of agricultural problems - Endogenous problems - localization of agricultural production - Factors affecting localization.

Unit – II Land use pattern

Land - Land use pattern - Size distribution of holdings -Problem of sub division of fragmentation - Cropping pattern - Land productivity - Yield gap _ Agrarian reforms - Need for land reforms-Land ceiling - Tenancy rearms.

Water - Potentials and actual use- Source wise - Problems in water use - Management practices.

Unit – III: Agricultural labour

Agricultural labour - definition - Demand and supply Characteristics of agricultural labour - Problems - Under employment socio economic .condition - Government measures - wages - Minimum Wages Act - Other Welfare measures - Livestock - Drought animals & their role.

Unit – IV: Technology in Agriculture

Technology in Agriculture - Transfer of technology - Green revolution and white revolution - Diffusion - Institution for extension - Role of Tamilnadu Agricultural University.

Unit – V: Issues in Agriculture

Food Problem - causes - Remedial measures - Buffer stock -Public distribution – Agricultural income Tax - Land revenue - other taxes - Crop insurance.

Text Books

1. Eansil, P.C. Agricultural problems of India S.Chand and Co. New Delhi.
2. Dhingra ,J .C. Agricultural Economy of India sultan Chand and Co., New Delhi 2000.

Reference Books

1. Sankaran, S. Agricultural Economy of India Progressive Corporation, Madras.
2. Shenoj, P.V., Agricultural Policy: An Agenda for the 9th Plan, Agricultural Situation in India, 1996, pp-285-292

IRSC- 52, SUSTAINABLE AGRICULTURE

Objectives: To enable the student to understand the Sustainable

Unit -1: Introduction

Sustainable agriculture - crops and cropping system - Farming systems role of integrated farming system in sustainable agriculture - resource allocation in Farming System - Organic Farming - Resource management under constraint situations - Low External Input Sustainable Agriculture (LEISA) concepts - Low cost technology in Farming.

Unit - II : Soil fertility

Importance of soil fertility management for sustained crop production -soil fertility and crop productivity and their agronomic significance. Soil composition in relation to crop production - organic and inorganic constituents, soil water and soil air -Principles of fertilizer application - Integrated nutrient management in cropping system -Fertilizer use efficiency - reclamation of problem soils – Vermi composting - Utilization of industrial wastes as manure.

Unit –III: Irrigation

Role of water in plant growth and importance of irrigation in crop production - Soil water constraints - Soil moisture stress / excess soil moisture and crop growth - Irrigation methods - Irrigation scheduling - quality of irrigation water - water shed management - Rainfall harvesting - Management of saline, sewage and effluent water.

Unit – IV: Farming System

Dry Farming - Significance of dry farming in Indian agriculture - Crop Production in dry farming regions - Integrated dry land development technology and its components - contingency planning - Land use patterns - Soil conservation - Contour bonding - Farm pond.

Unit – V: Application of Technology

Production technology for major crops in India and Tamil Nadu - Farm input- their use in management - Animal Husbandry - Livestock enterprises -Sericulture - Fisheries - Forestry - Value based products - Mushroom culture -culture –Apiculture Bio-mass utilization - Use of bio-gas energy.

Text Books

1. Ahlawat, I P S., Om Prakash and G.S. Saini. 1998. Scientific crop production in India. Rama Publishing House, Meerut.
2. Chaturvedi Prideep, 1998. Rural Energy for Sustainable Development: Technology and Environmental Issues, Concept Pub. Co., New Delhi, Chidda Singh. 1997 Modern techniques of raising field crops. Oxford and IBH Publishing Co., New Delhi

Reference Books

1. Dahama, A.K. 1996. Organic farming for sustainable Agriculture, Agro Botanical Publishers, Bikaner. Dwivedi, AP. 1992. Agroforestry - Principles and Practices. Oxford & IBH Publishing Co., New Delhi, p. 384.
2. Indian Society of Agronomy. 1990. Vol. I & II. Sustainable Agriculture - Issue- Perspectives and Prospects in Semi arid tropics.

IRSC- 53 FINANCING AGRICULTURE

Objectives: To enable the student to understand the Financing Agriculture

Unit – I: Introduction

Agricultural finance - Definition - Importance of finance for agricultural development - Classification of agricultural credit - Rural indebtedness - Causes - consequences - Remedial measures

Unit – II: Credit System

Agricultural credit system in India - Unorganized sectors their role - merits and demerits. Organized sectors - Government and Taccavi loans - Co-operatives - Commercial banks - Bank nationalization.

Unit – III: Financing Scheme

Schemes for financing agriculture - Lead Bank scheme - Village adoption - AD branches - Procedure of sanctioning loans - Progress and problems. Regional rural banks - Organizational set up -functions - Progress. Multi agency approach - Service area approach - Problem - Remedial measures.

Unit – IV : Government Policies

RBI - NABARD - Their role in agricultural finance -Government policies in extending credit - DIR schemes - Relief measures - Loan waiver scheme and its impact - Government Policy on Priority sectors.

Unit – V: Financial Management

Financial Management - Tolls of financial management - Three Rs of credit - Capital budgeting - Undiscounted and discounted measures - Cash flow analysis - Cost of credit

Text Books

1. Agrawai, A.N. Indian Economy/ - Problems of Development Planning
Wishwa Prakasham, New Delhi 1996.
2. Ruddar Dutt and K.P.M.Sundaram Indian Economy S.Chand &
Company
Ltd., New Delhi 1998.

Reference Books

1. Tyagi, B.P. Agricultural Economics and Rural Development jai Prakash
Nath &Co., Meerut-2, 2000.
2. Alagh, Yoginder, K., Ninth plan in perspective: Role of Agricultural
Research, Agricultural situations in India, 1996, pp-269-277

IRSC- 54 DEVELOPMENT ECONOMICS

Objectives: To understand the various aspect of development

Unit-I - Development and Underdevelopment: An Overview [8]

The relevance of economic development - problems in defining economic development - Characteristics of the LDCs - Types of markets and production conditions - The world distribution of income - Development gap - Per capita income as an index of development - Difficulties of measurement and comparability - Alternative measures of the development gap - Cross-country comparisons -Poverty and income - Distribution - Income inequality and absolute poverty -Redistribution with growth.

Unit -II- Grand Theories of Economic Growth and Development [12]

Adam Smith: The production function - Natural resources and institutions - The labour force - The accumulation of capital - Stationary State - David Ricardo: The production function - Natural and human resources - Capital accumulation - The pattern of development - Karl Marx. Productive activities of an economy - Theory of social evolution - Course of production - Variable capital - Constant capital -Surplus value and exploitation - Organic composition of capital - The "Reserve Army" concept - Determinants of the rate of capital accumulation - The Marxian Dynamic process - Internal contradictions in capitalism - Marx's Theory of Underdevelopment - Joseph Schumpeter: Process of production - Dynamic evolution of an economy - Influence of technology on development - Nature of the entrepreneur - Profits and development - Role of innovations - Meaning of capital -Role of credit - Theory of business cycles.

Unit-III - Modern Theories of Economic Growth and Development [10]

The stylized facts of growth - Basic assumptions of growth models - the Harrod *Domar* growth model and its applications - The Neo-classical growth model with and : without technical progress - Its application to the LDCs - The Kaldor-Mirrlees growth model - The production-function approach to the study of causes of growth -The analysis of growth - The production function - The Cobb-Douglass production - Embodied technical progress - The quality of labour - Resource-shifts -Empirical evidence; Solow, Denison, Abramovitz and Kendrick

Unit -IV - Partial Theories of Economic Growth and Development [10]

The Vicious Circle Theory - The stages of growth rostow - Surplus labour: Lewis -Big Push: Rosenstein-rodan - Balanced growth - Nurkse - Unbalanced growth: Hirschman-Minimum Critical Effort: Leibenstein - Low Level Equilibrium Trap: Nelson - Dualism - The process of cumulative causation - Dual economy models -The Fei-Ranis model - The Jorgenson model - The Dixit-Margin model - The Kelly *et al* model - The wage-goods model - A critique of dual economy models.

Unit-V- Development Planning [15]

Arguments for and against planning - Concept of economic planning - Types of planning - Economic models and economic planning - Policy models - Projection models - Development planning models - The Hyrrod-Domar model in development planning - India's 1st five-year plan - A two-sector Harrod-Domar model for planning - The Feldman - Mahalanobis -

Domar (FMD) sectoral planning model - India's 2nd five- year plan - Macroeconometric models in development planning - Input-output analysis in development planning - Linear programming and development planning.

Text Books

1. Chenery, H.B. *et al*, Eds., (1974). **Redistribution with Growth**, Oxford University Press, Oxford.
2. Ghatak S. (1986). **An Introduction to Development Economics**, Allen & Unwin, London.

Reference Books

1. Meier, G.M. and D.Seers, Eds., (1987). **Pioneers in Development**, Oxford University Press, New York.
2. Thirlwall, A.P. (1978). **Growth and Development**, 2e, MacMillan, London.

IRSC- 55 MANAGEMENT OF RURAL DEVELOPMENT PROJECTS

Objectives:

To inculcate the students in management techniques applied to rural development project.

Unit – I: Introduction

Project Implementation – Programme monitoring and Evaluation

Unit II: Process of Evaluation

Evaluation Process – level of evaluation – types of evaluation – Advantages and disadvantages of evaluation.

Unit III: Information system

Information system – Recording and Reporting – Concept of CPM and PERT.

Unit IV: Breakdown analysis

Breakdown analysis – sequencing and scheduling

Unit V: Project timing

Project time – reduction – time cost – trade off – Analysis – resource level and smoothing

Text Books:

1. Charles C. Martin, 'Project Management – How to make it work' AMGCA, 'A Division of American MGT Association.
2. Banumgartner, 'Project MGT' Richard B, Irwin Inc Illinois, 1963.

Reference Books:

1. Dasgupta, A.k. and Pece P.W., Cost benefit Analysis theory and Proctice, Mac Million 1972.
2. Charturvedi and Orlers, 'Background Material on project MGT through PERT/CPM, IIPA, New Delhi.

IRSC - 56 GANDHIAN APPROACH TO RURAL DEVELOPMENT

Objective:

To impart the Gandhian concepts and various approaches to the students, in order to reorient them in Gandhian way of life.

Unit – I: Introduction

Basic ideas of Gandhian economy – Gandhian economy and rural economy – economic equality and trusteeship Principles – Revitalization of Rural economy.

Unit – II: Village Industries

Khadhi Industries – Village industries – Cottage industries – Gandhian approach to village industrial development – labour intensive technology – handloom on Sarvodaya sangham – Antyodaya movement – ecological conservation – Decentralization.

Unit – III: Gandhian Methodology

Gandhian way of Eradication of Poverty – Trusteeship – Population and poverty - Poverty Eradication through Village Panchayats – poverty Alleviation Programmes.

Unit – IV: Gandhiji's visions

Gandhiji's vision on micro – level Planning – Grassroots Planning – Village Planning committee – Gandhian way Planning for Rural Development. Gandhiji and Education development – basic education – five stages of education – Adult education – pre – school education – primary education – secondary education – Tertiary education unit – Health education.

Unit – V: Village Swaraj

Gandhi and village development – village swaraj – wholesale swadeshi – bread winner state, minimum level of crop production – people's participation and rural development programmes.

Text Books:

- 1) Karat Singh, Rural Development Principles & Approaches, Sage publications New Delhi, 2001.
- 2) A Msitanda Das, Foundation of Gandhian Economics, All India Publishers PVT Ltd, New Delhi – 2000.

Reference Books

- 1) Sharma. J.S. Economics of Mahatma Gandhi, B R world of books, New Delhi, 2008.
- 2) Amarsingh, Gandhian Perspective in Present Context, B.R Publications, New Delhi, 2009.

VI SEMESTER

IRSC-61 RURAL ENERGY MANAGEMENT

Objective:

- a. To study the various aspects of Rural Energy and Environment.
- b. To understand the problems and prospects of Energy.

Unit-I ENERGY

Meaning, and Concept & Definition; History of Energy; Forms of Energy; Units and Measures; Energy in Various Contexts; Energy Transformation; Conservation of Energy; Energy Transfer; Measurements; Environment; Concept, Dimensions; Eco-system Environmental Resources; Energy and Environment in India.

Unit - II CONSERVATION OF ENERGY AND ENVIRONMENTAL RESOURCES

Renewable Resources-Land; Water; Forest; Rural Energy; Fire Wood Resources; Non-Renewable Energy Resources in India- Coal, Oil, Natural gas etc., Generation and Conservation.

Unit - III RENEWABLE ENERGY

Wind, Hydro, Solar, Biomass, Bio-fuel, Geo-thermal, Tidal, Wave, Hydrogen; Bio-energy and Environment- Concept, Dimensions, potentials and its Uses

Unit - IV ISSUES AND PROBLEMS IN RURAL ENERGY AND ENVIRONMENT

Development and Constraints of Wind Power, Solar power, Bio-fuel and Bio-energy; Constraints of Non-Renewable Energy in India

Unit - V PLANNING AND MANAGEMENT OF RENEWABLE ENERGY SOURCES

Bio-fuels ;Bio-power; Solar water pumps; Bio Gas plants; Bio-energy Applications; Bio-mass Gasifies; Water pumping and Electricity Generation; High Efficiency Wood; Bio-mass Cogenerations; Rural energy- Planning and Implementation; Bio-mass Briquette- advantages and Applications; Management of Bio energy resources; Wind Power Development ; Bio-fuel Development; Bio-energy and Environment- Concept and Dimensions; Forestry Conservation and Management ; Energy and Environment for natural Resources and Management.

Text Books

1. Trivedi, P.R. and B.R. Julia, **Energy Management**, Commercialization Publishers, New Delhi, 1999.
2. Pradeep Chaturvedi, **Bio-Energy Resources, Planning, Production and Utilization**, Concept Publishing Company, New Delhi, 1995

Reference Books

1. Mahajan, et.al..., Energy and Energy Resources Management, Deep and Deep Publications Pvt. Ltd., New Delhi, 1999.
2. Surat Singh, **Strategies for Sustainable Rural Development**, Deep and Deep Publications Pvt. Ltd., New Delhi, 2007.

IRSC-62 MANAGEMENT INFORMATION SYSTEM IN RURAL DEVELOPMENT

Objectives: To Enable the students to understand the management Information system for decision making in Rural Development

Unit -I Basic Concepts

Data versus Information - Characteristics of Information - Value of Information as an Aid to Decision making

Unit - II Classification of Management

Information systems - Data Bank information system - Predictive Information system - Decision making information system - Decision - Taking information system.

Unit - III Role of MIS,

Role of MIS in the management of Rural Developmental Programmes. MIS for Decision making at various levels - Organisation - Effective allocation of Resources Need for communication Training - Day to day operation

Unit - IV Design of MIS

Assessing information needs for planning, monitoring and Evaluation - Ensuring system Flexibility and Adaptability - Need for Automation - Organisation of Data base -. Networking and Interactive Processing - Centralization versus Decentralization - Deciding the levels of Information - Groups, Information, Frequency, and content

Unit - V Computer based MIS & Networking

Illustration at the Block level - Taluk level - District level and State level Net working of requirements for typical Computer based National Rural Developmental Programmes.

Text Books

1. Ahituv.N. Neumann, S. & Riley H.N., "Principles of Information systems for management" (4th ed)_ Dubuque, 1A, WMc. Brown Communication, 1994.
2. Banerjee.V.K. & Sachdeva, R.K., "Management Information System A New Frame work". New Delhi, Vikas Publishing House, 1995.

Reference Books

1. Davis. G.B. & Olson, M.H., "Management information systems conceptual foundation, structure and development", New York Mcgraw - Hill, 1985.
2. Imboden, N., "Managing information for rural development projects", Paris; Organisation for Economic Co-operation and Development, 1980.

IRSC- 63 EXTENSION TEACHING METHODS AND TECHNIQUES

Objectives: To teach the various methods of Extension

Unit I: Introduction

Extension teaching methods - Definition, Functions, Planning, Purpose, Classification, Combination, use of extension teaching methods and its advantages and limitations.

Unit II: Methods of concept

Individual contact methods - Farm and Home visit, Office calls, Personal letter, observation/trial plots-Meaning, purposes procedure, advantages and limitations.

Unit III: Method of Demonstrations

Group contact methods - Method and Result demonstrations, Group Meetings, Field Day, Group Discussion-Meaning, purpose, procedure, advantages and limitations

Unit IV: Extension campaign

Mass contact methods - Farm publications, circular Letter, News articles, Campaign, Exhibition, Radio, Television. View data and Network system.

Unit V: Advantages and Limitations

Extension Teaching Techniques - advantages, limitations, Projected and Non projected techniques, Informal Discussion, Lecture, Panel, Symposium, Colloquy, Seminar, Conference, Role Playing, Buzz Session, Workshop, Tours - Purpose, Procedure, Advantages and Limitations.

PRACTICAL

Preparation, presentation and Evaluation of selected Extension techniques for field use - Practicing chalk board techniques. Preparing simple from literature - practicing lecture, panel, discussion, Brain storming, Role paying, seminar and visit to various media units.

Text Books

1. Adivi Reddy, A 1965. Extension Education, Sree Lakshmi Press., Bapatla.
2. Annamalai, R.M., Manoharan, S. Somasundaram and K.M. Krishnakumar. 1987. Extension methods and their principles, Palanippa Printers, Thirunelveli.

Reference Books

1. Dahama, O.P and O.P. Bhatnagar, 1985. Education and Communication for development. Oxford and IBH Publishing Company, New Delhi.
2. Ray, G.L. 1971. Extension Communication and Management. Naya Prakash, Calcutta.

IRSC- 64 PANCHAYATI RAJ INSTITUTIONS

Objectives: To enable the student to learn Panchayati Raj.

Unit – I: Introduction

The Role of Panchayat Raj Institutions in Rural Development - Structure - Constitution and Functions of Panchayat Raj Institutions - Various legislations - Challenges before Panchayat Raj Institutions.

Unit – II: Decentralization Process

Panchayat Raj Institution - Democratic Decentralization -Report of various committees on Panchayat Raj _ Role of institutional Agencies in Rural Development - Rural Development Administration - Administrative Accountability - Administration of Special services to the weaker sections.

Unit – III Grama Swarajya

Gandhian concept of Grama Swarajya - Peasant movement in India - Panchayat Raj Experiment in Tamilnadu - Origin and growth and present status - Constitutional Amendments Bills of 67 and 73 - Current Trends

Unit – IV: Gender Issues

Gender Issues in New Panchayat Raj System - Development of Women and Children - Resource mobilization - Reservation for SC/ST in PRI Policy implications.

Unit – V: Issues

Management of Education and Panchayat Raj Institutions Economical, Issues - Role of NGO's in PRIs - Training for Panchayat Raj - Training Programmes for Elected members - Outlook for Research on Panchayat Raj.

Text Books

1. Jain.S.P. & Thomas.W. Hochgesang Emerging-Trends in Panchayat Raj, National Institute of Rural Development, Hyderabad 1995
2. Choudhury R.C. & Rajakutty S. Fifty years of Rural Development in India: Retrospect and Prospect, NIRD, Hyderabad 1998.

Reference Books

1. Biju.M.R., Dynamics of New Panchayat Raj System, Kanishka Publications, New Delhi, 1998.
2. Haldiput.R.N. and Paramahamsa V.R.K. local Government Institutions in Rural India, NIRD, Hyderabad, 1970.

IRSC- 65 RURAL DEVELOPMENT ADMINISTRATION

OBJECTIVE:

To impart the students in various administrative avenues in rural development.

Unit - I : Introduction

Rural Administration – concept – Development Administration – Nature – Scope – Rural Development Functionaries.

Unit – II: Level of Administration

Rural Development administrative imitative – state level – District level – DRDAs Block Development office – Village Panchayat.

Unit – III: Categories of Administration

Ministries of rural Development – state – central Commission rate of rural Development – Directorate of Rural Development – Various administrative buddies – Different Departments – Agnate – Animal husbandry – Health & Sanitation – energy – Population.

Unit – IV: Rural Development inception

Rural Development Originations – NGOs – Funding agents

Unit – V: Rural Administration - Training

Training units / training Organization – Management Development Organizations – Research institutes. People's participation and Rural Development Administration – Different levels – state – District Block & Village level.

Text Books

- 1) Nandhini, Rural Development Administration, sage publications New Delhi, 2000
- 2) Desai.V., Rural Development (Organizations & Institutions), sage Publications – New Delhi, 2005.

Reference Books

- 1) Patty.K.S., Rural Development in Modern India, B.R. Publishing House, New Delhi,2009
- 2) Bhatia.B.S. Rural Development Management, B.R. Publishing Company, New Delhi,2003.

IVEC - 66 VALUE EDUCATION

Objective:

To help students to discern the process of decision making in matters of morality.

Unit – I : Introduction

Value education – Meaning – Nature and Purpose
Importance of Value Education

Unit – II: Basic features

Basic Features of Rational Ethics
Moral consciousness and conscience
Love – the ultimate moral norm

Unit – III: Human Rights

Morality and Freedom - Human Freedom and Moral
Responsibility
God, Religion and Morality
Sanction for Moral Life.

Unit – IV : Social Ethics

Social Ethics: Value of life and human beings
Liberty. Equality and Fraternity

Unit – V: Issues

Ethical Issues Today: Religious Ethics, Family Ethics
Political Ethics - Business Ethics
Ethics and Culture.

Text Books

1. Heroled Titus, (1964) *Ethics for Today*. Eurasia Publishing House, New Delhi
2. Madan, G.R. (1966) *Indian Social Problems*. Allied Publishers, New Delhi,

Reference Books

1. Sharma , R.N. (1968) *Principles of Sociology* Educational Publishers Meerut,
2. Willam .K. Frankena ,(1999) *Ethics* , Prentice Hall of India, Delhi

FOURTH YEAR

VII SEMESTER

IRSC - 71 RURAL DEVELOPMENT POLICY AND STRATEGIES

Objectives: To develop the knowledge on theories of Rural Development to know the problems of developing countries in rural development.

Unit -1 Introduction

Development Theories: Characteristics of LDCs Growth and Equity issues Balanced Vs. Unbalanced growth Theories of development - Critical Minimum Push and Dualistic Theories - Arthur Lewis and Ranis - Fei - Rostow Process of development - Transformation in the social structure - Urbanization - Development of Market structure.

Unit-II Approaches to Development

Backward Area - Rural development - Integrated Rural Development - Systems approach - Rural Constructions. Community development and Rural Development - overview of problems and Challenges.. UNIT - III Issues in Development

Problem and measures for Human Resource Development - PQLI and Education, Poor and poverty line, Unemployment and Under - employment population and illiteracy - Food and Nutritional security.

Unit - IV Policies to Rural Development

Rural Development policy Agrarian structure and reforms - Land ceiling distribution -Agrarian movements - Local level bodies, Co-Operatives NGOs and the other rural Organizations. Contributions of democratic process, peoples participation empowerment of rural women.

Unit - V Case studies in Rural Development

Rural development in developing countries - India.Nepal.Malaysia.Srilanka and African countries- Indian and Foreign experiences case study examples

Text Books

1. Gaur K.D "Dynamics of Rural Development" Mittal Pub. New Delhi 1992.
2. Gupta, Shanti Swarup," Integrated Development plan for India: Goals, Tools and Strategies" Concept, New Delhi 1992"

Reference Books

1. Higgins, Benjamin,"Economic Development", W.W.Norton & Co, New York.Reprint 1998.
Jagdish R.Barel, "Integrated Rural Development - Nepal," New Delhi, Sterling Pub., 1989.
2. Nagpal C.S. Mittal A.C "Rural Development" Ammoh pub. Ltd. New Delhi 1993.

IRSC- 72 CURRENT ISSUES IN RURAL DEVELOPMENT

Objectives: To enable the students to understand the current issue in Rural Development

Unit -1 Environment

Environment - Types, Meaning, Concept- environmental pollution – Types – degradation and conservation and promotion-Global warming – climate change – Impact on Agriculture, Society-Environmental policy.

Unit – II Gender

Meaning-Issues -Sensitization and Empowerment of Rural Women-Skill Programme – Gender Characteristics – Women Food security – Safety – Women Commission – Measures – policy recommendations.

Unit - III Privatization

Concept & Meaning - Global Competition - Commercialization - Institution: Consideration - Implications - Efficiency of delivery Service - Lowered Govt Expenditure - Higher quality of Services. Advantages and Disadvantages – concept of LPG and its implications

Unit – IV Bio-Diversity

Concept – Meaning Bio mass distribution Ecology & Environment Sustainability - Soil Erosion - Soil management - Mineral wealth - Bio - Diversity - Energy Generation and sustainable development – Sources of Bio and Renewable energy – growth & Development of Nations

Unit-V Population

Meaning and concept - Growth trend - Poverty - Unemployment migration -Fertility - Mortality - food problems and related health issues. Nutrition, Nutrition security- Food habits – Nutrition in grains, Vegetables and Fruits causes of population growth – Disease patter – Health Issues – Social – Economic – others

Text Books

1. Laxmi Devi, "Policies, methods and strategies in Rural Development", Anol Publications Pvt. Ltd., (New Delhi, 1997).
2. Deidedi R.S., "Management of Human Resource", (New Delhi: Oxford & IBH, 1982).

Reference Books

1. Schmacher, E.B., "Small is Beautiful", (New York, Harper and Row, 1973).
2. Carter, H.A. "Energy and the Environments – Attainment Analysis", England, University Press 1979.

IRSC-73 PEOPLES PARTICIPATION IN RURAL DEVELOPMENT

Objectives: To enable, the students to understand the importance of peoples participation in Rural Development

Unit -1: Introduction

Concept of Participation - the challenges of participation - issues concerning participation - Development strategy' - Re- think – The rural Poor - Participation as a strategy for Rural Development.

Unit – II: Approaches

Approaches and strategies of People Participation - In Agriculture Resource Conservation - Forestry - health - Education - irrigation and water supply. –Importance Principles of participatory practices - key elements of Participatory practices.

Unit-III: Methodology

Emerging methodology of Participation - Issues - stages - and Instrument of methodology of Participation - Training in the methodology of participation.

Unit – IV: Issues

Evaluating Participation - Conceptualizing the Issue - Indicators of Participation - Monitoring Indicators of Participation - Collecting information and data -Interpreting the Information and participatory Evaluation.

Unit – V: Technology

Participatory Technology Development and Transfer - main objectives - Analysis of Needs and priorities-People participation in Adoption Technology Packages and practice.

Text Books

1. Peter Oakley and David Marsden, "Approaches to Participation in Rural Development", International Labour Office, Geneva, 1990.
2. Peter Oakeley et.al., "Projects with People - The Practice of Participation in Rural Development", International Labour Office, Geneva, 1991.

Reference Books

1. Bamberger M.(Edi), "Readings in Community Participation", Washington D.C. Economic Development of Institute of the World Bank, 1986.
2. Bhadwi A., Rahman A. (Eds), "Studies in Rural Participation", New Delhi Oxford and IBM Publishing Co. 1982.

IRSC-74 - RURAL RESOURCE MANAGEMENT

Objectives; Develop skill among the students to make use of the rural resources for Rural Management

Unit-I : Introduction

Concept - meaning - Types - Renewable Non-renewable resources - potentiality
- distribution - Scope for economic development

Unit – II: Physical Resources

Physical Resources: Land, Forests - Minerals - Water resources and bio-sources to energy - generation. Non-Physical Resources; Finance Rural credit - Institutional Finance System and supply of credit. Human Resources: Human Capital formation investment for raising nutritional and educational standards of rural human resources.

Unit – III: Social Resources

Rural infrastructural Resources and social service Development - Development of Transport, Communication and Power - their impact.

Unit-IV: Human Resources

Human Resources - Human Capital formation - Human Resource Development Man power planning - Skill development Holistic approach to rural Human Resource Development and planning.

Unit-V: Resource Management

Resource Conservation and management; Resource Utilization deployment -appraisal - Eco system and Ecology- Ecological planning and management of terrestrial and Aquatic Eco system.

Text Books

1. Raman "Our Resources," National Book Trust, New Delhi 1980.
2. Negi B.S. "Geography of Resources", Kethar Nath Ram, Nath Publisher, N India 1990.

Reference Books

1. Vaclav Sril etal (Eds)"Energy in the developing world.the real energy Crisis", < University press, New Delhi.
2. Mehta M.M."Human resource Development Planning"(1976) Millan co.,of Indi< New Delhi.

RUDE 75 - Rural Development & Extension

Objective: To create an awareness of the present status of Rural Development and Extension Programmes in India.

Unit-I: Introduction

Concept of Rural Development– Meaning and Definitions– Objectives – Nature and Scope – Functions – Earlier Experiments – Gandhi’s Sevagram – Santhiniketan and Marthandam Project.

Unit-II: Reaching the Unreached

Extension – Meaning – Objectives – Rural Extension – Principles – Techniques – Problems – Field Work – Lab to Land Concept – Technology Transfer – Extension Work and Rural Development.

Unit-III: Approaches

Strategies and Approaches – Lead Bank Approach – Integrated Rural Development – Poverty Reduction and Employment Generation – Recent Rural Development Programmes – Rural Housing and Sanitation – MNREGS: Objectives, Functions, Achievements – State Level Rural Development Schemes for Rural Poor Families and Vulnerable Section – Pudhu Vazhuv Thittam – Mahalir Thittam.

Unit-IV: Rural organization

Rural Development Organizations and Extension Methods – NIRD – State Institute of Rural Development – Gandhigram Rural Institute – MORD, Government of India–Role of Extension in Rural Development–Recent Scenario.

Unit-V: Extension Programmes

Field Work – Village Visits – Contact Points – Interactions with Village Groups – Panchayat Raj – Youth Club – SHGs – Farmers Clubs and Other Rural Institutions.

Reference Books

1. Chambers Robert. *Rural Development*. Putting the Last First Washington: Longman, 2003.
2. Desai, V. *Rural Development (Vol: 1) Concepts and Dimensions*. New Delhi: Concept Publishing Company, 2004.

Text Books

1. Rajiakodi, M. *Rural Development*. Madurai: Pratap publishers, 2010.
- Sreedhar, G. *Rural Development: Concepts and Dimensions*. New Delhi: Sage Publications, 2015.

VIII SEMESTER

IRSC -81 FUNDAMENTALS OF EXTENSION EDUCATION

Objectives: To enable the student to understand the concept of Extension Education.

Unit I : Introduction

Education - Informal, formal and non-formal education - Key elements in non formal education. The concept of extension - Need for extension - Extension education - Concept - Process - Meaning - Objectives - Conceptual and Philosophical similarities and dissimilarities among extension education, adult education and distance education.

Unit II: Functions

Functions of Extension Education - Levels of Extension - Philosophy of Extension Education - principles of extension education - Various approaches of extension work - Critiques on Extension approach and methods and ethics of extension education - Procedures of Extension Educations.

Unit III: Interdisciplinary character

Aims of Extension Education discipline - Extension Education and its relationship with other social science, Extension Education - an applied behavioural science - Relationship with other social sciences - symbiosis with other social discipline.

Unit – IV: Basic principles

Basic principles of teaching and learning - Learning situation - Implications for teaching - criteria for effective teaching - Criteria for effective learning situation for adults - Factors influencing learning of adults - Steps in extension teaching -Experiential Learning.

Unit – V: Approaches: some experiments

Earlier extension efforts and their implications for India's agricultural extension approaches of USA, Japan, UK, China and Israel - Approaches of agricultural extension - Farming system research and extension approach.

Practical

Visit to nearby villages to study the learning situations of farmers. Identify the needs of the farmers. Study the aspirations and attitude of farmers, farm women and youth towards recent technologies. Understanding the factors influencing adult learning. Use of various understand social interaction process - Statistical tools in extension education.

Text Books

1. Adiri Reddy, A 1987. Extension Education Sree Lakshmi Press. Bapatta.
2. Annamalai, R. 1993. Extension Education and Programme planning. Palaniappa Printers, Tirunelveli.

Reference Books

1. Dahama, O.P and O.P. bhatnagar 1984. Education and Communications for development. Oxford and IBH Publishing Co., Pvt Ltd., New Delhi.
2. Ray, G.L. 1991. Extension Communications and Management Naya Prakash Publications, Calcutta.

IRSC -82 RURAL PROJECT PLANNING, MONITORING AND EVALUATION

Objectives: To impart knowledge to formulate rural project planning, monitoring and Evaluation.

Unit-I: Introduction

Project Formulation: Concept, methods, process and resource mobilization.

Unit – II: Approaches

Monitoring and Evaluation: Concept, Indicators and methodologies - Approaches to Evaluation - Objective oriented - Management Oriented - Client oriented - Expertise Oriented - Adversary Oriented - Naturalistic Evaluation.

Unit – III: Identification

Evaluation Standards: Utility standards: Client Identification - Evaluation credibility - Dissemination - Report Timeliness and Evaluation - Impact - Feasibility standards - Practical Procedure - Political Viability and Cost Effectiveness: Propriety Standards - Formal Obligation - Conflict of Interests - Human Interactions - Balanced reporting and fiscal responsibility - Accuracy Standards - Object Identification -Context Analysis - Described measurement - Systematic data Control, Analysis of Quantitative Information.

Unit – IV: Evaluation

Planning for Evaluation: Identifying and Selecting the evaluation issues and criteria - Information Collection - Analysis and Interpretation and developing Management plan for evaluation.

Unit-V :Impact Assessment

Analysis of Qualitative Information - Justified Conclusion and Objective Reporting-Conducting Evaluation: Collecting evaluation information - Analyzing interpreting evaluation - Participatory monitoring and Evaluate - Impact Assessment.

Text Books

1. Desgupta and P.W. Pearce, "Cost-Benefit Analysis - Theory and Practi Macmilloon, 1976.
2. Price Gittinger, "Economic Analysis of Agricultural Project" (London: John Hopking University Press, 1974).

Reference Books

1. Charless C. Martin, "Project Management - How to make it work", Amacom Division of American Management Association, (1996).
2. Sandy Coirncross, et.al., "Evaluation for village water supply planning," John Wiiiiey & Sons, 1995.

IRSC – 83 MANAGEMENT IN RURAL DEVELOPMENT

Objectives: To Inculcate the student on management techniques applicable to rural development

Unit -1 : Introduction

Rural management - Nature - Scope - Public Administration Development Administration Vs Rural Management - Management Process and responsibilities and their implications in Rural extension - Team Building skills etc.,

Unit – II: Organizations

Organization - Meaning and importance, concepts, nature of organization and its role - Managers role and responsibilities, Span of control, line of authority in an organization - line and staff concept - meaning and importance.

Unit – III: Decentralization

Decentralization - Meaning - Nature and Importance, Pros and Cons of Decentralization in an organization - Co- ordination - Meaning, importance, scope and its need - difference and relationship between inter and intra co-ordination *in* an organization.

Unit – IV: Approaches

Human relations - Concept and Importance - inter disciplinary approach Theory-X and Y factors affecting human relations - organizational climate - Social relation and work groups.

Unit – V: Methods & Techniques

Supervision - Meaning, role and function - qualities of supervisors - organizational communication, responsibility, empathy- Management Information system- Concept Methods and Techniques

Text Books

1. Blackbourn D.J.(Ed), "Extension Handbook: Processes and Practices" Toronto, Thompson Educational blushing Inc. 1994.
2. Mamolia C.B., "Personnel Management", New Delhi. Himalaya Publishing & Co. 1992.

Reference Books

1. Newman and H.Willaim, "Public Administration in Theory and Practice", Allahabad, Kitab Mahal, 1963.
2. Balaram, S., Dogra, Marketing Management and Rural Marketing, Common Wealth Publishers, New Delhi, 1990

IRSC -84 DEVELOPMENT COMMUNICATION

Objectives: To develop skills in development of communication methods among the students

Unit -1: Introduction

Development Communication - Importance - Models - Theories and Types, Psychological barriers - Fidelity and Credibility. Feedback - nature effect and mechanism, organizational communication.

Unit – II: Strategies

Strategies for Technology Transfer - Trickle down strategy and popular participation strategy, Institutionalized and classic forms of support communication.

Unit – III: Agencies

Role of Universities - Development Departments and Voluntary Agencies in Development Communication, Recent researches in Development Communication.

Unit – IV: Role of Communication

Information Management - Meaning, need and role.

Unit – V: Theories of communication

Information- Theory, Collection, processing, storage, dissemination and management techniques- Formulating Information management - Design for different clientele - Analysis of research studies.

Text Books

1. Mc.Dvail D., "Mass communication Theory: An Introduction", New Delhi, Sage Publication, 1983.
2. Melkote S.R., "Communication for Development in the third world: Theory and Practice", Madras, Sage Publication, 1991.

Reference Books

1. Nair K.S. and S.White, "Perfectiones on Development Communication", Madras Sage Publication, 1993.
2. Roling N., "Extension Science: Information Systems in Agricultural Development, Cambridge, Cambridge University Press 1998.

RUDE 85 - Self – Help Group & Micro Finance

Objective: To bring out firsthand information on SHGs and Microfinance

Unit –I – Introduction

Self Help Groups: Meaning, Concept, Definition, Structure and Objectives of SHGs, Elements of SHGs – SHGs in Tamil Nadu and Cuddalore District in Particular – Potential of Microfinance and its Tie-up with SHGs.

Unit- II Function of SHGs

Self Help Groups and Promotion: Role of Self Help Groups – Stages and Role of NGOs – Saving Operations of SHGs – Credits Operation of SHGs – Saving and Credit Programmes of SHGs – SHG Meetings: Weekly, Monthly, Office Bearers, Membership and Account Maintenance.

Unit –III SHGs Promotion Strategy

Issues of SHGs – Crisis Faced by the SHGs Members – Revolving Fund – Economic Activities – Social Activities – SHGs and Bank Linkage – Strategy and Methods of SHGs Promotion – Factors of Promotion.

Unit – IV Microfinance

Finance: Meaning – Concept – Definition – Elements –Importance of Microfinance – Role of Micro Finance in Poverty Reduction – Micro Finance Institutions – Sources of Credit

Unit – V Credit Linkage

Micro Credit: Concept – Definition – Features – Development – Types of Micro Credit – Micro Credit versus Microfinance – Credit Planning: Agricultural Activity, Entrepreneurial Activity, Service Activity – Impact of Microfinance and the SHGs.

Reference Books:

1. Rajasewkhar, D., and Sreedhar. *Saving and Credit Programme as Instrument of SHGs Promotion*. New Delhi: Concept Publication, 2004.
2. Rajasewkhar, D. *Saving and Credit Systems of the Rural Poor*. New Delhi: Concept Publication, 2002.

Text Books:

1. Rajasewkhar, D. *Poverty Alleviation Strategies of NGOs*. New Delhi: Concept Publication, 2004.
- Lalitha, N. *Maintaining Micro Finance*. New Delhi: Concept Publication, 2003

FIFTH YEAR
IX SEMESTER

**IRSC – 91 METHODS AND DESIGNING OF SOCIAL RESEARCH
FOR RURAL DEVELOPMENT PROFESSIONALS**

Objectives: To enable the students to understand social science research and impart skills to undertake empirical studies.

Unit -1: Introduction

Science and Scientific approach - The meaning, importance and purpose of research in social sciences - social Research - Meaning and its types - Theory building- Developing the theoretical orientation of the research problem.

Unit – II: Formulation

Selection and Formulation of research Problem - Hypothesis - Meaning and Importance - Types of Hypotheses - formulation of Hypothesis - Testing of Hypothesis Characteristic of a good hypothesis.

Unit – III: Sampling Procedure

Concept in social Research - Operational Definitions, Objectives - Meaning and importance in research, variables - meaning and characteristic of a good variable - Types of variables -Classification and Operationalisation of Variables. Sampling techniques - Steps in Sampling.

Unit – IV: Design

Research Design – Concept & Purpose Classification of Research Designs - Simple experimental designs - Content analysis, audience research- Farming system Research their advantages and disadvantages.

Unit – V: Methods of Research

Methods of Data Collection Library visit -Case Study, Interview - mailed Question Social surveys Processing. editing, coding. Tabulation, interpretation and analysis of data report writing and presentation of references. Computer software Packages in social Research-Case studies in Rural Research.

Text Books

1. Best J.W.and J.V.Kahn, "Research in Education", New Delhi: Prentice Hall of India PVT Ltd. 1989.
2. Festinger, L and D. Katz, "Research methods in the Behavioural Sciences, New York The Dryden Press 1976.

Reference Books

1. Kerlinger F.N. "Foundations of Behavioural Research" New Delhi, Surjeet Publications 1978.
2. Young P.V. "Scientific Social Surveys and Research " New Delhi prentice Hall of India Pvt Ltd.'1973.

IRSC -92 NGO'S FOR RURAL DEVELOPMENT

Objectives: To expose the students to understand voluntary Agencies voluntarism In solving the rural Problems

Unit -I : Introduction

NGOS - Concept, - Meaning, function and performance

Unit - II : Role of NGO'S

Role of NGOS, - Characteristics - Strength - Weakness NGOS and Interaction - Configuration for providing Techniques and feedback

Unit - III: NOG's Dynamics

Dynamics of Voluntary Agency - Small and Major - Funding Agency - National and International

Unit-IV: Voluntary Agency

Voluntary Agency in Rural Development - Agriculture, Industry, Heath Education and Infrastructural Development

Unit- V: Training and Development

Training and Development - Role and Function - Skill imparting, Training Types - International Funding - Donor agency - Central and State Government DRDA, Mahair Thittam etc..

Text Books

1. Desai, Rural Development: "Organizations and Management" (New Delhi, Concept publishing Co., 1989)
2. Subramanyam, "Rural Development, and Voluntarism" (New Delhi, Sage Public 1992)

Reference Books

1. Muniandi K.'Voluntary Agency and Panchayat Raj," (Bangalore Gand Sanmark 1992)
2. Shah.P. "Voluntarism: Concept and Issuse," (New Delhi, sage Publications 1992 Elumali R. Rural Development and Management of Voluntary Organisations New Dehli,Vikas Publishing co, 1993)

IRSC - 93 HUMAN RESOURCE DEVELOPMENT FOR RURAL MANAGEMENT

Objectives: To enable the students to understand the utility Nature for Human Resources Development for Rural Management

Unit -I Introduction

Human Resource Development - Definition - meaning - importance - and scope - selection - Recruitment and Assessment of Potential - Job Performance by self and organization - Job evaluation.

Unit -II: HRM efforts

Identification of Problem areas and deciding on HRM efforts - Effective Human Resource Development techniques. Providing facilities for effective utilization of human resources.

Unit-III: Training

Training - meaning - determining training need and developing strategies, Training - Types, models, methods and evaluation.

Unit - IV: Techniques

Facilities for Training - Trainees Training - Techniques for trainees participation.

Unit-V: HRD - Research Studies

Developing, designing, implementing Rural extension Training programmes -Rural - Extension Training Programmes Rural Extension training, Monitoring and Evaluation of extension Training Institutions- Training in Human Resource Development - Research Studies.

Text Books

1. Dessler g., "Human Resource Management", New Delhi of Prentice Hall at India P.Ltd., 1998.
2. Oakby P., C.Garforth, "Guide to extension Training", Rome, FAO, 1995.

Reference Books

1. Agarwal, R.D., Dynamics of Personnel Management in India a book of Readings, Tata McGraw Hill, Bombay, 1973
2. Armstrong, M., Handbook of Personnel Management, Institute of Personnel Management, London, 1970

IRSC - 94 RURAL ENTREPRENEURSHIP DEVELOPMENTS

Objectives: To enable the students to acquire entrepreneurial skill in order to have their own unit of production

Unit -1: Introduction

Rural Entrepreneurs and Entrepreneurship - definition, meaning, Characteristics of entrepreneur - Entrepreneurship development Process - Entrepreneurial quality, Capability of resources, Rural Enterprise Management and Social responsibility.

Unit - II: Rural Enterprise

Rural Enterprise - Meaning, definition, Characteristics and types of enterprises - Difference between entrepreneurship and self employment and income generation activities - steps in setting up a small industrial enterprise – **SWOT** analysis product selection and market survey, marketing - concepts elements - strategy segmentation market positioning and marketing mix.

Unit - III: Rural Business

Rural small* business management - process of Management - meaning organizing - Leading, Co-ordinating, and controlling, Training Programmes for entrepreneurship development, Entrepreneurial motivation and motives for entrepreneurship, Guidelines for entrepreneurship programme.

Unit IV: Theories

Theories of Entrepreneurship - Psychological and Sociological Theories.

Unit - V: Support system

Organizations in the service of Entrepreneurs – NABARD, Mahalir Thittam, NGO's Universities – District Industrial Centre – Adhi Diravida Welfare- Objectives and functions of Government Institution – Project Formation follow up – unit starting

Text Books

1. Dhillon, P.K. 'Women Entrepreneurs - Problems and Prospects', New Delhi Blaze Publishers and distributors Pvt. Ltd., 1993.
2. Kanungo, R.N. Entrepreneurship and Innovations, New Delhi Sage Publications India **Pvt** Ltd., 1999.

Reference Books

1. Sivakamasundari.S. "Entrepreneurship Development for Rural women", New Delhi, Asian and Pacific centre for Transfer of Technology, Vol. 1.1995.
2. Bhattacharya, H., Entrepreneurial development: A behavior model, SEDME, 1979, Vol.6, No.2, pp-83-98

RUDE 95: RURAL SMALL BUSINESS

Objective: To study the Dimensions of Rural Business

Unit – I Introduction

Introduction to Rural Small Business – Nature and Scope of Rural Small Business – Characteristics of Rural Small Business – Advantages of Rural Small Business – Role of Rural Small Business in Employment and Income Generation.

Unit – II Small Business Types

Types of Small Business – Size and Types – Importance of Rural Small Business – Problems of Rural Small Business: Agro Based, Service Oriented, Grocery, Fancy, Consumer Oriented, Miscellaneous.

Unit – III Promotional Strategy

Procedures for Setting up of Rural Small Business – Rules and Regulations – Market Survey – Feasibility Report – Factors of Location – Advantages, Government Support – Level of Services and Array of Goods and Price Strategies.

Unit – IV Governing Factors

Women and Rural Small Business – Rural Grants for Small Business – Micro Finance – Rural Credit – NABARD and Rural Small Business – Role of DIC – Licensing Policy – Role of Banks – Local Government.

Unit – V Small Business and Bankers

Financial Institutions and Rural Business – SIDBI – DIC – CDFI – PACS – MSME – SBSGS – Subsidy for Rural Small Business – Short Term and Medium Term Loan – Turn over – Product Mix – Salesmanship Quality and Managerial Skill in Small Business – Sustainable Rural Business Development.

Reference Books:

1. Gural Sing and J. C Verma. *Small Business and Industry*. New Delhi: Sage Publications, 2002.
2. Sinha, S. K. *Small Business Management*. New Delhi: Indian Publications, 2010.

Text Books:

1. Burrows, R., and J. Curran. *Sociological Research on Service Sector Small Businesses: Some Conceptual Considerations*. New Delhi: Concept Publication, 1989.
2. Radhakrishnan, L., and P. Uma. *Small and Medium Enterprise*. New Delhi: Kalpaz Publications, 2010.

ISSC 96- SOFT SKILLS

Objective:

To train students in soft skills in order to enable them to be professionally competent

Unit 1: Soft Skills and Personality Development

Soft Skills: Meaning and Importance - Hard Skills versus Soft Skills - Self Concept: Self Awareness, Self Development and Self Realisation – Power of Positive Attitude – Etiquette and Manners.

Listening: Types of Listening, Effective Listening and Barriers to Listening – Assertive Communication

Unit 2: Communication Skills

Oral Communication: Forms, Types of Speeches and Public Speaking – Presentation: Elements of Effective Presentation and Use of Visual Aids in Presentation.

Written Communication: Strategies of Writing – Business Letters: Form, Structure and Formats – Types of Business Letters – Memos – Agenda and Minutes.

Non-verbal Communication: Body Language and Proxemics.

Unit 3: Interpersonal Skills

Interpersonal Skills: Relationship Development and Maintenance and Transactional Analysis.

Conflict Resolution Skills: Levels of Conflict and Handling Conflict - Persuasion – Empathy – Managing Emotions – Negotiation: Types, Stages and Skills – Counselling Skills.

Unit 4: Employability Skills

Goal Setting – Career Planning – Corporate Skills – Group Discussion – Interview Skills – Types of Interview - Email Writing – Job Application – Cover Letter - Resume Preparation.

Unit 5: Professional Skills

Decision Making Skills – Problem Solving – Emotional Intelligence – Team Building Skills – Team Spirit – Time Management – Stress Management: Resolving Techniques.

References:

1. Ghosh, B.N. **Managing Soft Skills for Personality Development.** (Ed). New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.
2. Krishna Mohan and Meera Banerji. **Developing Communication Skills.** (2nd Edition). New Delhi: MacMillan Publishers India Ltd., 2009.
3. Neera Jain and Shoma Mukherji. **Effective Business Communication.** New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.
4. Rao, M.S. **Soft Skills - Enhancing Employability: Connecting Campus with Corporate.** New Delhi: I.K International Publishing House Pvt. Ltd., 2011.
5. Ashraf Rizwi, M. **Effective Technical Communication.** New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2010.
6. Bretag Tracey, Crossman Joanna and Bordia Sarbari. **Communication Skills.** New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.

TENTH SEMESTER

IRSP 101 - FIELD PLACEMENT PROGRAMMES

Objectives:

1. To impart the skills about District Development Plan
2. To make a student to understand various activities and functions of district level Rural development Agency (DRDA).

A. Theoretical Orientation

This course is aimed to understand the objectives functions and achievement of district level rural development organization. It would helpful to inculcate the knowledge on the rural development organizations at district level.

B. Submission & Field Work Report

The individual student will have a exposure about the rural development organizations at the district level. The student should visit and observe the activities of district rural development agency (DRDA) and he/she should submit a field work report as per the guidelines and supervision of the course teacher.

IRSP 102- BLOCK PLACEMENT PROGRAMMES

Objectives

Block placement programme involve practical, enriched method, to make the student, to provide knowledge about the community development block. The objectives of this course is thrown

1. To impart the methods & techniques to the student, in order to conduct the some suitable visit and observation on various initiatives and activities available at block level, with a view to Rural development context
2. To make the individual student to study about the nature, Functions and managerial procedures of block development office

Theoretical orientation

The students will be taught about the concept of development block, along with its aim and objectives, functions and administrative activities of the block development.

Every student should submit a report after the visit this involve Viva-Voce examinations.

Practical and Submission of Report

The individual student can submit the report, on the basis of the visit and observation of various activities of rural development organization at block level. It is the block level exercise to understand the issues and problems related to the development block, with the supervision of the course teacher concerned.

IRSP 103- Case Study

Aim & Objectives

The main aim of the course is to educate the students to know about the case study, with reference to the study of an individual village. The objectives of the course are

- To enable the student to conduct a case study, with reference to a village, which is the unit for the case study
- To provide the practical knowledge about the particular unit, in the context of rural development

Course content

The course comprises two parts such as

a. Theoretical Orientation

The students will be taught about the skills and techniques to conduct the case study at village level. They will be given an opportunity to select, visit and observe the social, economic, environmental, psychological cultural and political characteristics and their related programmes/schemes. Finally

b. Practical & Submission of Report

The individual should submit a report to the department, on the basis of the guidance of the course teacher concerned.

IRSP 104- Project and Viva-Voce

Objectives:

1. To make a student to have a familiarity in research studies through various exercises of research processes
2. To provide the technical knowledge to the students to do research study,

Content of the programme

The individual student can take-up one of the area of research from the following, and prepare himself/herself to choose the research topic.

1. Farm sector and their related Issues and Rural Development
2. Secondary sectors in the rural area and Rural Development
3. Rural Resources Management
4. Rural organizations/institutes
5. Rural Women Development
6. Poverty Reduction and Inclusion of Rural poor

Finally, the student should submit the report about his/her research work, on the basis of the theme as mentioned above, under the supervision of the teacher concerned.

RUDE 105 - Rural Tourism for Employment

Objective: To teach the fundamentals of Tourism so as to enhance Employment Opportunities

Unit – I Introduction

Tourism – Concept – Meaning – History of Tourism – Importance and Its Significance of Tourism – Increase in Foreign Exchange – Tourism Potential and Indian Economic Development – Tourism versus Leisure.

Unit – II Factors of Tourism

Tourism Factors Land, Water, Forest, Hill Tourism – Social – Cultural. Sports – Education – Seasonal Attraction – Movement of People – Culture and Outflow during Potential Seasons.

Unit –III Tourism Types

Types– Rural – Urban – Business – Educational – Cultural – Religious – Economic and Environmental – Tourism Activities – Tourism Place – Infrastructural Facilities – Hotels and Restaurants – Guest Houses – Transport Facilities – Interaction and Communication Facilities – Other Promotional Activities.

Unit– IV Tourism as an Industry

Tourism as a Product – Product Nature – Product Sale – Product Pricing, Tourism Industry in India: Distribution, Growth and Development – Ticketing – Accommodation – Catering – Inflow and Outflow of Tourists – Importance of Tourism.

Unit – V Tourism and Employment

Tourism – Potential – Employment Opportunities: Part-time Guide – Local People Avenues – Scope in Marketing – Catering – Vendors – Employment opportunities for Rural People – Standard of Living and Their Rural Livelihood in terms of Tourism – Tourism Policy and Five Year plans.

Reference Books:

1. Harish Bhatt and B. S. Badan. *Sustainable Tourism*. New Delhi: Commonwealth Publishers, 2009.
2. Sinha, P. C. *Tourism: Concept & Dimensions*, New Delhi: Anmol Publication, 2007.

Text Books

1. Nagapathi, K. S. *Tourism Development – A New Approach*. New Delhi: Concept Publication, 2003.
2. Lama, B. *Tourism: Planning and Approches*, New Delhi: Deep & Deep Publications Pvt. Ltd., 2008.

