

DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU
JAMMU

MASTERS DEGREE PROGRAMME IN RURAL DEVELOPMENT
(MRD)

Revised Syllabus under CBCS after Curriculum Reforms Workshop Held In 2019

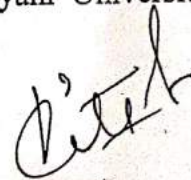
INTRODUCTION

In the recent years, rural development is getting increased attention in countries around the world. It is one of the most important items in the development agenda of all the countries. It contributes greatly to the development of disadvantaged regions through its various intervention to bring about a deep structural change in rural areas which augments transitions not only in rural economy but is also instrumental in social, political and cultural transitions.

India too, is a land of villages and rural economy is its backbone and thus there is a dire need for strengthening Indian rural economy. With more than 70 percent of our population living in rural areas, any strategy for development in the country must focus on the socio-economic development in the rural areas. Today, rural development in India is viewed as a multi-dimensional process which involves the reorganization and reorientation of entire economic and social systems. As the term rural development encompasses overall development of rural areas with a view to improve the standard of living of rural masses, its fields include the development of agriculture and its allied activities, village and cottage industries, handicrafts, socio-economic infrastructure, community services and facilities etc. and above all the human resources in rural areas. In short, Rural Development is a process leading to sustainable improvement in the quality of life of our rural folk.

With the new emerging areas in the field of rural development and for the implementation of various schemes of Ministry of Rural Development, the scope for employment in the Rural Development sector is increasing day by day. From a mission, Rural Development has gradually changed into a profession and recently various educational institutions have come forward to offer professional courses in Rural Development in our country in order to prepare skilled and committed rural development professionals. Rural Development as a profession is gradually gaining popularity with more and more competent professionals joining it as their career and also because of the increasing number of these educational institutions offering professional courses in the field.

With the adoption of Social Responsibility Task as a concept by the Corporate Sectors, the demand for committed Rural Development professionals is also increasing with time and thus various Corporate Houses like Tata, Arvind Mills, Reliance etc. have set up their Rural Development units. Several NGOs are also engaged in the process of rural development of India where many opportunities are being provided to the degree holders. Realizing the need for this kind of study, many Universities are offering this programme. Universities of Mumbai, Himachal Pradesh, Visva Bharti, West Bengal, Ranchi, Ravenshaw University Cuttack, Gandhigram Rural Institute – Deemed University, Tamil Nadu, Kalyani University, NIRD



Hyderabad and many other universities are offering Masters degree in Rural Development and PG Diploma in Rural Development.

University of Jammu in the Union Territory of Jammu and Kashmir is also one of the pioneering Universities in the entire Northern India which is offering this programme since the year 2013. M.A. Rural Development is a unique master's degree programme designed to expose the students to the rural life of people and the problems prevailing in rural areas. Apart from the learning within the four walls of classrooms, students of rural development course also learn in the field by carrying out projects/visits to the agricultural fields, in villages, in forests and in the operational areas of the voluntary organizations.

DURATION AND THE COURSE OF STUDY

The duration of course is two academic years and it is further divided into four semesters. The present syllabus has been approved by the renowned experts in the field who were invited for Curriculum reforms workshop in 2019.

COURSE OBJECTIVES

The Post Graduate course aims at educating and training the students in various disciplines of rural development. This course addresses the emerging need of building human resource to contribute to the rural development sector in India, with a particular focus on Jammu and Kashmir. Some of its objectives are:

- To make the students understand the issues prevailing in rural areas.
- To produce highly competent professionals in the field of rural development.
- To acquaint learners with the basic aspects of rural development in India.
- To study the factors contributing to the improvement of economic and social well-being of people in rural areas on a sustainable basis with focus on the rural poor and the other disadvantaged groups through research, action research, consultancy and documentation efforts.
- To facilitate the rural development efforts with particular emphasis and focus on the rural poor by providing knowledge, skills and attitudes of rural development.

PROGRAMME OUTCOME

By the end of the Master Degree in Rural Development programme, the students will able to:-

1. Understand rural areas, rural economy and developmental issues in rural development in general and address them through various development strategies.
2. Acquaint themselves with the theories of development, social, political and economic structures.
3. Explain the rural local self-governance namely Panchayati Raj Institutions and their role in planning and development of rural areas.
4. Identify the importance of empowerment of women and community participation for micro-finance and governance.



5. Elucidate the importance of conservation of resources, ecology and environment in the rural areas for sustainable rural development

PEDAGOGY

- The teaching of the course includes lectures, interactive sessions, questions & answer sessions, seminars, tutorials, presentation of papers, power point presentations, peer group discussions, focused group discussions, dissertation/field study and project work.
- Few issues prevailing in the rural area are chosen for group discussions during the end of week in tutorial classes and every month students are evaluated through the assignments and seminars.
- Semester-wise papers with continuous assessment and examination with credits are an integral part of the course.

TARGET GROUPS

This programme is primarily meant for all those who would like to seek knowledge about rural India and are interested to work in the field of rural development. It is also meant for those who are already working in the field of rural development either in the governmental or the non-governmental sector.

COURSE STRUCTURE

This course is under CBCS semester system. The duration of the course is two years. This is a four semester course. First year will cover Semester-I and Semester-II. Second year will cover Semester-III and Semester-IV.

Total marks of the entire course are 1700

TOTAL CREDITS 104 (96 credits to be earned from the Department, 4 credits to be earned from outside the Department in the form of one open course and 4 credits to be earned from MOOC Course.

Total number of papers for the entire course is 17.

PLACEMENT OPPORTUNITIES

- In Rural Development Departments.
- In NGOs/Voluntary Organizations.
- In Government Sectors/Banks.
- In Social Development units of Corporate Sectors.
- As self employed.(Freelancing as researchers/project formulations, setting up of one's own units).

Other diversified employment opportunities in this sector are as:

- ❖ Trainers
- ❖ Researchers
- ❖ Consultants



❖ Project Coordinators

UNIVERSITIES/INSTITUTES OFFERING THE RURAL DEVELOPMENT COURSES IN INDIA:

Here is the list of institutions which are offering courses in Rural Development:

- Department of Lifelong Learning, University of Himachal Pradesh, Summer Hill, Shimla
- Institute of Development Studies, University of Mysore, Manasagangotri, Mysore
- Department of Rural Development, Dr. B.R. Ambedkar University, Srikakulam, Andhra Pradesh
- Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur
- University of Ranchi, Ranchi
- Kalyani University, West Bengal
- M.A. Rural Development & Planning, Bankura University, Bankura
- Punyashlok Ahilyadevi Holkar Solapur University, School Of Social Sciences, Solapur
- M.A. in Rural Development and Management, Centre for Rural Development Studies, Bangalore University
- Odisha State Open University, Sambalpur
- Department of Rural Development, Acharya Nagarjuna University, Guntur, Andhra Pradesh
- M.A. Rural Technology, Bharthidasan University, Tiruchirappallai
- University of Science and Technology, Meghalaya
- Ravenshaw University, Cuttack
- National Institute of Rural Development (NIRD), Hyderabad Indira Gandhi National Open University, Maidan Garhi, New Delhi.
- Institute of Rural Management (IRMA), Anand, Gujarat
- Centre for Rural Development and Technology, IIT Delhi.
- State Institute of Rural development, SIRD, Nabha, Punjab.
- Xavier Institute of Social Service, Ranchi.
- Xavier Institute of Management, Bhubaneswar.
- Gram Rural Institute, Gandhi Gram, Dindigul.
- Career Institute of Rural Development, Bhopal, Barkatullah University.
- CRME Government College for Women, Parade Ground, Jammu

MASTER DEGREE PROGRAMME IN RURAL DEVELOPMENT

SEMESTER I

Examination to be held in December 2021, 2022, 2023

S. No.	Course No.	Title of the Course	Nature	Credits
1.		Induction/Immersion Programme	Core	Non credit
2.	PSRDTC101	Rural Development: Concept & Perspectives	Core	6
3.	PSRDTC102	Development Administration in India	Core	6
4.	PSRDTC103	Rural Scenario: Context & Status	Core	6
5.	PSRDTC104	Rural Planning & Economic Development	Core	6

SEMESTER II

Examination to be held in May 2022, 2023, 2024

S. No.	Course No.	Title of the Course	Nature	Credits
1.	PSRDTC201	Research Methodology	Core	6
2.	PSRDTC202	Rural Infrastructure & Governance	Core	6
3.	PSRDTC203	Community Mobilization and Extension Systems	Core	6
4.	PSRDTC204	Social Justice & Empowerment of Disadvantaged groups	Core	6

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SEMESTER III

Examination to be held in December 2022, 2023, 2024

S. No.	Course No.	Title of the Course	Nature	Credit
1.	PSRDTO301	MOOC (Open)	Open	4
2.	PSRDTC302	Managing Development Organizations	Core	6
3.	PSRDTC303	Rural Markets & Marketing	Core	6
4.	PSRDTE304	a. Entrepreneurship & Self Employment b. Communication & Advocacy c. Women & Rural Society	Elective (opt any one out of three)	6

SEMESTER IV

Examination to be held in May 2023, 2024, 2025

S. No.	Course No.	Title of the Course	Nature	Credit
1.	PSRDTO401	Rural Development : Indian Perspective (Open) for other Students	Open	4
2.	PSRDTC402	Human Resource Management and Organizational Behavior	Core	6
3.	PSRDTC403	Ecology & Natural Resource Management	Core	6
4.	PSRDTE404	a. Rural Health b. Local Government Systems c. Agricultural Marketing	Elective (opt any one out of three)	6
5.	PSRDTC405	Dissertation	Core	12
6.	PSRDTO406	Open Course from other Departments	Open	4

SEMESTER I

Examination to be held in December 2021, 2022, 2023

S. No.	Course No.	Title of the Course	Nature	Credits
1.		Induction/Immersion Programme	Core	NON CREDIT
2.	PSRDTC101	Rural Development: Concept & Perspectives	Core	6
3.	PSRDTC102	Development Administration in India	Core	6
4.	PSRDTC103	Rural Scenario: Context & Status	Core	6
5.	PSRDTC104	Rural Planning & Economic Development	Core	6

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Semester 1st
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2021, 2022, 2023

COURSE NO.

Title: Induction/Immersion Programme
Credits: Non Credit

Rural Immersion is the process of becoming a part of development by getting deeply involved in the activities in the rural vicinities by the students of MARD. It is the deep mental and physical involvement in the communities so that the student of MARD understands the impulse of Indian rural villages. **Immersion** programme deliberates on relocating individuals into an unfamiliar environment for some period of time for the purpose of providing meaningful learning opportunities, and also for making the individual be receptive to the social, cultural and/or political circumstances into which they have been placed.

Rural Immersion program is an important component of MRD programme to connect the new generation students with the rural community. The program is planned to be executed preferably in the nearby villages of Jammu district. Immersion program is applicable for all admitted students of MRD programme. It is designed to expose the students to the rural realities. This unique concept is being implemented with an intention of sensitizing the budding rural planners and entrepreneurs to become a part of rural development through various activities in rural area.

During the execution of aforesaid programme, multiple themes like Health, Water and Sanitation, Education, Women Empowerment, Enterprise management would be covered to build up social awareness.

The programme is not only an attempt to give exposure to university students to visit villages but also to create a learning opportunity for students from urban background by actually spending time in the farmer's house for a few days for understanding their plights, problems, value systems and their courage to cope up with the natural as well as man-made calamities faced by the farming sector. It is also poised to understand the struggle of rural community and their contribution for food security of our country.

The Immersion Programme, thus, is a mission to give an opportunity to students to learn mechanisms deployed by women, men, elderly people, youth and children from different economic and social groups to overcome various obstacles faced by them in their day-to-day survival efforts, in an interaction of student with faculty and rural people continuously for ten days. They are also given an opportunity to work with rural communities and learn the structures and functions of local-self government bodies.

Total Duration of Immersion Programme	Lecture by field experts	Discussion on rural issues	Lectures of method/ format of village assessment	Village Assessment presentations
10 DAYS	2 sessions/days	3 Sessions/days	2 Sessions/days	3 Sessions/days

Semester 1st
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2021, 2022, 2023

Course No. PSRDTC101

Title: Rural Development: Concepts & Perspectives

Credits: 6

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of the paper is to give a theoretical background about the subject of rural development along with its different perspectives

UNIT I

- 1.1: Rural areas, Indian villages and their salient features, village patterns and classification of villages, India's changing villages.
- 1.2 Development: Concept, Characteristics, Measures, Indicators & Concerns.
- 1.3 Theories of development: Rostow, Lewis, International Dependence theory.
- 1.4: Sustainable development: Concept & strategies, Millennium Development Goals and Sustainable Development Goals.

UNIT II

- 2.1: Rural Development: Concept, philosophy, principles and Objectives.
- 2.2 Rural Development Experiments in India: Pre-independence, British India, Sriniketan, Gurgaon, Martandam, Baroda, Firka Development, Nilokheri and Etawa Pilot Project, Bhoodan etc.
- 2.3 Gandhian concept of development, village reconstruction, Constructive Programme, Gandhian trinity- Swaraj, Sarvodaya & Swadeshi
- 2.4 Agents of rural development: Governmental, non-governmental, International and media

UNIT III

- 3.1 Community Development Programme - A critical review, National Extension Services
- 3.2 Planned Development and Shifts in Strategies in India
- 3.3 Approaches to Rural Development: Target, Sector, Area and Beneficiary Approach, Integrated Rural Development Programme
- 3.4 Rural Development Approaches in USA, Britain, China, Russia; Sri Lanka Bangla Desh

UNIT IV

- 4.1: Rural Poverty- Concept, Indicators & its measurement, Causes of poverty, Present scenario

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Semester 1st
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Examination to be held in December 2021, 2022, 2023

Course No. PSRDTC101

Credits: 6

Title: Rural Development: Concepts & Perspectives

- 4.2 Approaches to poverty: Biological or Subsistence Approach, The Inequality approach, Relative and absolute approach, Components of Rural and Urban Poverty
- 4.3 Unemployment: Types, Characteristics and cost of unemployment, Concerns and Issues.
- 4.4 Rural problems and barriers to rural development programmes; Regional Imbalances in Rural Development and Emerging Challenges

SUGGESTED READINGS

Aamarendra (1998) Poverty, Rural Development and Public Policy, Deep and Deep Publication Pvt. Ltd., New Delhi

Doshi SL & Jain PC (1999), Rural Sociology, Rawat Publications

Desai, V (1988); Rural Development in India: Programmes and strategies, Himalaya Publishing House

Dahama O.P & Bhatnagar O P (2019); Education and Communication for development: Oxford and IBH Publishers

Dasgupta, D (2008); Extension Education core Contents and Emerging Areas; Agrobios (India) New Delhi.

Chopra K, Gopal K and Murthy M.N (1990) Participatory Development, Sage publication, New Delhi.

Khanna, B.S., (1991), rural development in South Asia: Policies, Programmes and Organization, Deep & Deep Publications, New Delhi

Devi L (1997) Planning for employment and Rural Development, Anmol Publications Pvt. Ltd., New Delhi.

Lalitha N (2004) Rural Development, Emerging issues and Trends (Vol.I and II) dominate Publications, New Delhi.

Kalipada D (1997) The challenge of Rural Development, M.D. Publications Pvt. Ltd., New Delhi.

Maheswari S. (1985) Rural Development in India, - A Public Policy Approach, Sage publication, New Delhi.

Singh, K (2008); Rural Development: Principles, Policies and Management, Sage Publications

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Course No. PSRDTC101

Credits: 6

Title: Rural Development: Concepts & Perspectives

Satyasundaram I. (1997), Rural Development, Himalaya Publishing House, New Delhi.

Venkata Reddy K (1992) Rural Development in India, Poverty and Development, Himalaya Publishing House, New Delhi.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit I and shall be of 20 marks whereas MST Two shall be taken from Unit II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

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Semester 1st
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2021, 2022, 2023

Course No. PSRDTC102

Credits: 6

Title: Development Administration in India

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks

Minor Test II: 20 Marks

Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The paper aims at making the students understand the background of agrarian structure, classes and land reform in India, green revolution, historical legacy of Indian administration besides various issues of development administration in India and also in Jammu and Kashmir in the context of its accession, dynamics of its constitutional relationship with the Union of India etc.

UNIT I

- 1.1 Agrarian structure: concept and nature of exploitation during British India period.
- 1.2 Indian agrarian classes and socio-political impact of agrarian movements (Indigo, Moplah, Champaran, Bardoli and Pabna movement).
- 1.3 Land reforms: concept, significance and issues in post-independent India.
- 1.4 Impact of land reforms on rural economy and society.

UNIT II

- 2.1 Green revolution: background, strategies and its impact
- 2.2 Limitation and unintended implications of green revolution in India
- 2.3 Agrarian distress in rural India: issues and concerns
- 2.4 Indian agriculture: current scenario and future challenges.

UNIT III

- 3.1 Historical Legacy of Indian Administration: Ancient, Medieval, Colonial Period and Post-Independence.
- 3.2 Development administration: meaning, nature and its characteristics, Distinction Between development administration and administrative development
- 3.3 Bureaucracy and development administration in the context of Globalisation, liberalisation and privatization.
- 3.4 Issues in Indian administration with special reference to Political and Permanent Executive, Generalist and Specialists in Administration.

UNIT IV

- 4.1 State of J&K: historical background and context of accession to the union of India.

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Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2021, 2022, 2023

Credits: 6

Course No. PSRDTC102

Title: Development Administration in India

- 4.2 Constitutional /administrative evolution of J&K with special reference to Delhi Agreement 1952, constitution of J&K 1957 and reorganisation of J&K state Act, 2019.
- 4.3 Land reforms in Jammu & Kashmir: background, impact and concerns
- 4.4 Dynamics of conflict and identity politics in Jammu & Kashmir

SUGGESTED READINGS

Maheswari S.R., (1975), Rural development in India, Sage publication.

Swaminathan M.S., (2017), 50 years of Green revolution-vol.-1, publisher- M.S. Swaminathan Research Foundation.

Inamadar N.R., (1992), Development Administration in India, Rawat publishing house.

Samantha R.K., (2000), New vistas in Rural development: strategies and approaches, B.R. Publishing Corporation.

Khan A. R., (2007), Geography of Jammu & Kashmir, Gulshan Books publishing house.

Anand A.S., (2016), the Constitution of Jammu and Kashmir-Its Development and Comments (8th edition), Universal Law Publishing.

Noorani A.G., (2014), Article 370: A Constitutional History of Jammu and Kashmir, OUP Publishing India.

Bamzai P. N. K., (1965), Culture and Political History of Kashmir – Medieval Kashmir, Vol - II; M D publications Pvt. Ltd.

Charak S.D.S., (2002), Jammu Kingdom-History & Culture of Himalayan States, Vol-IX; Jay Kay Book House.

Hussain M., (2005), Systemic Geography of Jammu & Kashmir, APH Publication.

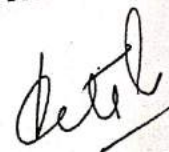
Lawrence W., (1967), Valley of Kashmir, Kejri Publications.

Chowdhary, R., (2016), Jammu and Kashmir: Politics of Identity and Separatism, Rutledge.

Bose S., (2003), Roots of conflict and paths to peace, Vistar publications.

Bazaz P. N., (1954), The History of Struggle for freedom, Kashmir Publishing House.

Chatterjee P., (2009), State and Politics in India, Oxford University Press.



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Course No. PSRDTC102

Title: Development Administration in India

Credits: 6

Jenkins R., (2004), Regional Reflections: Comparing Politics Across India's States, Oxford University Press.

Kohli A., (2010), Democracy and Development in India, Oxford University Press.

Mathew G., (1990), Panchayati Raj in Jammu and Kashmir, Concept publishing company.

Sharma S.K., (2011), The Constitution of J&K, Universal Law Publishing.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit I and shall be of 20 marks whereas MST Two shall be taken from Unit II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

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Examination to be held in December 2021, 2022, 2023

Course No. PSRDTC103

Title: Rural Scenario: Context & Status

Credits: 6

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks

Minor Test II: 20 Marks

Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of paper is to impart knowledge about social structures in rural India

UNIT I

- 1.1 Society, types of society and groups, rural & Urban societies.
- 1.2 Determinants and subject matter of Rural Social formation.
- 1.3 Nature and Scope of rural social formation
- 1.4 Key concepts of rural social formation: Sanskritization, Westernization, little and great traditions, Prachinisation and Universalisation

UNIT II

- 2.1 Deviance and social control: Meaning and nature, theories of deviant behaviour
- 2.2 Crime and Criminals behaviour, formal and informal social control
- 2.3 The foundation of society, components of culture: cultural orientation, cultural diversity, cultural change, movement towards the global culture
- 2.4 Social interaction, theories of social interaction and forms of social interaction

UNIT III

- 3.1 Socialization: heredity and Environment, Agencies of socialization
- 3.2 Theories of socialization, Socialization by caste
- 3.3 Social Inequality: Concept, dimensions and indicators of social inequality, theories of social stratification
- 3.4 Schedule Caste, Schedule Tribes, Minorities, Other Backward Classes in India, Changing rural caste stratification

UNIT IV

- 4.1 Concept of Rural Social Institutions: social frame of village community
- 4.2 Rural institution and their types: family, Kinship, Marriage, Religion
- 4.3 Social Change: Meaning, nature and types, Theories of social change
- 4.4 Factors affecting social change and factors resisting social change

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Course No. PSRDTC103

Title: Rural Scenario: Context & Status

Credits: 6

SUGGESTED READINGS

Abraham, F., M., (2010), An Introduction to concepts and theories, Second edition, University Oxford Press.

Desai, A., R., (2009), Rural Sociology in India, Popular Prakshan Pvt. Ltd

Doshi, S.L. & Jain P.C. (2009), Rural Sociology, Rawat Publication, New Delhi

David, G., M., (2008), Society in India, Popular Prakashan.

Maclever, R., M., & Page, C., H., (1962), Society: An introduction analysis. Mac Millian

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MAJOR TEST:

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- The Question paper shall be divided into three sections.
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- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

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COURSE NO. PSRDTC104

Title: Rural Planning and Economic Development

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Credits: 6

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of the paper is to enable the learner to know about conceptual & structural framework of Planning and would further enable them to know about various indicators of rural economic development in India

UNIT I

- 1.1 Planning for Rural development – Concept, importance and Scope
- 1.2 Rural Development Planning Methodologies- Growth Centre Approach, Area Development Approach and Integrated Rural Development Approach
- 1.3 Rural Development Programmes- Area based & Target oriented Programmes
- 1.4 Five Year Plans and Rural development Planning in India

UNIT II

- 2.1 Planning Process-Perspective Planning, Five Year Plans and Annual Plans in India
- 2.2 Decentralized Planning in India – Merits & Demerits and Multi-level Structure of Planning & types of Planning in India
- 2.3 District & Block level Planning in India- Concept, Scope and Components
- 2.4 Grass Root level Planning & Panchayati Raj System in India- Concept, Scope and Importance

UNIT III

- 3.1 Rural Economy-Concept, Size & Structure
- 3.2 Characteristics of Rural Sector & Role of Agricultural & Non-agricultural sub-sector
- 3.3 Rural Economy in India- Challenges, Opportunities and Scope
- 3.4 Strategies for Sustainable Rural development in India

UNIT IV

- 4.1 Principles of Cooperation & Role of Cooperatives in Rural Development
- 4.2 Credit and Non- Credit Cooperatives – Growth, Development and types
- 4.3 NABARD & RRB's in India – Structural framework and importance
- 4.4 Self Help Group Linkage Programme - Need & Relevance in India

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COURSE NO. PSRDTC104

Credits: 6

Title: Rural Planning and Economic Development

SUGGESTED READINGS

- Desai, V., (2018), Rural Development, Himalaya Publishing House
- Jhingan M.L., (2014), The Economics of Development and Planning, Vrinda Publications
- Lekhi R.K & Singh J., (2012), The Economics of Development and Planning, Kalyani Publishers.
- Misra S.K, Puri V.K., (2014), Indian Economy, Himalaya Publishing House.
- Singh K, Shishodia A., (2016), Rural Development- Principles, Policies and Management, Sage Texts.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
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MAJOR TEST:

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- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

SEMESTER II

Examination to be held in May 2022, 2023, 2024

S. No.	Course No.	Title of the Course	Nature	Credits
1.	PSRDTC201	Research Methodology	Core	6
2.	PSRDTC202	Rural Infrastructure & Governance	Core	6
3.	PSRDTC203	Community Mobilization and Extension Systems	Core	6
4.	PSRDTC204	Social Justice & Empowerment of Disadvantaged groups	Core	6

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Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

COURSE NO. PSRDTC201
Title: Research Methodology

Credits: 6

Maximum Marks: 100
Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: Enable the learner to know about conceptual & structural framework of Research Methods and further enabling them about the Contemporary Research Methods in Social Sciences.

UNIT I

- 1.1 Introduction to Research: Meaning, Definition, Characteristics and Objectives, Research and Scientific Method.
- 1.2 Classification of Research. Descriptive Research vs Analytical Research, Applied vs fundamental Research. Quantitative vs Qualitative Research. Conceptual vs empirical Research. Experimental vs Survey Research.
- 1.3 Research Processes: Basic overview and steps in Research.
- 1.4 Use of Scientific Method in Research. Possibilities and difficulties in usage of scientific method in Social Science Research. Ethics in Research.

UNIT II

- 2.1 Research Methods vs Methodology: Formulating the Research Problem. Defining the Research Problem, Research Questions, Review of Literature, Formulation of Hypothesis, Source, Characteristic and Types.
- 2.2 Research Design. Measurement in Research, Data collection, Methods and Techniques: (Observation, Interview, questionnaire, case study and mixed Methods Research).
- 2.3 Qualitative Research Procedures. (Characteristics, Strategies of enquiry, Reliability, validity and generalizability). Qualitative Research Methods: (PRA, RRA, FGD, Case Study and Action Research).
- 2.4 Mixed Methods Procedures: Components, Nature and Types of Mixed Methods. Alternative strategies and choosing a Mixed Methods Strategy.

UNIT III

- 3.1 Tools Construction and Standardization. Reliability, Validity and Norms Establishment.
- 3.2 Sampling: Sampling Methods, Sampling errors.
- 3.3 Data processing and Analysis: Descriptive statistics
- 3.4 Data processing and Analysis: Inferential statistics. Measures of Central Tendency.

Semester 2nd
Master Degree Programme in Rural Development under CBCS
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COURSE NO. PSRDTC201
Title: Research Methodology

Credits: 6

UNIT IV

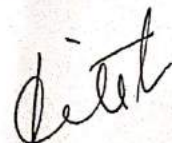
- 4.1 Univariate and Multivariate Analysis (Chi square, Pearson's product Moment correlation and t-test. Use of SPSS and AMOS.
- 4.2 Current trends in Research: Mono Disciplinary, Trans Disciplinary. Inter Disciplinary. Use of computers, Internet and Statistical packages in Research. Plagiarism and Academic Dishonesty.
- 4.3 Writing Research and Using Results. Goals of writing Research Results. Writing Quantitative Research. Writing Qualitative Research.
- 4.4 Feeding back Results to Participants. Checklist for presenting Empirical findings.

SUGGESTED READINGS

- Anastasi, A. (1961). Psychological Testing. New York: The Macmillan Company.
- Barron, F. (1969). Creative Person and Creative Process. New York: Holt, Rinehart & Winston.
- Broota, K.D. (1990). Experimental designs in Behavioral Research. John Willy & Sons
- Dasgupta, B. 1978. Village Studies in the Third World. Delhi: Hindustan Publishing.
- Douglas, A.L., William, G. M., & Robert D M, (2002). Statistical Techniques in Business and Economics (Vol. 2). New York: McGraw Hill.
- Babbie, E.R. (2011). Basics of Social Research. Nelson Education Ltd.
- Gupta C.B., & Gupta, V. (2009). An Introduction to Statistical Methods. Vikas Publishing House Pvt. Ltd.
- Garrett, H.E., & Woodworth, R.S. (1981). Statistics in Psychology and Education. Bombay, India: Vakils, Feffer & Simons Ltd.
- Kerlinger, F.N. (1978). Foundations of Behavioural Research. Delhi: Surjeet Publication.
- Simpson, G., & Kafka, F. (1957). Basic Statistics: A textbook for the first course. New York: Norton

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

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Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

COURSE NO. PSRDTC201
Title: Research Methodology

Credits: 6

MINOR TESTS:

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Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

COURSE NO. PSRDTC202

Title: Rural Infrastructure & Governance

Credits: 6

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of Paper is to impart knowledge about importance of innovation technology for changing rural India

UNIT I

- 1.1 Rural Infrastructure: Concept of Rural Infrastructure, Rural Ambience in developing world.
- 1.2 Rural infrastructure schemes in India: Bharat Nirman through Pradhan Mantri Gram Sadak Yojana, Pradhan mantra Indira Awas Yojana,
- 1.3 Rural infrastructure and transportation, rural electrification, banking and postal services, education and health, drinking water and irrigation
- 1.4 Rural Education, Health, Drinking water and Agriculture

UNIT II

- 2.1 Rural energy: Needs and technologies under rural energy
- 2.2 Energy resources classification commercial energy resources, non - Commercial resources,
- 2.3 Types of energy resource: fuel wood, forest agriculture waste, animal and human power, cow dung
- 2.4 Renewable sources of energy, hydro energy, biomass energy, waste recycling, bio energy, biomass production solar energy

UNIT III

- 3.1 Rural innovation: definition, Systems of Innovation, the generation and utilization of knowledge, socio-technical context
- 3.2 Framework and drivers of rural innovation, social technical context of rural innovation systems
- 3.3 Drivers of change and innovation behavior in rural innovation process
- 3.4 Strengthening capacity for rural development, rural innovation and entrepreneurship

UNIT IV

- 4.1 Institutions involved in rural innovation processes and support: CAPART, National Innovation Foundation-India (NIF), National Innovation Council
- 4.2 STICK (Science, technology, innovation and creation of knowledge) programmes, national innovation Survey (NIS).

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COURSE NO. PSRDTC202

Title: Rural Infrastructure & Governance

- 4.3 Diversity of innovation systems and innovations in agriculture, in domestic utilities, energy gadgets, microenterprises.
- 4.4 Technological innovations in rural India-case studies, rural technology transfer and rural people initiatives

SUGGESTED READINGS

- Anand, P., (1986), Rural Development: Principles, Policies and Management, Sage Publications
- CSIR, (1984), Science and Technology for rural development, Basic Issues, CSIR
- Floris. P., (1992), Appropriate technologies for Rural development in India, Concept Publishing
- Publishing Swaminathan, M.S., (1993), Science & integrated rural development, Concept Publishing

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

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Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

COURSE NO. PSRDTC202

Credits: 6

Title: Rural Infrastructure & Governance

- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
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COURSE NO. PSRDTC203

Title: Community Mobilization and Extension Systems

Credits: 6

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of the paper is to focus on community development, community mobilization and the historical background and significance of extension education

UNIT-I

- 1.1 Community- Definitions, Concepts, characteristics and perspectives of a community.
- 1.1 Structure and organization of different types of communities- tribal, rural and urban - norms, mores customs and institutions in contemporary India
- 1.1 Community development: origin, organization and function of community development; Nature, values , principles, forms and theories
- 1.2 Community mobilization: Meaning and significance; Tasks Involved and Community Mobilizer: Role and Skills

UNIT-II

- 2.1 Community organization: Definition, history, philosophy, principles and basic assumptions of community organization.
- 2.2 Models and approaches of community organization; Distinction between Community Organization and Community Development.
- 2.3 Community organization as a macro method & a problem solving method, Relevance of Community Organization for Community Development;
- 2.4 Role of community organizer in different settings: introduction, settings and steps of community organization, characteristics and roles community organizer.

UNIT-III

- 3.1 Extension: Concept, Philosophy, Principles and Objectives; Relationship with other subject matter fields and allied social sciences; Role of extension in development
- 3.2 Historical development of rural extension in India: Individual/Group/Community Initiatives for extension in India
- 3.3 Organized government efforts in extension and rural development in India: ICAR extension systems, Agricultural Universities, KVK, TTCs
- 3.4 Extension Professionalism: Planning communication extension support, Extension Education as a discipline and profession; Professionalism in

Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

COURSE NO. PSRDTC203

Credits: 6

Title: Community Mobilization and Extension Systems

Extension Subject Matter, Skills for Extension Work, Extension Worker as a change agent, Personal qualities and attributes of Extension Worker.

UNIT-IV

- 4.1 Various Forms of Rural Extension: Agricultural and allied fields, Animal husbandry, Social Forestry, Industries, Health, Education.
- 4.2 Extension Management: Meaning, Basic elements, Characteristics and significance of Extension management; Extension strategies for rural development.
- 4.3 Extension Methods: Individual methods, Group methods and Mass mobilization methods, advantages and disadvantages.
- 4.4 Selection and combination of methods: criteria for selection of extension methods and implications for rural development. Extension and contemporary issues: Extension and issues related to rural poverty.

SUGGESTED READINGS

Chopra K., Kaukodi G.K., Murty, M.N., (1990), Participatory Development, Sagar Publication.

Dasgupta D., (2008), Extension Education; Core contents & Emerging Areas, Agrobios publications.

Dhama O.P., and Bhatnagar O.P., (2012), Education and Communication for Development, Oxford & IBH Publishing Co. Ltd.

Dhama O.P., (2012), Extension and Rural Welfare, Oxford and IBH Publishing Co.Ltd.

Dubey V.K., Bishnoi I. (2009), Extension Education and Communication, New Age International Publishers.

Govind S., (2010), Extension Education and Rural Development, Agrobios publications.

Ray G.L., (1999), Extension, Communication & Management, Kalyani Publisher.

Reddy A., (1999), Extension Education. Sree Lakshmi Press.

Singh V., Kashyap S., Sharma A., (2015), Extension for Agriculture and Rural Development, Biotech Books.

Supe S.V., (1998), An Introduction of Extension Education, (2nd Edition), Oxford & IBH Publishing Company.



Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

Credits: 6

COURSE NO. PSRDTC203

Title: Community Mobilization and Extension Systems

Waghmare S.K., (1989), Exploring of Extension Excellence, Multi tech. Publication.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

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Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

COURSE NO. PSRDTC204

Credits: 6

Title: Social Justice and Empowerment of Disadvantaged Groups

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: To acquaint the students with social justice concepts and major programmes/schemes of disadvantaged groups.

UNIT I

- 1.1 Social Justice: Concept, history & significance. Relevance and Application of Social Justice, State, Constitution and Rights and Social Justice in India
- 1.2 Theories of social justice
- 1.3 Empowerment: Concept & Objectives, Process & Indicators of Empowerment
- 1.4 Vulnerable and Disadvantaged Groups: Meaning, Concept, features & present status

UNIT II

- 2.1 Vulnerable and Disadvantaged Groups: Children, Women, Indigenous population, Sexual minorities, Sex workers, Refugees, Persons with disability & HIV AIDS, Slum dwellers, Migrant workers. etc
- 2.2 Disability: Concept, Rights of persons with Disability in India; Constitutional, Legal and Welfare measures for empowerment of persons with Disabilities
- 2.3 Welfare of older persons, Rights of the elderly persons, National Policy for older persons, other welfare programmes, Maintenance and Welfare of Parents and Senior Citizens Act 2007
- 2.4 Protection, welfare and development of Children, Convention on the Rights of the Child (CRC), National Commission for the Protection of Child Rights, Juvenile Justice Act, POCSO Act,

UNIT III

- 3.1 Status of women in India, Understanding gender & patriarchy, gender discrimination, gender bias and issues of gender equity in context to education, health, work, violence etc against women and other contemporary perspectives
- 3.2 Empowerment of women: Approaches and types, Gender Equality and development; Indicators of gender development
- 3.3 Legal intervention for women's empowerment, Constitution provisions, women specific Legislations related to Dowry/Domestic Violence, Property, Marriage, Sexual Harassment, Human trafficking
- 3.4 National and International policies and agencies for women's empowerment: UN Women, NCW, CEDAW, National Policy for Empowerment of Women 2016, Women's issues in J&K

Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

COURSE NO. PSRDTC204

Credits: 6

Title: Social Justice and Empowerment of Disadvantaged Groups

UNIT IV

- 4.1 Scheduled Tribes: Background, Demographic Characteristics, Classification of Tribes in Indian context
- 4.2 Constitutional Safeguards for STs, Measures for Welfare. Present status of tribes
- 4.3 Socio-economic Profile and Development of Tribes in Jammu and Kashmir & Ladakh
- 4.4 Issues of tribes in Jammu, Kashmir & Ladakh: Health, Education, Employment, etc.

SUGGESTED READINGS

- Dandekar, V.M. (1966). Publication, Poverty and Employment, Sage Publications, New Delhi.
- Dube S.C (1977), Tribal Heritage of India, New Delhi, Vikas Publications
- Ghurye G.S (1963), The Scheduled Tribes, 3rd ed., Bombay, Popular Prakashan.
- Khanna and Khanna J (2002) Scheduled Caste Development Since Independence, Sundeep publishers and Distributors, Madhurai.
- Ksheera S (1998) Dalits Movements in India, Sage Publications, New Delhi.
- Mallar R.K (1999) Dalits Development Pooja Publication, Hyderabad.
- Pandya, R(2013), Social Justice and Empowerment of Disadvantaged Groups in India- Policies & Programmes, Century Publications, New Delhi
- Parvathamma (1989) Dalit Education and Social Change, Samya Publications Bangalore.
- Sharma B. D. (1978) Tribal Development – The Concept and the Frame, New Delhi
- Sinha, S (1982); Tribes and Indian Civilization, Varanasi, N.K. Bose Memorial Foundation,
- Singh K.S (1988) People of India Series: Scheduled Tribes in India, New Delhi, Oxford Tribal Development in India: Programmes and Implementation Delhi, Upal Publishing House, 1988.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Semester 2nd
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2022, 2023, 2024

COURSE NO. PSRDTC204

Credits: 6

Title: Social Justice and Empowerment of Disadvantaged Groups

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SEMESTER III

Examination to be held in December 2022, 2023, 2024

S. No.	Course No.	Title of the Course	Nature	Credit
1.	PSRDTO301	MOOC (Open)	Open	4
2.	PSRDTC302	Managing Development Organizations	Core	6
3.	PSRDTE303	Rural Markets & Marketing	Elective	6
4.	PSRDTE304	a. Entrepreneurship & Self Employment b. Communication & Advocacy c. Women & Rural Society	Elective (opt any one out of three)	6

Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTO301
Title: MOOC (Open)

Credits: 4

Massive Open Online Courses (MOOCs) would be chosen by the students of Masters Degree Programme in Rural Development independently as per their choice, from a number of courses being offered by SWAYAM.

After choosing the courses, they will be mentored by the faculty members of the department.

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Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

Credits: 6

COURSE NO. PSRDTC302
Managing Development Organisations

Maximum Marks: 100
Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The paper aims at making the students understand the theoretical background of voluntarism, its origin, relationship with the state, its relevance in democratic society, various approaches and mechanism of resource mobilization in the context of rural India.

UNIT I

- 1.1 Theoretical aspects of voluntarism (Rousseau, Nietzsche, Freud and Max Weber)
- 1.2 Voluntary organisations in democratic society (Tenets, Genesis & Characteristics).
- 1.1 Voluntary organisation and Modern State: its Origin and Justification.
- 1.4 State-Voluntary organisation operational relationship and its Consequences for development.

UNIT II

- 2.1 Organisation and structure of voluntary organisations -Weber's Concept of 'Bureaucracy' and Formal Organisations, Processes Affecting Structure of Voluntary Organisations.
- 2.2 Traditional Approaches to Administration and Management, importance of new public administration
- 2.3 Historical Genesis and Roots of Voluntary Activities, VOs and Agenda for Rural Social transformation.
- 2.4 Voluntary organisation and resource mobilisation, Nature and Significance of Resources, Basic Features of State-Funding,

UNIT III

- 3.1 Genesis of Philanthropy and Voluntarism, Rural Development in the context of Market Economy and Voluntary Effort.
- 3.2 Nature and Descriptive Typology of Voluntary organization, Legal Framework and VOs in India.
- 3.3 Rural Society and Voluntary organisation (Relational Problems), Nature of Rural VOs and the issues of governance.
- 3.4 Revisiting rural development, Emerging Challenges and tasks for Voluntary organisations.

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Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTC302
Managing Development Organisations

Credits: 6

UNIT IV

- 4.1 State Policy in the context of NGOs and Rural Development, state and capacity building of NGOs.
- 4.2 Characteristics of Community based organisations (CBOs), CBO-Approach to Rural Development with special reference to Aga Khan Rural Support Programme.
- 4.3 Successful experiences of voluntary organisations with special reference to Hind Swara Trust - Ralegaon Siddhi, SEWA, Tarun Bharat Sangh (TBS), Bachpan Bacha Andolan (BBA)
- 4.4 Global Voluntary efforts and rural development: Globalisation (nature, meaning), issues of partnership and rural development of global significance.

SUGGESTED READINGS

- Bandhopadhyay D., Mukharjee A., (2004) New Issues in Panchayati Raj, Concept Publishing House.
- Baylis J., Smith S., (2001), Globalisation of world politics, Oxford university Press.
- Chambers R., Whose reality counts? Putting the First Last, Intermediate technology.
- Dantawala M.L., Visaria P., (1998), Social Change through Voluntary Action, Sage Publication.
- Edwards M., Gaventa J., (2001), "Citizen Global Action" Lynne Rienner Press.
- Pawar S. N., Ambetkar J.B., Srikant D., (2004), NGOs and Development in the Indian Scenario, Rawat publications.
- Rajashekhar D., (1999), Decentralised government and NGOs, Concept publishing Company.
- Sen A., (2001), Poverty Development and Human Security, Pluto Press, London.

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Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTC302
Managing Development Organisations

Credits: 6

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Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTC303
Title: Rural Markets & Marketing

Credits: 6

Maximum Marks: 100
Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of this course is to enable the students to develop a thorough understanding of the various concepts of rural marketing and their applications for rural development in India.

UNIT I

- 1.1 Rural Marketing- Meaning & Evolution of Rural Marketing, Nature & Characteristics of Indian Rural Markets
- 1.2 Rural and Urban Markets: A Comparative Analysis and Rural Market Environment
- 1.3 Rural Economic Structure- Farm Sector, Non-Farm Sector and Rural Industries
- 1.4 Rural Consumer Behaviour- Consumer Buying Behaviour Model

UNIT II

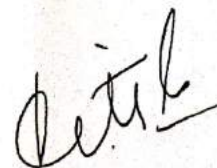
- 2.1 Rural Marketing Research Process & its Limitations
- 2.2 Bases for segmenting the Rural Consumer Markets
- 2.3 Rural Marketing Mix -Product, Price, Place & Promotion
- 2.4 Myths about the Rural Markets in India

UNIT III

- 3.1 Product Strategies for Indian Rural Market
- 3.2 Pricing Objectives & Strategies for Indian Rural Market
- 3.3 Promotional Media & Strategies for Indian Rural Market
- 3.4 Distribution Strategies for Indian Rural Market & Significance of distribution

UNIT IV

- 4.1 Corporate Social Responsibility- Concept & Importance, Select CSR Campaigns- Amaron- Amaragaon (Our Village), ITC's SunehraKal (Better Tomorrow) & Colgate's Project Jagruti
- 4.2 Information Technology for sustainable Rural Development- Concept, Role & Importance
- 4.3 e-Governance for Rural India- Concept & Benefits and Select e-Governance Projects- Project Gyandoot & National e-Government Plan
- 4.4 e-Rural Marketing – Introduction & Scope, Select Live Case Studies- ITC's e-Choupal



Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTC303

Credits: 6

Title: Rural Markets & Marketing

SUGGESTED READINGS

- Badi R.V, Badi N.V., (2013), Rural Marketing, Himalaya Publishing House.
- Dogra B., Ghuman K., (2018), Rural Marketing- Concept & Practices, Tata McGraw Hill Education.
- Habeeb UR., Rahman K.S., (2011), Rural Marketing in India, Himalaya Publishing House
- Kashyap P., (2018), Rural Marketing, Pearson Education.
- Kotler P., (2015), Marketing Management, Prentice Hall.
- Krishnamacharyula R., (2004), Cases in Rural Marketing, Pearson Education.
- Venkatareddy K., (2012), Agriculture and Rural Development, Himalaya Publishing House.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit- I and shall be of 20 marks whereas MST Two shall be taken from Unit -II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section- A comprises of one line answers/fill in the blanks and multiple choice questions of one mark each (five questions of one mark each making it to a total of five marks). Section- B shall comprise of two long answer type questions upto 750 words of 7 ½ marks each to be chosen out of three questions and duration of the test shall be 3 hours.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section- A shall comprise of 10 very short questions/fill in the blanks/multiple choice questions of one mark each from four Units and there would be no internal choice in this section and all the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each upto 250 words). One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each upto 750 words where one question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTE304

Credits: 6

Title: Entrepreneurship and Self Employment

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVES OF THE PAPER: The aim is to familiarize the students with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures.

UNIT I

- 1.1 Introduction of self-employment: Meaning, need and Characteristics.
Difference between Self Employment and Entrepreneurship.
- 1.2 Entrepreneurship: Concept and Importance function of Enterpriser, Goal determination – Problems Challenges and solutions.
- 1.3 Theories and Models of Entrepreneurship. Innovation theory Schumpeter, Need for Achievement Theory David. C. McClelland, Status Withdrawal Theory E. Hagen. Theory of Social Change by Max Weber.
- 1.4 Evolution and growth of Entrepreneurship in India.

UNIT II

- 2.1 Entrepreneurial Culture: Meaning, Elements of Entrepreneurial Culture and Assessment. Factors affecting Entrepreneurial Culture.
- 2.2 Entrepreneurial Society: Models of Social Entrepreneurship, Innovation and Social Entrepreneurship.
- 2.3 Women entrepreneurship: Role, Contribution and Challenges faced by women Entrepreneurs. Status of Women entrepreneurs in India.
- 2.4 Rural Entrepreneurship. Meaning, Opportunities and Challenges. Digitalisation and challenges. Rural Business Dynamics. Social aspects of Rural Entrepreneurship.

UNIT III

- 3.1 Goal Setting and Problem Solving.
- 3.2 Business Communication: Communication concepts and processes, listening, note taking and writing skills. Oral presentation skills. Field diary and lab record.
- 3.3 Ethics, Values and Morale at Workplace.
- 3.4 Emerging trends in Entrepreneurship: Incubation, ICT and Entrepreneurship (Internet, AI, Augmented vs. virtual reality, Analytics, drones).



COURSE NO. PSRDTE304
Title: Entrepreneurship and Self Employment

Credits: 6

UNIT IV

- 4.1 Concept of risk in the context of enterprise / project, Uncertainty and certainty of project elements.
- 4.2 Risk. Methods of risk management. Strength, Weakness, Opportunity and Threat (SWOT) Analysis.
- 4.3 Creativity and Decision Making: Creativity: Meaning, Process and Components. Basis, Principles and Methods of decision making.
- 4.4 Entrepreneurial project preparation: Elements of Entrepreneurial project preparation. (Communication Plan, Action Plan, Human Resource Plan, Financing Plan and Evaluation).

SUGGESTED READINGS

- Cagan M. (2006), Streetwise Business Plans: Create a Business Plan to Supercharge Your Profits, Adams Media.
- Chole R. R., Deshmukh P. R., Kapse P. S., (2012), Entrepreneurship Development and Communication Skills, Scientific Publishers.
- Desai, V., (2014), Fundamentals of Entrepreneurship and small Business Management, Himalaya Publishing House.
- Desai V., (2000), Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
- Drucker P.F., (1985), Innovation and Entrepreneurship: Practice and Principles, Harper & Row.
- Kumar K.J., (1999), Mass Communication in India, Jaico Publishing House.
- Khanka S.S., (1999), Entrepreneurial Development, S. Chand Publishing.
- Mohanty S.K., (2009), Fundamentals of Entrepreneurship, PHI Learning Pvt. Ltd.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

Semester 3rd

Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTE304

Title: Entrepreneurship and Self Employment

Credits: 6

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit I and shall be of 20 marks whereas MST Two shall be taken from Unit II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTE304
Title: Communication & Advocacy

Credits: 6

Maximum Marks: 100
Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of the paper is to focus on the importance of communication and its techniques for rural development and thus illuminate the linkages between development and communication.

UNIT I

- 1.1 Communication: Concept, process, functions, elements and characteristics, Types of Communication
- 1.2 Communication methods: Interpersonal, group and mass communication; Channels of communication for Rural Development
- 1.3 Traditional Media of Communication for rural development, types and challenges
- 1.4 Models of Communication

UNIT II

- 2.1 Development Communication: Concept, approaches, issues and barriers; Role of Civil Society, Government and NGOs
- 2.2 Communication Planning: Meaning and scope, strategies and principles
- 2.3 Communication Management; Organisational Communication: Concept, Process and element, Factors Influencing Organisational Communication
- 2.4 Media Campaigning - Objectives, Message strategy, media selection and media mapping, Principles and Strategies
- 2.5 Communication for extension and rural development: Agencies: Government, semi-government and non government, private and corporate agencies like ISRO, Films Division, NFDC, DAVP, DD, IGNOU, etc.

UNIT III

- 3.1 Emerging technologies for mass communication: New media, digital media, online media; Information-driven societies and new media, Computer-Mediated-communication (CMC), Networked societies
- 3.2 Social media-definition & significance, Social Media as a Mass Medium, Categories of Social Media-Mainstream Media vs. Alternative Media.
- 3.3 Dynamics of social media networks, novelty, strength and weakness; growing personal sphere and online communities, future trends
- 3.4 Social Media, Democracy and Public Sphere – Social media and Public Opinion, Role of Social Media in Modern day Society, in political participation and in civic engagement

Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTE304

Credits: 6

Title: Communication & Advocacy

UNIT IV

- 4.1 Advocacy: Meaning, objectives, types and fields of Advocacy.
- 4.2 Tools, techniques, approaches and strategies of advocacy. Elements of an advocacy strategy, Advocacy and Critical Thinking.
- 4.3 Activism and New Media; Citizen and Participatory; Media advocacy and citizens' rights including public health, gender, disability, child rights, minorities and other related issues. Online Communities
- 4.4 Role of advocacy in development communication; National and international Advocacy campaigns in India and abroad on environment, human rights and other issues.

SUGGESTED READINGS

Dahama O.P & Bhatnagar O.P. (1980)- Education & Communication for Development- 2nd ed., Oxford P IBH Publishing Co. Pvt. Ltd, New Delhi.

Miller, V.(2011); Understanding digital culture. Sage Publications

Murthy DVR (2006); Development Communication: What Next? An Agenda for the Press, Kanishka Publishers, New Delhi

Narula, U. (1976). Mass Communication: Theory and Practice, New Delhi: HarAnand.

Prasad, K (2009); Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi.

Srinivas M (2001). Communication for Development in the Third World. Sage Publications, New Delhi

Singhal, A & Rogers M Et (2000): India's Communication Revolution: From Bullock Carts to Cyber Marts. Sage Publications

Vilanilam, J.V (2009): Development Communication in Practice, India and the Millennium Development Goals. Sage Publications.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

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Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTE304

Title: Communication & Advocacy

Credits: 6

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit I and shall be of 20 marks whereas MST Two shall be taken from Unit II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

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Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTE304
Title: Women and Rural Society

Credits: 6

Maximum Marks: 100
Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of the paper is to give students an overview of the status of women in rural society in India and the measures taken for their empowerment.

UNIT I

- 1.1 Status of women in India – historical perspectives
- 1.2 Rural women in India, evidence of discrimination – key indicators
- 1.3 Role of women in rural Development; Development Strategies , State policy and programmes, Gender Indices, Gender Mainstreaming, Gender budgeting.
- 1.4 Women Entrepreneurship – Concept, micro enterprises, Role of Banks, Self Help Groups, Micro-finance; Savings and Credit

UNIT II

- 2.1 Women and workforce: Concept of organized and unorganized sectors, productive, non-productive work, Gender roles and work
- 2.2 Sexual division in Labour in the contemporary labour market, women's economic participation and India's global low ranking
- 2.3 Women's employment: Status, training, skills and income generation - Migration of women for work, Employment Generation Schemes
- 2.4 Women and livelihood dynamics: traditional sources of livelihood security, policies/programmes and issues to protect livelihood security.

UNIT III

- 3.1 Women in agriculture: Status, role and issues
- 3.2 Women and natural resource management; Environment and Women's Dependency on natural resources
- 3.3 Role of Women in Environmental protection in India, Joint Forest Management – Chipko Movement - Narmada Bachao Aandolan etc
- 3.4 Women and climate change, global warming issues

UNIT IV

- 4.1 Women's political participation: Concept, scope and nature of political participation and formal political structures
- 4.2 Women's participation in local self government. Women as voters and as candidates; reasons for low political participation of Women

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COURSE NO. PSRDTE304

Credits: 6

Title: Women and Rural Society

- 4.3 Women's Reservation Bill Debate, Reasons for the deadlock over the Bill – Various alternatives to Women's Reservation Bill
- 4.4 Global debate and their impacts: Copenhagen world conference, Nairobi world conference, Beijing women's conference.

SUGGESTED READINGS

- Sandhya A. (2000). Women, Gender Equality and the State, Deep and Deep, New Delhi
- Aggarwal, R and Rao, B. V. L. N (2004). Gender Issues: A road Map to Empowerment. Shipra, New Delhi
- Bhasin K., (2000): Understanding Gender. Kali for Women
- Desai N., (1977): Women in India. National Book Trust
- Devasia L., (1994): Women in India : Equality, Social Justice and Development, ISI, New Delhi.
- Giri M., (1998) Emancipation and empowerment of women; Gyan Publishing House; New Delhi
- Gopalan S., (2001). Towards Equality- the unfinished Agenda- Status of women in India. National Commission for Women, New Delhi.
- Jain D, Rajput P., (2003): Narratives From The Womens Studies Family: Recreating Knowledge. New Delhi. Sage Publications.
- Lindsey L., (2011) Gender Roles: A Sociological Perspective. New Delhi, PHI learning
- Murthy N Linga., (2007): Towards Gender Equality: India's Experience. New Delhi.
- McDowell, L. & Pringle, R. (1992) Defining Women: Social Institutions and Gender Divisions. Cambridge: Blackwell Publishers Inc.
- Nongbri, T., (2003) Development, Ethnicity and Gender: Select Essays on Tribes in India. Delhi and Jaipur; Rawat Publications.
- Patel, V., (2002): Womens Challenges of the New Millennium. New Delhi. Gyan Publishing House.
- Singh, S and Srivastava S. P., (2001). Gender Equality through Womens Empowerment: Strategies and Approaches. Lucknow. Bharat Book Centre.

Semester 3rd
Master Degree Programme in Rural Development under CBCS
Examination to be held in December 2022, 2023, 2024

COURSE NO. PSRDTE304

Title: Women and Rural Society

Credits: 6

Seth, M.(2001): Women in Development; Sage Publishers. New Delhi.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit I and shall be of 20 marks whereas MST Two shall be taken from Unit II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.



SEMESTER IV

Examination to be held in May 2023, 2024, 2025

S. No.	Course No.	Title of the Course	Nature	Credit
1.	PSRDTO401	Rural Development : Indian Perspective (Open) for other Students	Open	4
2.	PSRDTC402	Human Resource Management and Organisational Behavior	Core	6
3.	PSRDTC403	Ecology & Natural Resource Management	Core	6
4.	PSRDTE404	a. Rural Health b. Local Government Systems c. Agricultural Marketing	Elective (opt any one out of three)	6
5.	PSRDTC405	Dissertation	Core	12
6.	PSRDTO406	Open Course from other Departments	Open	4

Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTO401

Title: Rural Development: Indian Perspective (Open)

Credits: 4

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks

Minor Test II: 20 Marks

Major Test: 60 Marks

OBJECTIVE OF THE PAPER: To acquaint the students with analytic assessment of Voluntary effort in Rural Development

UNIT I

- 1.1 Understanding rural areas, Indian Village: Features, Continuity and change
- 1.2 Development: Concept, Characteristics and Indicators.
- 1.3 Concept of Sustainability and Sustainable rural development
- 1.4 Indicators of non-sustainable development, MDGs & SDGs

UNIT II

- 2.1 Rural Development: Concept, philosophy, principles and Objectives.
- 2.2. Rural Development: Pre-independence experiments in India
- 2.3 Planned Development and Shifts in Strategies in India
- 2.4 Critical review of India's strategy of rural development, Elements of new strategy of rural development

UNIT III

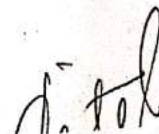
- 3.1 Approaches to Rural Development: Target, Sector, Area and Beneficiary Approach, Integrated Rural Development Programme.
- 3.2 Determinants of rural development (Natural resources, human resource, capital and technology)
- 3.3 Organization and institutional frameworks, relation between rural development and its determinants
- 3.4 Globalization and Rural Development

UNIT IV

- 4.1 Inequality in India: Drivers and consequences.
- 4.2 Poverty- Concept, Indicators & causes, current poverty scenario and trends.
- 4.3 Unemployment: Types, causes & remedies.
- 4.4 Regional Imbalances in Rural Development and Emerging Challenges.

SUGGESTED READINGS

Joels.S.G., (2006), NGO and Rural development: Theory and Practice, concept publishing Company, New Delhi



Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTO401

Credits: 4

Title: Rural Development: Indian Perspective (Open)

John.M., (2007), Stakeholders in Rural Development: Critical Collaboration in State-NGO partnership

Rajasekhar,D., (Ed) (2003), Decentralized government and NGO: Issues, strategies and way forward

Rodger R., Mark., R.,(2005) Non government organization and rural poverty alleviation

Sooryamoorthy,R., &K.D. Gangrade, (1999). NGOs in India: A cross-sectional study

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
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- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTC402

Title: Human Resource Management and Organizational Behavior

Credits: 6

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks

Minor Test II: 20 Marks

Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of the paper is to create conceptual base of Human Resource Management and organisational behaviour with special focus on its applicability in rural development and its sustainability.

UNIT I

- 1.1 Organizational Behavior- Concept, Significance and Evolution.
- 1.2 Organizational Behavior- Cross Cultural Dynamics, Ethical Considerations
Organizational Culture & Climate.
- 1.3 Models of OB –Autocratic, Custodial, Supportive and Collegial.
- 1.4 Human Relations and Organizational Behaviour.

UNIT II

- 2.1 Organizational Communication: Theories and Modals.
- 2.2 Managing Communication in organizations: Conflict management and Time management.
- 2.2 Evolution of organization, Organization and Organizational Design.
- 2.4 Rewards and Punishments- Termination, layoffs, Attrition, Retrenchment, Separations, Downsizing.

UNIT III

- 3.1 HRM-Meaning, objectives scope and functions.
- 3.2 HRP- Concept and objective and importance, strategies and processes, Global HR Strategies.
- 3.3 HRD-Concept, scope and functions.
- 3.4 HRD in Indian Industry, Difference between HRM and HRD

UNIT IV

- 4.1 Performance Appraisal: Concept, Techniques and problems.
- 4.2 Organization and Compensation-concept, components of Pay Structure, Wage and salary administration, Incentives and Employee benefits.
- 4.3 Career planning-Concept of Career Planning, Career stages and Career plan and carrier ladder.
- 4.4 Management Development: Concept sources and approaches.



Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

Credits: 6

COURSE NO. PSRDTC402

Title: Human Resource Management and Organizational Behavior

SUGGESTED READINGS

Griffin, R.W. (1989). Organizational Behavior (2nd ed.). Boston: Houghton Mifflin Co.

Ivancevich, J.M. & Matheson, M.T. (1987). Organizational Behaviour and Management. Business Publication Inc. Plano, Texas.

Khanka, S.S. (2002). Organizational Behaviour. New Delhi: Sultan Chand & Sons.

Koontz, H., & Weihrich, H. (2009). Essentials of Management: An International Perspective. New Delhi: Tata McGraw-Hill.

Luthans, F. (2012). Organizational Behaviour. New York: McGraw-Hill.

Prasad, L.M. (2014). Organizational Behaviour. New Delhi: Sultan Chand & Sons.

Rao, P.L. (2008). International Human Resource Management: Text and Cases. New Delhi: Excel Books.

Terry, G.R., & Franklin, S.G. (1899). Principles of Management. New Delhi: AITBS Publishers.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
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- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.

Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTC402

Credits: 6

Title: Human Resource Management and Organizational Behavior

- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

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Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

Credits: 6

COURSE NO. PSRDTC403

Title: Ecology & Natural Resource Management

Maximum Marks: 100

Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks

Minor Test II: 20 Marks

Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of the paper is to impart knowledge on ecology and natural resources with special focus on land water, forests, management in the context of sustainable rural development in India.

UNIT I

- 1.1 Ecology and ecosystems: Concept, significance, types of Ecosystems
- 1.2 Biodiversity: Concept and Importance, Biodiversity Conservation - Approaches and Importance.
- 1.3 Environment: Concept, importance and characteristics; Earth, Man and Environment interface and its consequences.
- 1.4 Threats to Ecosystems: Greenhouse effect, Global warming, Climate change and ozone depletion.

UNIT II

- 2.1 Soil: Concept, types and Importance in India; Soil Constituents and Composition.
- 2.2 Soil Erosion - Concept, Causes and Consequences; Types of Erosion.
- 2.3 Soil Degradation and Desertification, Soil Pollution, Soil Conservation and Management.
- 2.4 Soil Fertility- Concept and Factors affecting Soil Fertility, Nutrient Replenishment-Fertilizers and Manures.

UNIT III

- 3.1 National Forest Policy in India: Background, Development vs Forest-dwellers rights.
- 3.2 Environmental Movement In India: Movements related to Environment Bishnoi tradition, Chipko movement, Sardar Sarovar Narmada dam, Silent Valley.
- 3.3 Sustainability of modern developments: dams and displacement, high impact agriculture, social justice and issues of economic growth.
- 3.4 Forest Industry- Concept, Scope, Importance and Types of Forest Industry in India.

Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTC403

Credits: 6

Title: Ecology & Natural Resource Management

UNIT IV

- 4.1 Water resources: Concept, Sources of Water-Surface & Ground water, Use and over-utilization of water, Water depletion & Water logging- Causes and Consequences.
- 4.2 Sources of Irrigation; Types of Irrigation systems in India; Water management & Conservation
- 4.3 Watershed - Concept, Definition & its Components, Watershed Development & Stakeholders participation, Watershed Development and management in India.
- 4.4 Conservation of Water: Replenishment of the water resources, Water harvesting, Water Pollution.

SUGGESTED READINGS

Boyle, G (2004). Renewable Energy, 2nd Edition. Oxford University Press.

Barber, E (1989). Economics: Natural Resources Scarcity and Development. Earthscan. .

Bhattacharya P., Kandya A.K., & Krishna K., (2008). Joint Forest Management in India, Aavishkar Publisher, Jaipur.

Field, B.Ginley, D. S., & David Cahen(2011). Fundamentals of Materials for Energy and Environmental Sustainability. Cambridge.

Gotelli, N. J., (2008). A Primer of Ecology, 4th edition. Sinauer.

Heathcote, I.W.(1988). Integrated Watershed Management: Principles and Practice. John Wiley.

Helmer, Richard(1998). Water Pollution Control: A Guide to the Use of Water Quality Management Principles. Spon Press.

Harris, J.M.(2006). Environmental and Natural Resource Economics: A Contemporary Approach, 2nd edition. Houghton Mifflin.

Krishnamurthy, K.V(2003). Textbook of Biodiversity. Science Publications.

Knight, Richard L., editor, et al(1995). A New Century for Natural Resources Management. Island Press.

Murthy, V.V.N(2009). Land and Water Management, 5th edition. Kalyani Publishers.



Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

Credits: 6

COURSE NO. PSRDTC403

Title: Ecology & Natural Resource Management

Master, Gilbert M(2004).Renewables and Efficient Electric Power Systems. John Wiley and Sons.

Odum, Eugene P., and Gary W. Barrett(2007). Fundamentals of Ecology, 5th edition. Thomson Brooks / Cole.

Tiwari, G.N. and M. K. Ghosal(2005). Renewable Energy Resources: Basic Principles and Application, Narosa Publishing.

Twidell, I. John and Tony W(2007). Renewable Energy Resources. Taylor and Francis

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit I and shall be of 20 marks whereas MST Two shall be taken from Unit II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

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Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTE404
Title: Rural Health

Credits: 6

Maximum Marks: 100
Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of the paper is to enable student to understand the status of health and nutrition in Rural India

UNIT I

- 1.1 Concept of health, Holistic approach to health: physical, social, mental & Spiritual health
- 1.2 Determinants of Health, Community health, factors affecting community Health
- 1.3 Epidemiology of Health: Descriptive & Social epidemiology
- 1.4 Indicators of health: Mortality Indicators, morbidity indicators, nutritional indicators, maternal health indicators, social and mental health indicators, socio-economic indicators, environmental indicators

UNIT II

- 2.1 Concept of Disease: Social Causes of disease, Classification of Disease, Agents of disease
- 2.2 Concept of Prevention: Levels of Prevention: Primary, secondary and tertiary, Prevention of Communicable and Non Communicable disease
- 2.3 Communicable Disease: Leprosy, Tuberculosis, Sexually transmitted disease: HIV/AIDS
- 2.4 Non communicable Disease: Hypertension, Diabetes, Neurological Problems, Mental Health Problems

UNIT III

- 3.1 Maternal & Child Health: ICDS
- 3.2 Occupational Health: Factors affecting Occupational health, Measures for promotion of Occupational health
- 3.3 Nutritional Health problems: Malnutrition in India
- 3.4: Social Health problems in India: Drugs, Tobacco, Alcohol & Rehabilitation

UNIT IV

- 4.1 National Health Policies, Health programmes in India: Ayushman Bharat
- 4.2 Indian Council of Medical research, Development of Health Structure in India
- 4.3 Prevailing Health Systems in India at Centre, District & Village level



Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTE404
Title: Rural Health

Credits: 6

- 4.4 Community Health Education & Communication: Need and meaning for community health education, aims, objectives and principles of health education

SUGGESTED READINGS

Akram, M., (2010), Health Dynamics and Marginalised Communities. Rawat Publications
Akram., (2014), Sociology of Health, Rawat Publications

Goel, S.L., (2010), Primary/Rural Health Care Systems and Hospital Administration, Himalayan Publication

Goel, S.L., & Kumar, R., (2010), Hospitals in Community Health Care, Himalayan Publications

Pandya., & Rameshwari, (2007) Community Health Education. Rawat Publications

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit I and shall be of 20 marks whereas MST Two shall be taken from Unit II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.

Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTE404
Title: Local Government Systems

Credits: 6

Maximum Marks: 100
Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The paper aims at giving various perspectives of different Indian local governments to the students, to make them understand the features and provisions of Constitutional Amendment Acts and to analyze the significance of GramaSabha in Local Government system in the context of development.

UNIT I

- 1.1 Local Government: Meaning, Nature and its significance in India.
- 1.2 Major forms of decentralization with special reference to Political, Administrative and Fiscal decentralization.
- 1.3 Constituent Assembly and Thoughts on Local Government: Kautilya, Gandhi, Nehru, Ambedkar, Vinoba Bhave.
- 1.4 Local Government Initiatives: Community Development Programmes (1952), Balwant Rai Mehta (1957), Ashok Mehta (1978), LM Singhvi (1986) - 64th Constitutional Amendment Bill (1989).

UNIT II

- 2.1 Rural Local Government: 73rd Amendment Act (1992) - Major Features - 11th Schedule of the Constitution of India.
- 2.2 Institution of Gram Sabha in PRIs (concept, significance and issues), Resources and resource mobilisation and PRIs in India,
- 2.3 Functioning of Panchayati Raj (PRIs) Institution in India: major issues and concerns.
- 2.4 Emerging trends of Urbanisation in India, 74th Amendment Act (1992) and its major features.

UNIT III

- 3.1 Local Government system in selected areas: Panchayat Extended to Schedule Areas (PESA) Act-1996 and its Key Provisions and implications.
- 3.2 Status of Panchayats in Scheduled Areas-Current Status of PESA- LWE Districts & PESA- Key Issues in Implementation.
- 3.3 Scheduled areas and forest acts with special reference to Forest right Act- 2006.
- 3.4 PRIs in Jammu & Kashmir: background, structure, context and its implementation.

Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTE404

Title: Local Government Systems

Credits: 6

UNIT IV

- 4.1 Features of Good Governance: Accountability, Transparency, Responsiveness, Equity & Inclusiveness, Effectiveness & Efficiency, and Rule of law, Participatory, Consensus building.
- 4.2 Initiatives for Good Governance: Right to Education, Right to Information and Right to Public Services.
- 4.3 Initiatives in Local Governments: Social Audit, Citizen Charter, Citizen Report Card and Ombudsman
- 4.4 Issues and Challenges of good governance with special reference to India.

SUGGESTED READINGS

Chakrabarty B., Mohit B., (2005), Administrative Reforms: Innovation and Change, Oxford University Press, New Delhi.

Crook R., Manor J., (2000), Decentralisation and Local Governance in Developing countries: A Comparative Perspective, The Oxford University Press.

Goel S.L., (2007), The Governance Discourse, Oxford University Press.

Jain L.C., (2005), Good Governance – An Integral Approach, Deep and Deep Publications Private Limited.

Kumar G., (2006), Decentralisation and Local Governance, Orient Longman.
Manor, J, (1999), Local Democracy in India, Sage Publications.

Maheshwari S.R., (2003), Administration of India, Macmillan.
Nupur T., (2016), Tribal Self governance, PESA and its implementation, Rawat Publications.

Vayunandan E., Mathew D., (2004), Good Governance Initiatives in India(Edited), Prentice Hall India Private Limited.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

Each paper comprises of 100 marks which are distributed among two minor tests and one major test.

MINOR TESTS:

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).



Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTE404
Title: Local Government Systems

Credits: 6

- MST One shall be taken from Unit I and shall be of 20 marks whereas MST Two shall be taken from Unit II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section A would comprise of one line questions/fill in the blanks/multiple choice questions etc. of one mark each (five questions of one mark each making it to a total of five marks). Section B shall comprise of two long answer type questions of 7 ½ marks each to be chosen out of three questions up to 750 words.

MAJOR TEST:

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section A shall comprise of 10 one line questions/fill in the blanks/multiple choice questions etc. of one mark each from four Units and there would be no internal choice in this section. All the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each up to 250 words. One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTE404
Title: Agricultural Marketing

Credits: 6

Maximum Marks: 100
Duration of Exam: 3:00 hrs

Minor Test I: 20 Marks
Minor Test II: 20 Marks
Major Test: 60 Marks

OBJECTIVE OF THE PAPER: The objective of this course is to enable the students to develop a better understanding about the basic concepts of agricultural marketing for sustainable economic development in India.

UNIT I

- 1.1 Agricultural Marketing- Concept & Importance in Economic Development
- 1.2 History and Growth of Agricultural Marketing in India
- 1.3 Agricultural and Manufactured goods: A Comparative Analysis
- 1.4 Agricultural Markets & Market Structure in India

UNIT II

- 2.1 Agricultural Marketing functions- Meaning & Classification
- 2.2 Packaging, Transportation, Grading & Standardization of farm goods
- 2.3 Storage, Warehousing, Processing & Value Addition of farm goods
- 2.4 Buying & Selling of farm goods and Price determination

UNIT III

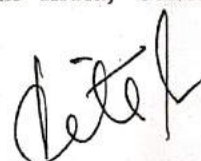
- 3.1 Agricultural Markets- Concepts & Classification
- 3.2 Agricultural Marketing Institutions & Marketing Channels – Role & Importance
- 3.3 Marketing of Farm Inputs –Concept & Types
- 3.4 Marketing of Agricultural Produce- Directorate of Marketing & Inspection and State Agricultural Marketing Boards

UNIT IV

- 4.1 Agricultural Cooperative Marketing- Meaning, concept & scope
- 4.2 National Cooperative Organisations- NAFED, NCDC, TRIFED
- 4.3 National Agricultural Insurance Scheme- Concept, Role & Importance
- 4.4 Agricultural Marketing Research Institutions- National Institute of Agricultural Marketing, Indian Council of Agricultural Research and National Council of Applied Economic Research

SUGGESTED READINGS

Acharya S.S, Agarwal N.L., (2008), Agricultural Marketing in India, Oxford & IBH Publishing.



Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTE404
Title: Agricultural Marketing

Credits: 6

- Badi R.V, Badi N.V., (2013), Rural Marketing, Himalaya Publishing House.
- Dogra B., Ghuman K., (2018), Rural Marketing- Concept & Practices, Tata McGraw Hill Education.
- Habeeb UR Rahman K.S., (2011), Rural Marketing in India, Himalaya Publishing House.
- Kotlar P., (2015), Marketing Management, Prentice Hall.
- Krishnamacharyula R., (2004), Cases in Rural Marketing, Pearson Education.
- Venkatareddy K., (2012), Agriculture and Rural Development, Himalaya Publishing House.

INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS

MINOR TESTS

- There shall be two Minor Tests in each paper comprising of 20 marks each (Total 40 marks).
- MST One shall be taken from Unit- I and shall be of 20 marks whereas MST Two shall be taken from Unit -II and shall be of 20 marks.
- Question paper of each MST shall be divided into two sections. Section- A comprises of one line answers/fill in the blanks and multiple choice questions of one mark each (five questions of one mark each making it to a total of five marks). Section- B shall comprise of two long answer type questions upto 750 words of 7 ½ marks each to be chosen out of three questions and duration of the test shall be 3 hours.

MAJOR TEST

- There shall be one Major Test in each paper comprising of 60 marks each.
- The Question paper shall be divided into three sections.
- Section- A shall comprise of 10 very short questions/fill in the blanks/multiple choice questions of one mark each from four Units and there would be no internal choice in this section and all the ten questions have to be attempted.
- Section B shall comprise of two short answer type questions of 5 marks each upto 250 words). One question has to be chosen out of two from each of the four units.
- Section C shall comprise of two long answer type questions of 15 marks each upto 750 words where one question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.

Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTC405
Title: DISSERTATION

Credits: 12

Maximum Marks: 100

Internal Viva – 80 marks
External Viva – 20 marks

The dissertations will be carried out by the students under the guidance and supervision of a designated Faculty from the Department of Lifelong Learning. At the end of 3rd Semester, the student is expected to submit the synopsis of dissertation with a brief introduction, scope, objectives and research methodology after carrying out the review of related literature to the School through the Faculty Supervisor.

During the interim period between 3rd and 4th Semesters, the student is expected to carry out the data collection from the field. Data analysis and interpretations will be carried out during the 4th Semester. At the end of 4th Semester, the dissertation needs to be submitted through the Faculty Supervisor. Guidelines and format of the dissertation would be shared with the students.



Semester 4th
Master Degree Programme in Rural Development under CBCS
Examination to be held in May 2023, 2024, 2025

COURSE NO. PSRDTE404
Title: Rural Health

Credits: 6

- Section C shall comprise of two long answer type questions of 15 marks each up to 750 words. One question has to be chosen out of two questions from Unit 3 and Unit 4 respectively.