

M.A. IN RURAL DEVELOPMENT

RAVENSHAW UNIVERSITY

Rural Development aims at finding ways to improve rural lives with participation of rural people themselves, so as to meet the required needs of rural communities. Rural Development Study Programme is a career-oriented programme which provides a comprehensive knowledge of socio-economic factors affecting transformation of the rural society. The programme is committed to pursuing excellence along with creativity and integrity. It strives to pursue the highest standards of excellence and relevance in all the activities namely teaching, consulting, and career counselling. The aim of the course is to enable the learners to acquire skills related to planning, formulation, monitoring and evaluation of rural development projects and programmes. The programme will help the students to use their expertise in designing appropriate rural development plan and programme in Participatory manner. It will help them to become sensitive to issues of equity and inclusive development and make them aware about gender just policies, plans and programmes.

Programme Outcomes:

M.A. in Rural Development will provide suitable tools to understand grass root problems of rural people and how to solve the problems with innovative ideas. On completion of the course, the students of Rural Development will be able to define various aspects of Rural Development and address them through different development strategies. They will be able to contribute with regard to social upliftment especially in rural areas. The students can undergo higher education programmes- Doctorate in Rural Development, which increases the chances to obtain a high-profile job in future. After completion of M.A. in Rural Development, the students can seek and apply for jobs in public as well as private sector enterprise. They will also look forward to many potential job opportunities in various fields like Teaching, Business, Company, Banking, Insurance, NGOs, Research and extension services.

SYLLABUS

Course Structure

Total Marks: 1000

Total Credits: 80

Each paper carries 50 marks or 4 credits

Semester I Code

Paper I: RD-1.1.1	: Rural Society
Paper II: RD-1.1.2	: Rural Development Management
Paper III: RD-1.1.3	: Managerial Economics- I
Paper IV: RD- 1.1.4	: Statistical Methods for Rural Management
Paper V: RD- 1.1.5	: Research Methodology

Semester II

Paper VI: RD-1.2.6	: Managerial Economics- II
Paper VII: RD-1.2.7	: Rural Development in India
Paper VIII: RD-1.2.8	: Environmental Economics
Paper IX&X: RD-1.2.9 & RD-1.2.10	: Dissertation: Socio-Economic Problems in Rural Areas and Evaluation of Rural Development Programmes

Semester III

Paper XI: RD-2.3.11	: Development Theory; Planning and Policies
Paper XII: RD-2.3.12	: Human Resource Management
Paper XIII: RD-2.3.13	: Principles of Accounting
Paper XIV: RD-2.3.14	: Financial Management
Paper XV: RD-2.3.15	: Extension and Communication in Rural Development

Semester IV

Paper XVI: RD-2.4.16	: Project Management
Paper XVII: RD-2.4.17	: Equity and Gender Issues in Rural Development
Paper XVIII: RD-2.4.18	: Rural Development Institutions
XIX&XX: RD-2.4.19 & RD-2.4.20	: Any two elective courses

Elective Courses

E1	: Risk Management and Insurance
E2	: Rural Marketing
E3	: Voluntary Action for Rural Development
E4	: Rural Industrialisation and Entrepreneurship
E5	: Water and Land Management
E6	: Geographical Information Systems

COURSES OF STUDIES

SEMESTER I

PAPER I: RURAL SOCIETY (RD-1.1.1)

➤ Objectives

- To understand the basic structure of village community
- To learn about rural social institutions and their importance
- To understand the concept of social change
- To learn the socio-cultural barriers in development of our rural society

➤ Outcomes

- Knowledge gained on characteristics of village community and the changes it has gone through
- Knowledge gained on various aspects of family, marriage, religion and caste system
- Competency developed on theories of social change which can be applied in real world

Unit-1: Village Community

Definition and Characteristics of Village Community; Changes in Village Community; Individual and Society; Heredity; Environment and Socialisation; Social Interaction.

Unit-2: Rural Social Structure and Institutions

Rural Social Structure: Caste and Class; Important Rural Social Institutions: Family; Marriage; Religion; Caste System; Caste and Economic Inequalities; Institutional Change.

Unit-3: Social Change

Concept of Social Change; Factors of Social Change: Cyclical Theories; Linear Theories; Conflict Theories; Social Change in India; Sanskritisation; Westernisation; Modernisation;

Diffusion of Innovation; Resistance to Change; Socio-Cultural Barriers for Rural Development; Rural Leadership: Concept; Characters and Types of Village Leaders; Role of Leadership in Promoting Social Change.

Basic Books:

1. Vasant Desai: A Study of rural economics; Himalaya Publishing Company; New Delhi.

Additional Books:

1. Sharma K.C. (1997): Rural Sociology in India; Rural Publication; New Delhi.
2. Jain S.C: Rural Development; Concept Publishing.
3. S.R.Mehta: Sociology of Rural Development; Sage. Publications; New Delhi.
4. Sreenivas M. N.: Social Change in Modern India; Orient Black Swan.
5. A. R. Desai: Rural Sociology; Popular Prakashan.

PAPER II: RURAL DEVELOPMENT MANAGEMENT (RD-1.1.2)

➤ **Objectives**

- To explain the meaning, nature and characteristics of management
- To understand types and steps of planning
- To study organisation behaviour with regards to personality, motivation, group development and leadership theory
- To understand forms and types of organisations

➤ **Outcomes**

- Knowledge gained on management and planning process in an organisation
- Skills gained on taking rational decisions
- Competency developed to analyse organisational behaviour
- Competency developed to direct, supervise, co-ordinate and control different types of organisations

Unit-1: Principles of Management

Basics of Management; Roles; Goals and Functions of a Manager; Management and Society- Social responsibility of managers; Ethics in Management; Nature and Purpose of Planning; Types of Planning; Steps in Planning; Decision Making: Concept; Types of Decision; Process; Rationality in Decision Making; SWOT Analysis.

Unit-2: Organisation Behaviour

Organisation Behaviour: Concept; Nature; and Scope; Personality: Its Determinants; Theories of Motivation-Maslow; Herzberg; McGregor Theory; Formation of Groups; Stages of Group Development; Team Building; Conflict and Conflict Resolution; Leadership pattern: Trait Theory; Managerial Grid theory; Organisational Culture: Concept; Process.

Unit-3: Organisational structure

Meaning; Forms and Types of Organisations; Features of a good organisational Structure; Formal and Informal Organisation; Departmentation; Staffing; Direction and Supervision; Co-ordination and Control.

Basic Books:

1. L.M.Prasad : Principles and Practice of Management; Sultan Chand & Sons; New Delhi; 2002.
2. Robbins Stephen P.: Organizational Behavioural; Prentice Hall of India Pvt. Ltd.; New Delhi.

Additional Books:

1. Ramnarayan S., Rao T.V. and Singh K. : Organizational Development Intervention and strategies; Response Books; Sage Publication New Delhi.
2. Sudhir Dawra : Human Resource Development; Raja Publications; New Delhi.
3. B. Kuppu Swamy : Social Change in India – Vikas Publishing House -1981.
4. Gupta, Sharma and Bhalla: Principles and Practice of Management; Kalyani Publication.

PAPER III: MANAGERIAL ECONOMICS- I (RD-1.1.3)

➤ Objectives

- To introduce basic concepts and theories of Managerial economics
- To analyse how individual decision-makers, both consumers and producers, behave in a variety of economic environments
- To make students understand the demand and supply analysis in business applications
- To determine price and output equilibrium under different market structures

➤ Outcomes

- Knowledge gained on measuring Elasticity of Demand and techniques of forecasting demand
- Skills gained on determining Least Cost combination of factor inputs
- Competency developed to analyse short run and long run production function
- Competency developed to determine equilibrium pricing under perfect competition, Monopoly and Price Discrimination

Unit-1: Introduction

Managerial Economics: Meaning, Scope and its Role; Firm: Meaning and its objective. Demand: Meaning, types; Law of demand; Elasticity of demand and its measurement; Demand Forecasting and techniques of forecasting demand.

Unit-2: Production and Cost Analysis

Meaning of production; Production function: Short run and long run production function; Cobb-Douglas production function; Least Cost combination of factor inputs; Cost: Concepts; Cost output relationship; Short run and long run cost functions; Economies and diseconomies of Scale.

Unit 3: Pricing under Different Market Structure - I

Perfect Competition: Short run and long run equilibrium of the firm and industry; Monopoly – short run and long run equilibrium; Price discrimination: First Degree, Second Degree, Third Degree; Dumping.

Basic Books:

1. D.M.Mithani: Managerial Economics. Himalaya Publication House.

Additional Books:

1. Mark Hirschey: Managerial Economics. Cengage Learning.
2. Geetika P. Ghosh and P. Choudhury (2008): Managerial Economics; Tata McGraw Hill; New Delhi.

PAPER IV: STATISTICAL METHODS FOR RURAL MANAGEMENT (RD 1.1.4)**➤ Objectives**

- To understand basics of statistics and their applications in rural management
- To learn the measures of central tendency
- To learn and understand correlation and regression analysis

➤ Outcomes

- Knowledge gained on interpreting numerical and categorical data
- Skills gained on analysing the data using descriptive statistics
- Competency developed to solve business related problems involving probabilities

Unit-1: Introduction

Collection of Data: Types of data- Time-series and cross-section data; Primary and Secondary; Methods of data collection-census and sampling; Different types of sampling; Tools of Data Collection- Questionnaire; Schedule; Interview; and Observation; Classification and tabulation; Presentation of Data: Graphical Methods – Histogram; Pie-chart; Bar Diagrams (Single; Multiple and Sub-divided).

Unit–2: Numerical Methods of Quantitative Analysis

Measures of Central Tendency; Properties of a good average– Mean; Median; Mode; Geometric Mean and Harmonic Mean; Merits and Limitations; Measures of Dispersion- Mean Deviation; Standard Deviation; Coefficient of variation; Correlation: Meaning and types; Measures of correlation- Scatter diagram; Pearson’s correlation coefficient; Rank method.

Unit-3: Regression

Two variables linear regression; Fitting of regression lines; Relationship between regression coefficients and correlation coefficient; Examination and interpretation of regression lines; Interpretation of the estimates; Standard error of the estimate; Testing the significance of estimates.

Basic Books:

1. S.C.Gupta: Fundamentals of statistics-Himalaya Publishers.

Additional Books

1. Goon, Gupta and Dasgupta: Recent edition.
2. Levin Richard I : Statistics for Management – Prentice Hall.
3. J.K.Sharma : Business Statistics –Pearson Publishers.
4. Patri and Patri: Business Statistics –Kalyani Publishers.

PAPER V: RESEARCH METHODOLOGY (RD 1.1.5)

➤ Objectives

- To learn the concept, characteristics and classification of research
- To get a basic idea about research planning, research proposal, literature review, hypothesis, data analysis and report writing
- To learn the concepts of normal distribution and estimators
- To understand how to test the research hypothesis

➤ Outcomes

- Knowledge gained on research design and basics of sampling
- Skills developed to prepare a research proposal
- Competency developed to formulate a hypothesis and ability to test that

Unit-1: Research Process- I

What is research- Characteristics and Types of research; Research methods and methodology; Research design-structure, classification, formulation; Ethics in research.

Unit 2: Research Process- II

Research planning; Research problem; Writing a research proposal; Review of literature; Research questions; Research objectives; Hypothesis; Data analysis; Report writing.

Unit-3: Statistical Inference

Normal distribution and its properties; Estimation- Concept of estimator and parameter; Characteristics of a good estimator; Point and interval estimation. Hypothesis testing- steps; Test of significance; One-tailed and two-tailed tests; commonly used tests- z, t, F and Chi-square with applications.

Basic Books:

1. Research Methodology: C.R. Kothari.

Additional Books

1. Scientific Social Surveys and Research: P V Young.
2. Methods of Social Research: Goode and Hatt.
3. Durtson and Poole: Thesis and Assignment Writing.
4. Research Methodology- Cauvery, R et al.

SEMESTER II

PAPER VI: MANAGERIAL ECONOMICS- II (RD-1.2.6)

➤ Objectives

- To determine price and output equilibrium under different market structures
- To analyse capital budgeting
- To study basic concepts and measurements of National income

➤ **Outcomes**

- Knowledge gained on determining equilibrium price under Monopolistic Competition and Oligopoly
- Skills gained on analysing methods of investment decision
- Competency developed to analyse Circular Flow of Income
- Competency developed to measure national income through different methods

Unit -1: Pricing under Different Market Structure II

Monopolistic competition- Equilibrium of the firm and the group with product differentiation and selling costs, Excess capacity under monopolistic competition, Oligopoly.

Unit-2: Capital Budgeting

Introduction; Prerequisite of capital budgeting; Investment decision: Net present value method, Net future value method, internal rate of return criteria, Pay-Back period method.

Unit-3: National Income

Circular Flow of Income; Macro Economic Variables; Concept of National income; Measurement of National Income; Difficulties in Measurement; Uses of National Income Data.

Basic Books:

1. D.M.Mithani: Managerial Economics. Himalaya Publication House.

Additional Books:

1. Mark Hirschey: Managerial Economics. Cengage Learning.
2. Geetika P. Ghosh and P. Choudhury (2008): Managerial Economics; Tata McGraw Hill; New Delhi.

PAPER VII: RURAL DEVELOPMENT IN INDIA (RD-1.2.7)

➤ **Objectives**

- To understand the basic concepts of rural development and new agricultural strategies
- To learn the concept of sustainable development

- To learn about various rural development programmes run by state as well as central government
- To learn the basics of rural credits and the rural market strategies

➤ **Outcomes**

- Knowledge gained on new trends and technologies in agricultural growth
- Knowledge gained on green revolution, white revolution, fishery, horticulture, floriculture
- Comprehension gained about land reforms and implementations of rural development programmes and their economic aspects
- Competency developed to study working structures of credits institutions like cooperative societies, commercial banks and NABARD

Unit-1: Rural Development Strategy

Meaning and elements of rural development; Role of Agriculture in Indian Economy; New agricultural strategy; Green revolution; Recent trends in agricultural growth in India; Inter-regional variations in growth of output and productivity; Strategy of agricultural development and technological progress; Sustainable development; Impact of globalisation on agriculture.

Diversification of Rural Economic Activities: Livestock economies - Livestock resources and their productivity; White revolution; Fishery and poultry development; Forestry; Horticulture and floriculture; Issues and problems in rural industrialization and development of agro-based industries; Rural non-farm sector.

Unit-2: Land Reforms and Rural Development Programmes

Land Reforms; Land ownership structure; Tenancy and crop sharing - Forms; Incidence and effects; Problems of marginal and small farmers; Interlocking of land; Labour and credit markets; Segmentation in labour markets; Rural-urban migration.

Rural Development Programmes: Bharat Nirman; NREGP; NRHM; ICDS; MDM; SSA; SGSRY; Rural water supply; Sanitation housing programme.

Unit-3: Rural Credit; Agricultural prices and Markets

Characteristics and sources of rural credit - Institutional and non-institutional; Reorganization of rural credit - Cooperatives; Commercial banks; Regional rural banks; Role of NABARD; Objectives of agricultural price policy; Food security system in India and public distribution; Agricultural marketing; Agricultural Insurance.

Basic Books:

1. Katar Singh: Rural Development principles; policies and Management Second edition sage publications.

Additional Books:

1. Ruddar Datt and K.P.M.Sundharam: Indian Economy- S.Chand & Co.Ltd.2004.
2. Misra and Puri: Structure and Problems of Indian Economy-Himalaya Publishing House.
3. Journals of Kurukshetra; Yojana; Planning Commission Reports and Economic Survey of India.

PAPER VIII: ENVIRONMENTAL ECONOMICS (RD-1.2.8)

➤ Objectives

- To develop a world population that is aware of and concerned about the environmental economics and its associated problems
- To introduce the concept of CPR in Odisha and JFM
- To educate students regarding different types of Pollutants

➤ Outcomes

- Skill gained on how markets allocate goods and why they sometimes fail to allocate environmental goods optimally.
- Skill acquired on knowing and solving Tragedy of the Commons and analysis with special reference to tourists' places of Odisha
- Competency developed to regulate different kinds of pollutants and concerned environmental regulations

Unit-1: Environmental Economics:

Definition; Environment and economy linkage; Economic Growth vs. Environment; Environment and Development; Natural resource; Types and classification; Historical approaches to natural resource scarcity; Renewal resources; Sustainable development; Conservation of Natural Resources: Methods of conservation; Waste Reduction-Recycling; Environmental Impact Assessment/ Analysis

Unit- 2: Concept and Importance:

Characteristics of CPR; Renewable, Causes and consequences of degradation of CPR; Tragedy of the Commons and analysis with special reference to tourists places of Odisha, Dependence of poor on CPR for livelihood; Conservation of CPRs; Peoples' participation in management of CPR; Joint forest management: concept and objectives ; Need for and scope of forest conservation in India; Participatory irrigation management.

Unit-3: Environmental Pollution and Policy in India:

Meaning; Types of pollutants; Agents causing pollution; Mechanism for environmental regulations in India; Environmental laws and their implementation; Policy instruments for controlling water and air pollution; The environment protection Act; Social forestry in India.

Basic Books:

1. T. Eugene: Environmental Economics; Vrinda Publications Pvt New Delhi.

Additional Books:

1. Chopra, Kadekodi & Murthy: Participatory Dev. Kan approach to the Mgt. of Common Property Resources; New Delhi-Sage Pub. 1990.
2. G. G. Stevenson: CPR Economics.
3. G. K. Kadikodi: Management of CPR.
4. Katar Singh: Managing Common Pool Resource-principles & case studies; Oxford University Press; 1994.
5. Pearce D.W. and R. Turner (1991): Economics of Natural Resource Use and Environment; John Hopkins University Press; Baltimore.

PAPER IX&X: (RD-1.2.9 & RD-1.2.10): DISSERTATION:

SOCIO-ECONOMIC PROBLEMS IN RURAL AREAS AND EVALUATION OF RURAL DEVELOPMENT PROGRAMMES.

➤ **Objectives**

- To introduce field-based study to the students
- To encourage students to explore a subject in depth manage
- To conduct a research project; define a suitable question, and use the appropriate research tools
- To test the independent research skills students have acquired during their time at university

➤ **Outcomes**

- Knowledge gained to understand the various steps in the overall process of field-study
- Skills gained to develop and design a research problem
- Skills gained on conducting a literature review for a study
- Competency developed to organize and analyse the data collected

SEMESTER III

PAPER XI: DEVELOPMENT THEORY, PLANNING and POLICIES (RD-2.3.11)

➤ **Objectives**

- To explain partial theories of development
- To analyse theories propounded by various economists on balanced and un-balanced growth
- To analyse the decentralised planning process
- To study the different Rural Development Policies in India

➤ **Outcomes**

- Knowledge gained to analyse vicious circle of poverty and circular causation
- Comprehend Micro level, Block level and District level Planning
- Skills gained on analysing strategies for sustainable development
- Competency developed to study the need and goals of Rural Development Policies

Unit- 1: Theories of Development

Approaches to development: Partial theories of growth and development - vicious circle of poverty; Circular causation; Balanced growth; Unbalanced growth; Critical minimum effort thesis; Low-equilibrium trap; Lewis theory of development; Dualism

Unit 2: Planning for Rural Development

Level and functions of planning; Decentralisation of planning Micro level planning; Block and District Level Planning- Strategies for sustainable development; Concept; Elements of new strategies; Sustainable development.

Unit-3: Rural Development Policies

Need for Rural Development policies; goals of Rural Development Policy; Rural Development Policies in India; National Forest Policy; National Water Policy; land Reforms Policy; Agricultural Price Policy; Rural Credit Policy; National Agricultural Policy; National Policy in Cooperatives; National Policy for Farmers.

Basic Books:

1. Katar Singh: Rural Development in India – Theory, History and Policy.

Additional Books:

1. Todaro M.P.: Economic Development; Pearson.
2. Rudradatt and K.P.M.Sundaram: Indian Economy.
3. I.C.Dingra: Rural Economics.
4. Dhandekar V.M and Rath N.: Poverty in India.
5. Arora R.C: Integrated Rural Development in India-S.Chand -1980-1st edition.

PAPER XII: HUMAN RESOURCE MANAGEMENT (RD-2.3.12)

➤ **Objectives**

- To study the concept of Human Resource Management; It's Growth and development in India
- To learn the concepts of recruitment and selection, test and interview, Promotion and transfer in an organizational structure
- To learn the process of training and development

➤ **Outcomes**

- Knowledge gained on individual and team development and work process improvement
- Comprehend strategic planning of human resources for organisational improvement and change
- Skilled developed on how to achieve business success through the optimum utilization of the human resource

Unit-1 : Introduction

Concept; Nature and Scope of Human Resource Management; Growth and Development of Human Resource management in India; Types of HR Plan; Dynamics of Human Resource Planning; Social Demand approach; Manpower Requirement Approach; Job analysis; Emerging trends of HRM in globalised Economy.

Unit-2: Human Resource Base

Concept of Equal Employment Opportunity; Recruitment and selection; Selection: Concept, procedure and cost benefit analysis of selection; Test and Interview; Basis of Promotion; Transfer – Types of Transfer.

Unit-3: Developing Human Resource

Training and Development – Concept; Training vs. Development; Types of Training Programme; On-the-job and off-the-job Transactional Analysis; Grid Training; Apprenticeship Training; Evaluation of Training Programmes; Performance Appraisal- Objectives; Uses and Methods- Traditional and Modern methods ; 360° Appraisal; TQM; Kaizen.

Basic Books:

1. Shashi Gupta and Rosy Joshi : Human Resource Management ; Kalyani Publishers

Additional Books:

1. Joyti Venkatesh: Human Resource Management; Oxford.
2. Chadha Prem.: Performance Management; Macmillan; New Delhi.
3. Parag Dawan : Human Resource Management; Deep & Deep Publications; New Delhi; 1997.
4. Gary Dessler : Human Resource Management; Prentice Hall of India ; New Delhi;2001.

PAPER XIII: PRINCIPLES OF ACCOUNTING (RD-2.3.13)

➤ **Objectives**

- Know the process of financial accounting from the primary entry to the final statement
- To know various tools from accounting this would facilitate the decision making
- On final statements for further judgment of the business financial performance

➤ **Outcomes**

- Knowledge gained on summarizing the financial transactions in terms of Financial Statements
- Skills gained to study various tools of accounting for analyzing business situations and Decision making
- Competency developed on analyzing the financial position of Business

Unit-1: Accounting Framework

Meaning; Objectives of Accounting; Accounting and its Functions; Accounting concepts – in Balance sheet and Income Statements; The Rules of debit and credit; Accounting Information and Its

Application; Basic accounting procedure; Principles and procedures of Double entry system: advantages and uses; Capital And Revenue; Expenditure And Receipts; Rectification Of Errors

Unit-2: Understanding Financial Statements

Preparation of Profit and Loss Account; Preparation of Balance Sheet; Preparation of Trading; Manufacturing Account; Preparation of Journal; Ledger and Trial Balance: concept; methods of preparation and limitations of Trail balance; Final accounts; Adjustments in Final accounts

Unit-3: Company Accounts

Authorised Share Capital; Kinds of Share Capital- Subscribed; Issued; Paid-up Share Capital; Accounting system of Non-governmental organizations: Receipts and payment account; Income and Expenditure account; Format of Income statement and Balance Sheet.; Bank Reconciliation Statement.

Basic Books:

1. C. Mohan Juneja, R C Chawla and K K Saxena: Double-entry Bookkeeping; Kalyani publishing house; New Delhi.

Additional Books:

1. Khan and Jain: Management Accounting- TMH.
2. P. C. Tulsian: Fundamentals of Accounting –TMH.

PAPER XIV: FINANCIAL MANAGEMENT (RD-2.3.14)

➤ Objectives

- To introduce the basic concepts of financial management i.e capital budgeting, sources of finance, capital structure etc.
- To gain knowledge on Stock market and its operation
- To apply the time value of money for personal finance management

➤ Outcomes

- Knowledge gained on alternative sources of finance and investment opportunities and their suitability in particular circumstances

- Skills gained to analyse Primary Market Instruments like IPO and the workings of the Secondary Market and the role of different market participants
- Competency developed on application of different techniques of capital budgeting under riskless and risky conditions for the investment decisions

Unit-1: Basics of Financial Management

Introduction to Financial Management; Financial Process; Scope of Financial Management in Rural areas; Goals of the firm; Objectives of Financial Management in Contemporary Business Environment; Management of Working Capital; Budget and Budgetary Control; Dividend Decisions.

Unit-2: Financial Markets

Meaning and structure of Financial Market; Money Market ;Capital Market; Foreign Exchange Market; Classification of Financial Institutions; Role of Primary and Secondary Market in Rural Development; Stock Exchange; Constitution; Control and Functions of Stock Exchange (Sensex; Nifty); Role of Stock Exchange in Rural Development; Listing of Securities; Different Types of Financial Instruments in India.

Unit-3: Investment Decisions

Time Value of Money; Techniques for Adjusting various Interest Factors; Cash Flow for Investment Analysis; Present Value Discounting; Future Value Compounding ; Investment decisions: Its Need and Importance; Investment Evaluation Criteria—PW; FW; IRR; CBA of an Agricultural Investment Project; Depreciation Analysis- Causes; Methods- SL and DBM Method; Risk Return Analysis.

Basic Books:

1. P. Chandra: Financial Management

Additional Books:

1. M. Y. Khan Financial Services: TMH.
2. I. M. Pandey: Financial Management; Vikas Publication.
3. S. Kevin: Portfolio Management; PHI.

PAPER XV: EXTENSION AND COMMUNICATION IN RURAL DEVELOPMENT
(RD-2.3.15)

➤ **Objectives**

- To explain concepts and elements of extension
- To analyse meaning, nature, scope and functions of communication
- To explain various features of communication tools
- To study flow and barriers to communication

➤ **Outcomes**

- Knowledge gained to study Government Efforts in Extension and Rural Development.
- Knowledge gained to explain the role of communication and channels of communications in rural development Skills gained to study various communication methods
- Competency developed to study factors of effective communication and barriers to communication

Unit-1: Extension:

Concept; Elements of Extension; Extension Objectives; Diffusion Process and Extension; Target Categories in Rural Area; Agricultural information System; Government Efforts in Extension and Rural Development.

Unit-2: Communication: An Overview

Meaning; Nature, Scope and Functions of communication; Communication process and elements of communication; Meaning, dimensions, classification, nature and identification of communication channels; Feedback process; Communication methods: Individual; Group and Mass method; Features and limitations.

Traditional and Electronic media; Features, Audio-visual aids, its classification and application in rural development; Communication tools, Features of various tools, its techniques, method of uses, and limitations; Factors of effective communication.

Unit-3: Communication Management:

Importance of communication management; Flow of communication; Barriers to communication; Communication need assessment; Factors of effective communication and listening skills; Communication and socialisation; Communication and persuasion; Communication and social responsibility.

Basic Books:

1. Ranjit Singh: Communication Technology for Rural Development; B. R. Publishing Corporation; Delhi.

Additional Books:

1. G L Ray: Extension Communication and Management; Naya prokash; Kolkata.
2. J.B. Ambedkar: Communication and Rural Development; Mittal Publications; New Delhi.
3. Neils Rolling: Extension Information system In Agricultural Development; Cambridge Publication.

SEMESTER IV

PAPER XVI: PROJECT MANAGEMENT (RD-2.4.16)

➤ Objectives

- To understand the meaning of a project report and discuss the formulation of a project
- To know the sources of financing project
- To learn the contents of a project report
- To learn Network Analysis Techniques

➤ Outcomes

- Knowledge gained on concept of Project Identification, Selection, Appraisal
- Knowledge gained on skills required for preparation of a project report
- Comprehend available sources of Project financing
- Competency developed on determining total project completion time

Unit-1: Introduction to Unit-1: Introduction to Project

Concept of Project; Need and scope of Project Management; Importance of Project Management; Project Identification; Forms of Project Organisation; Project Formulation; Project Control; Project Risk; Project Planning; Project Report; Project Appraisal; Location of an Enterprise.

Unit-2: Financing of Project

Capital Structure of a Project; Equity Capital; Preference Capital; Debentures or Bonds; Term Loans; Working Capital advances; Miscellaneous Sources; Raising Venture Capital; Raising Capital in International Markets; Project Financing Structure; Financial Closure; Financial Institutions. Project Risk analysis: Sources; Measures; Sensitivity Analysis; Scenario Analysis; Break-even Analysis; Simulation Analysis; Decision Tree Analysis; Managing Risk; Project Selection under Risk.

Unit-3: Techniques for Project Management

PERT and CPM; Project Evaluation; Types of Evaluation: Concurrent and Summative; Place of Economic and Financial Analysis in Project Evaluation.

Basic Books:

1. Desai, V.: Project Management; Himalaya Publication.

Additional Books:

1. Prasanna Chandra: Projects-Preparation; Appraisal and Implementation.
2. United Nations Industrial Guidelines for Project Evaluation Development Organization.
3. Nair, B.M.: Project Management – Scheduling and Monitoring PERT/CPM. Van Sahibabad 1985.
4. Rao., P.C.K.: Project Management & Control; Sultan Chand and sons Publisher.

PAPER XVII: EQUITY AND GENDER ISSUES IN RURAL DEVELOPMENT (RD-2.4.17)

➤ Objectives

- To understand the concept of Gender
- To learn the socio-economic status of women in India and the issues of gender equity in rural areas

- To analyse the status of health and education of women in rural India
- To learn the concepts of GRAMEEN and SEWA

➤ **Outcomes**

- Knowledge gained on the scope, importance and sources of microfinance, SHGs and women empowerment
- Knowledge gained on the status of women in India from ancient to modern period
- Comprehend female work participation
- Competency developed on applications of theoretical knowledge of government policies and their implications for women rights

Unit-1: Concept and Importance of Gender Studies

Concept of gender; Social and economic status of women in India; Gender discrimination; Women and development planning; Women and natural resource management; Women in agriculture; Issues of gender equity in rural areas; Practical and Strategic Needs of women; Concept and Significance of Gender Sensitization.

Unit-2: Women Education; Status and Health

Planning for women's education after independence in India; Primary school enrolment and gender differential in schooling; Literacy rate; Benefits of women's education; Women and Health.

Unit-3: Inclusive Development

Development programmes for SCs and STs; Backward area development programme; Poverty alleviation programmes; Development Programmes for Women; SHG and Micro-finance; Savings and Credit as an Instrument of Self-help promotion among rural Women- Experiences of GRAMEEN; SEWA; National Policy for the empowerment of women; Gender Budgeting.

Basic Books:

1. Seth, Mira: Women in Development; Sage Pub.; New Delhi.

Additional Books:

1. Devasia, Leelamma : Women in India : Equality, Social Justice and Development ISI ;New Delhi.
2. Giri, Dr. V Mohini: Emancipation and empowerment of women; Gyan Publishing House; New Delhi.
3. Neera Desai: Women in India.
4. Kamala Bhasin: Understanding Gender.
5. C. N. Sankar Rao: Indian Society.

PAPER XVIII: RURAL DEVELOPMENT INSTITUTIONS (RD-2.4.18)**➤ Objectives**

- To improve the ability of the learners with respect to Panchayat Raj Institutions and 73rd & 74th constitutional amendments.
- To gain knowledge on stake holder participation
- To learn concept, definition and principles of Cooperation
- To explain various community-based organisations
- To study different approaches to Rural Development in India

➤ Outcomes

- Knowledge gained on Panchayat Raj Institutions and participatory development
- Knowledge gained on good-governance and RTI act in rural development
- Knowledge gained on Institutional Linkages for Rural Development and role of CBOs in Sustainable Rural Development
- Skills gained on compare and analyse different approaches to Rural Development in India
- Competency developed to study Technology Missions for Rural Development

Unit-1: Institutions of Rural Development

Panchayat Raj Institutions (PRIs): Evolution – Structure-Functions; Concept of Centralisation and Decentralisation; 73rd Constitutional Amendment Act – Devolution of Powers and Functions to PRIs-

Role of Panchayati Raj Institutions in Rural Development; Participatory development; Stakeholder Participation; Long term perspectives on good governance and human development; Cooperative Institutions: Concept and Principles of Cooperation Types and Working of Rural Cooperatives: Credit Cooperatives; Marketing Cooperatives ; Dairy Cooperatives ;Weavers Cooperatives.

Unit-2 Institutional Linkages for Rural Development

Interface between government and Nongovernmental Organizations – Institutional Linkages for Rural Development – Need for Readjustment of Rural Development Strategies – Right to Information Act and Rural Development ; Community Based Organizations(CBOs): Watershed Committees-Village Forest Committees-Water Users Associates- Integration of CBOs with PRIs- Role of CBOs in Sustainable Rural Development.

Unit-3: Approaches to Rural Development in India

Broad Front Approach- Sectoral Approach- Participatory Approach-Area Approach- Target Group Approach- Integrated Approach- Gandhian Approach and its Current Relevance; Technology Missions for rural Development- Drinking Water-Sanitation – Communication- Oilseeds- Wasteland Development.

Basic Books:

1. Pandey P.C.: Rural Development in India.

Additional Books:

1. Vasant Desai: A Study of Rural Economy.
2. Misra & Sharma: Problems and Prospects of Rural Development.
3. Pandey P.C.: Rural Development in India.
4. Sharma & Malhotra: Integrated Rural Development.
5. Rajasekher D, N.K.Bhat and Neil Wuebster: People Centered Rural Development –NGOs and Decentralized Government.

PAPER XIX & XX: ANY TWO ELECTIVE COURSES (RD-2.4.19 & RD-2.4.20)

ELECTIVE COURSES

E1: RISK MANAGEMENT AND INSURANCE

➤ Objectives

- To gain knowledge on various risks in agriculture
- To learn about Crop Insurance Schemes
- To study Livestock Insurance Schemes and Health Insurance

➤ Outcomes

- Knowledge gained on climate change and production risk in agriculture
- Knowledge gained on various risk management strategies
- Skills gained to analyse coverage and financial performance of Crop Insurance Schemes
- Competency developed to study micro-insurance and micro-finance

Unit-1: Risk in Agriculture

Production risk; Price risk; Globalisation and price risk; Climate Change and production risk; Risk management strategy: Income smoothing and consumption smoothing.

Unit-2: Crop Insurance

Crop insurance schemes; Comprehensive Crop Insurance Scheme; National Agricultural Insurance Scheme; Farm Income Insurance Scheme; Rainfall Insurance Scheme; Performance of crop insurance schemes; Coverage and financial performance.

Unit-3: Livestock and Health Insurance

Livestock Insurance Schemes; Health Insurance in rural areas; Micro-insurance and micro-finance.

E2: RURAL MARKETING

➤ **Objectives**

- To provide conceptual understanding on rural and agricultural marketing with special reference to Indian context
- To know how the rural market functions
- To understand the problems faced in rural market

➤ **Outcomes**

- Skill to explore huge opportunities available at bottom of pyramid market in Indian rural market
- To understand rural environment and appreciate serving rural markets at profit with help designing state of art products affordable to these markets,
- Competency on designing the communication program, choosing innovative media channels and distribution networks.

Unit-1: Concept of Rural Marketing

Meaning of Rural Markets; Classification of Rural markets; Structure of Markets; rural vs urban; characteristics; Segmentation of rural market; conditions for effective market segmentation; benefits of marketing strategy; rural marketing mix; Impact of Globalization on Rural Marketing; Marketing Cost; Methods of measuring marketing cost; Farmer's and Middlemen's share of the prices.

Unit-2 Functions of Rural Markets

Functions of Marketing; Packaging; Transportation and Processing; Grading; Standardization; Storage and Ware Housing; Buying and Selling; Marketing Information; Financing; Risk Bearing.

Unit3: Institutional Arrangements for Rural Marketing

Problems of Transportation; Storage and Ware Housing; Regulated Markets; Cooperative Marketing System; National Council of State Agricultural Marketing Boards; Marketing Strategy for Indian rural markets; principle of innovation in rural market; CSR in rural markets.

Basic Books:

1. N. W. Agarwal : Rural Marketing in India.

Additional Books:

1. Shamin Ahmed: Rural Marketing in India.
2. Shamin H M: Rural Markets and Development.
3. B. Dogra and K. Ghuman: Rural Market in India: Concepts and Practices; Tata Mc-Graw Hill.
4. Katar Singh: Rural Markets.

E3: VOLUNTARY ACTION FOR RURAL DEVELOPMENT**➤ Objectives**

- To gain knowledge on role of NGOs in rural development
- To learn about voluntary action and sectors of health and sanitation
- To study community participation and capacity building

➤ Outcomes

- Knowledge gained on Sustainability of Interventions
- Knowledge gained on women empowerment and income generating training
- Skills gained to analyse rural technology funding

Unit-1: Concept of Voluntary Action

Role of NGOs in Rural Development; Sustainability of Interventions; Role transformation of NGOs and State withdrawal strategies; Interface between NGOs and GOs: Need and Strategies.

Unit-2: Voluntary Action and Sectors

Health; Education; Sanitation; Drinking Water; Women Empowerment; Income generating training; Unionization of Rural Labour; Micro Finance; Political Empowerment of Poor.

Unit-3: Community Participation in Rural Development

Council for Advancement of Peoples Action for Rural Technology Funding; Monitoring and Evaluation of NGO work; Community Participation; Capacity Building; Social auditing.

E4: RURAL INDUSTRIALISATION AND ENTREPRENEURSHIP

➤ Objectives

- To learn the concept of rural industrialization and importance in rural development
- To understand the basics rural entrepreneurship and the problems and prospectus of rural entrepreneurship
- To learn the plan and policies developed by Indian government for the development of rural industrialization
- To learn the strategic development of rural market, their channels and operational difficulties

➤ Outcomes

- Knowledge gained about the Gandhian approach to rural industrialization
- Knowledge gained on the appropriate technology for rural industrial development
- Comprehend the role of rural industries in rural development
- Competency developed on analysing marketing strategy and information system for rural industries

Unit-1: Introduction

Concept of Rural Industrialization; Importance of Rural Industrialization for Rural Development; Gandhian Approach to Rural Industrialization; Appropriate Technology for Rural Industries; Concept; Characteristics and Types of Entrepreneurship; Entrepreneurship and Rural Industrialist ion; Development of Rural Entrepreneurship in India; Factors promoting entrepreneurship; Theories Of Entrepreneurship; Problems and Prospects of Rural Entrepreneurship in India; Problems and prospects of Women Entrepreneurship.

Unit-2: Policies and Programmes

Policies and Programmes for the Development of Rural Industries; Industrial Policy Resolutions- Five Year Plans; Khadi and Village Industries Commission; Rural Industrial Sectors: Small Scale; Handloom; Agro based Industries; Rural Artisans; Handicrafts and Sericulture.

Unit -3: Problems of Marketing

Problems of Marketing; Marketing Strategy and Information System for Rural Industries; Marketing Channels; Exhibitions; Growth Centre Strategy: Advantages of the Strategy; Operational Difficulties: Rural Industries and Industrial Estates; Rural Industrial promotion: Exports Possibilities.

Basic Books:

1. Vasant Desai: Entrepreneurship and Technology.

Additional Books:

1. N.P.Singh: Entrepreneurship Development – Theories and Practices .
2. Deepak Walokar: Women Entrepreneurs .
3. Battacharya, S.N.: Rural Industrialization in India.

E5: WATER AND LAND MANAGEMENT

➤ **Objectives**

- To gain knowledge on land use pattern
- To learn about pollution effects of modern agricultural practices on land and environment
- To study water resource management and problems in water management

➤ **Outcomes**

- Knowledge gained on factors responsible for changes in land use pattern
- Skills gained to analyse impact of climate change on water resources and sustainability of water use
- Competency developed to study water conservation technologies in agriculture and micro irrigation systems

Unit-1: Land Management

Land Use Pattern; Changes in Land Use Pattern; factors Responsible for Changes in Land Use Pattern; Soils Types; of Soils Carrying Capacity of Soils; Indigenous Knowledge Systems in Land

Management; Soil Erosion; Desertification; Degradation; Pollution Effects of Modern Agricultural Practices on Land and Environment; Integrated Pest Management; Land and Soil Management Programmes; Watershed Development Programme.

Unit-2: Water Resource Management

Supply of Water: Quantitative and Qualitative Aspects of Water Use; Impact of climate change on water resources; Sustainability of Water Use; Surface Water and Ground water Resources: Potential and Utilization; Problems in Water Management; Depletion of Water Table; Water Logging; Soil Salinity and Alkalinity; Transmission Losses.

Unit-3: Irrigation Management

Types of Irrigation; Sources of Irrigation: Major; Medium and Minor Irrigation Systems: Coverage and Ecological Implications; Tank Irrigation: Role and Importance in Drought Prone Regions; Problems in Tank irrigation Management; Water Conservation Technologies in Agriculture: Micro irrigation Systems; Drip and Sprinkler Irrigation; Participatory Irrigation Management; Water Pricing.

Basic Books:

1. Vaidyanathan; A. (2010); Agricultural Growth in India: The Role of Technology; Incentives and Institutions; Oxford University Press; New Delhi.

Additional Books:

1. Lorentz.C. Pearson; principles of Agronomy; East West Press.
2. T.N. Khoshoo & B.L. Deekshatulu (Eds.); Land and Soils; ARR Anand Publication.

E6: GEOGRAPHICAL INFORMATION SYSTEMS

➤ Objectives

- To gain knowledge on definitions, concept and history of developments in GIS
- To learn about data structure and formats
- To study data analysis and modelling in GIS

➤ **Outcomes**

- Knowledge gained on computer fundamentals for GIS
- Skills gained to analyse Data inputting in GIS
- Competency developed to study overview of image processing & GIS Packages

Unit-1: Geographical Information Systems

Introduction to GIS – definitions, concept and history of developments in the field of information systems; Computer fundamentals for GIS; Hardware and software requirements for GIS; Coordinate System and Projections in GIS – Conic, cylindrical and planner.

Unit-2: Data structure and Analysis

Data structure and formats; Spatial data models – Raster and Vector; Data inputting in GIS; Data base design - editing and topology creation in GIS; Spatial data analysis – significance and type, Attribute Query, spatial query; Vector based spatial data analysis; Raster based spatial data analysis; Buffer analysis.

Unit-3: GIS Modeling and GIS Packages

Data analysis and modelling in GIS– types of GIS modelling; Decision support systems; Overview of image processing & GIS Packages – ARC GIS, ERDAS, MAP INFO, ILWIS, GEOMEDIA, IDRISI; Recent Trends in GIS – AM/FM, Virtual 3D GIS, OLAP, Internet GIS, Open GIS.

Basic Books:

1. Chang.T.K., 2002:Geographic Information Systems. Tata McGrawHill.

Additional Books:

1. Anji Reddy, M. 2004 : Geoinformatics for Environmental Management; B.S. Publications.
2. Heywood.I, Cornelius S, CrverSteve. 2003: An Introduction to Geographical Information Systems.PearsonEducation.
3. Ram Mohan Rao. 2002: Geographical Information Systems. Rawat Publication.
4. Skidmore A. 2002: Environmental modeling with GIS and Remote Sensing. Taylor and Francis.
5. Tar Bernhardsen. Geographical Information Systems. John Wiley.Wise S.2002: GIS Basics. Taylor Publications.

