

ANDHRA KESARI UNIVERSITY



MINOR

Subject: Rural Development
w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Elements of Rural Development	4	4
Semester-III	2	Rural Development Planning and Management	4	4
Semester-IV	3	Human Resource Development in Rural Areas	4	4
	4	Agriculture Growth in India: Problems and Prospective	4	4
Semester-V	5	Working with Rural People: Techniques and policies	4	4
	6	Rural Industrialization and Entrepreneurship	4	4

MINOR

1. ELEMENTS OF RURAL DEVELOPMENT

Unit-I

Rural Development Concept and Scope

Definition of Rural Areas – Meaning of Development – Concept of Rural Development – Causes of Rural Backwardness – Rural-Urban differences in Standards of Living – Scope of Rural Development in India

Unit-II

Approaches to Rural Development in India

Gandhian Approach – Decentralised Planning Approach – Sectoral Approach – Area Approach – Target Group Approach – Integrated/ Holistic Approach – Participatory Approach – Rights Approach

Unit-III

Status of Rural Social Sector

Education System in Rural Areas – School Dropout problem – Importance of Girl Child Education – Structure and Functioning of Health Care Services in Rural Areas – Status of Rural Housing – Drinking Water Supply in Rural Areas – Rural Sanitation

Unit-IV

Rural Credit

Magnitude, Causes and Consequences of Rural Indebtedness – Sources of Rural Credit: Institutional and Non-Institutional – Cost of Credit in Rural Areas – Role of NABARD in Rural

Unit-V

Rural Marketing

Concept and Components of Rural Marketing – Input (Seed, Fertilizer, Pesticides, Labour) Markets – Commodity (Agricultural Produce) Markets – Cooperative Marketing Societies – Regulated Markets – Cattle Markets – Consumer Markets: Weekly Shandies, Rythu Bazar, Corporate Sector managed Consumer Markets

Books and References

1. N.I.R.D. : Facets of Rural Development in India
2. S.C. Jain : Rural Development
3. Misra & Sarma : Problems and prospects of Rural Development in India.
4. K.Venkata Reddy : Rural Development in India: Poverty and Development , Himalaya Publishing House, Mumbai, 2012
5. Rajasekhar D (Ed) : Prof G Parthasarathi's Writings on Indian Rural Economy in Transition
6. Katar Singh : Rural Development: Principles, Policies & Management
7. G. Sreedhar and : Rural Development in India: Strategies and Processes, D. Rajasekhar Concept Publishing House, New Delhi, 2014
8. Shamin Ahmed : Rural Marketing in India
9. H. Belshaw : Agricultural Credit in Economically Underdeveloped Countries
10. SSM Desai : Rural Banking in India
11. K Bhaskar : "Need for Linking of Regulated Markets with Cooperative Marketing Societies" *Cooperator*, Aug 1989. Publications of A.P. Telugu Academy Journals: Kurukshetra, Yojana, Jagruti, Khadi Gramodyog, Journal of R.D.

5 RURAL DEVELOPMENT PLANNING AND MANAGEMENT

Unit-I

Framework for Rural Development Planning

Concept of Development Planning – Multi-level Planning – District Development Coordination and Monitoring Committee (DISHA) – Mission Antyodaya – Gram Swaraj Abhiyan – Sabki Yojana Sabka Vikas (Gram Panchayat Development Plan) – Shyama Prasad Mukherji RURBAN Mission

Unit-II

Project Planning

Definition and Characteristics of Project – Types of Projects – Role of Projects in Overall Development – Need for Project Approach to Rural Development – Concept of Project Cycle – Phases in Participatory Project Cycle Management

Unit-III

Rural Development Administration in India

Rural Development Administration at the National and State level – Structure of Panchayati Raj Institutions – 73rd Constitutional Amendment Act – Transfer of Functions and Powers to PRIs – Role of District Rural Development Agency – Role of Grama Sachivalayas

Unit-IV

Rural Development Institutions

Interface between Government Organizations and Non-Government Organizations in Rural Development – Role of Community Based Organizations.

Unit-V

Participatory Approaches

Rapid Rural Appraisal – Participatory Rural Appraisal – Tools of PRA: Wealth Ranking – Timeline – Transect – Seasonality – Social Mapping – Resource Mapping – Venn diagram – Focus Group Discussion

Books and References

1. Robert Chambers : Rural Development - Putting the Last First
2. B.C. Chattopadhyay : Rural Development Planning in India.
3. S. Venugopal Reddy : Multi-level Planning
4. R.C. Arora : Integrated Rural Development
5. V.A. Pai Panandikar : Development Administration in India.
6. Rajasekhar D : Poverty Alleviation Strategies of NGOs, Concept, 2004
7. Price Gittinger : Economic Analysis of Agricultural Projects
8. G. Sreedhar and : Rural Development in India: Strategies and Processes,
9. D. Rajasekhar Concept Publishing House, New Delhi, 2014 Publications of A.P. Telugu Academy
10. Journals: Kurukshetra, Yojana, Jagruti, Khadi Gramodyog, Journal of R.D.

7 HUMAN RESOURCE DEVELOPMENT IN RURAL AREAS.

Unit-I

Human Resource Development: Concept, Need and Elements – HRD in Rural Sector, Human Capital Formation: Efforts and Achievements in Investment for raising Nutritional and Educational Standards – Capacity Building for Rural Development.

Unit-II

Dimensions of HRD for Rural Development: Health – Nutrition – Education – Skill Development – Importance of HRD in Agriculture and Allied Activities, Rural Industries and Rural Service Sector.

Unit-III

Human Development Index – Concept – Importance – Components – Measurement – Construction of Human Development Index at the State and District level.

Unit-IV

Strategies for Human Resource Planning: Agriculture and Allied Activities– Rural Industries – Business and Service Sectors Institutional Arrangements for the Promotion of HRD – F.T.C. – K.V.K – GOs and NGOs(CAPART, NIRD and KVIC) – Educational Programmes: Vocational Education – Total Literacy Campaign, Jana Sikshana Nilayams, Zilla Saksharatha Samithis.

Unit-V

Human Resources Management: Definition, Scope and Components – Principles and Functions – Management and Administration – Universality of Management concepts and principles, Human Resource Management in Rural Institutions: Cooperatives – PRIs – NGOs –CBOs.

References :

1. Mehta, M.R-Human Resource Development Planning with Special Reference to Asia
2. Alexander V. Alex-Human Capital Approach to Economic Development
3. Batra V P-The Economic and Human Resources
4. ILO-Employment Promotion with Special Reference to Rural Areas
5. George Toblas-Human Resources in India
6. Gerold M.Meier-Leading Issues in Economic
7. DevelopmentGyan Chand-Population in Perspective
8. World Bank-World Development Report, 1991
9. Govindappa K Adult Education – Impact of National Literacy Mission
10. UNDP-Human Development Report(s) 1998, 1999, 2000
- 22.Gupta, R.C.-Management Information System, CBS Publishers and Distributors,

9 AGRICULTURE GROWTH IN INDIA: PROBLEMS AND PROSPECTIVE

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

Agriculture Extension services and Rural Development: Concept, Applications; Bio-pesticides- introduction, Types, Advantages, and disadvantages, Social impact; Tissue culture, Vegetative propagation, Soil-less farming.

Unit-V

Agricultural Policy: Price policy, Import – Export Policy of agricultural Commodities, Impact of New Economic Policy and Globalization on agriculture.

References:

1. Bhagawati, Jagdish (1972), The Economics of Underdeveloped Countries,
2. Weidenfeld & Nicholoso, London.
3. Desai, A.R, (1961), Rural India in Transitia, Popular Book Depot, Mumbai.
4. Joshi, P.C. (1976), Land Reforms in India, Allied Publishers, Mumbai.
5. S.C. Jain, & Satya, S. Sundaram, Problems and Policies of Indian Agriculture, Rural
6. Development, Himalaya Publishing House, Mumbai.
7. K.N. Parasad, Indian Rural Problems.
8. Dr. Tyagi, B.P., Agricultural Economics & Rural Development, Jayprakash Nath &
9. IU, Merrul-2,
10. Vasant, Desai, Fundamental of Rural Development, Himalaya Publishing House,
11. Mumbai.

6A. WORKING WITH RURAL PEOPLE: TECHNIQUES AND POLICIES

Unit – I

Communication - Importance - Elements of Communication – Communication Skills
–Problems and Barriers in Communication – Communication Skills for Development
Functionaries – Changing Trends in Communication at Grassroots level
Motivation: Concept and Process – Types of Motivation – Steps in Motivation –
Techniques of Motivation

Unit – II

Working with Individuals: Case Work – Definition, Principles, Process and Components–
Tools of Case work – Counseling in Case work. Working with Groups: Group Work –
Definition, Principles, Process and Group

Unit – III

Participatory Approaches for Learning: Rapid Rural Appraisal – Participatory RuralAppraisal
– Participatory Action Research – Participatory Learning

Unit – IV

Application of PRA – Tools of PRA: Wealth Ranking – Timeline – Transect –
Seasonality – Social Mapping – Resource Mapping – Venn diagram – Focus
GroupDiscussion

Unit – V

Community Organization: Definition and Principles – Methods of Community
Organization – Models of Community Organization: Locality Development, Social
Planning, and Social Action.

Capacity Building and Empowerment of Rural Communities: Methods for Capacity
Building of Communities – Leadership Building: Concept and Principles.

References :

1. Battacharya S.N.-Community Development in Developing Countries
2. Regems-Adoption of InnovationsPaul Choudary Methods of Social Work
3. Robert Chambers-Challenging the Professions
4. Spicer Russel E.E.-Human Problems in Technological Change
5. Ross N.G.-Community Organization
6. Beck R C-Motivation: Theories and Principles
7. Mukherjee N-Participatory Rural Appraisal – Methodology and Applications
8. McConnel J W-Understanding Human Behaviour
9. Somesh Kumar-Methods for Community Participation – A Complete Guide for
Practitioners
10. Srinivas R. M. and-Communication for Development in Third World
11. H. LeslieSteeve-Theory and Practice for Empowerment (second edition)
12. Joske Bunders-Interactive Bottom Up Approach
13. Sreedhar G. &-Rural Development in India: Strategies and Processes,.

6B. RURAL INDUSTRIALIZATION AND ENTREPRENEURSHIP

Unit-I

Rural Industrialization: Concept and Importance – Gandhian Approach to Rural Industrialization – Appropriate Technology for Rural Industries and features, Entrepreneurship: Concept, Characteristics and Types – Entrepreneurship and Rural Industrialization – Rural Entrepreneurship: Problems and Prospects – Significance of Incubation Centers.

Unit-II

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

Unit-III

Rural Industries: Marketing Problems and Strategies – Consortium Approach – Exhibitions – Agri-business Management – Agri-Clinics.

Unit-IV

Organizations for Promotion of Rural Industries: District Industries Centre – National Institute for Micro, Small and Medium Enterprises – Small Industry Development Organization – Small Industries Service Institutes – Regional Rural Banks – State Finance Corporations – Small Industries Development Bank of India (SIDBI).

Unit-V

Growth Centre Strategy: Advantages and Operational Difficulties – Industrial Estates Globalization and Promotion of Rural Industries: Imports and Exports, Strategies, Policies, and Implications.

References :

1. Battacharya- S.N Rural Industrialization in India
2. Behari-Rural Industrialization in India
3. Rao R.V.-Rural Industrialization in India
4. Bagli V.-Khadi and Village Industries in the Indian Economy
5. Kripalani J.B.-Gandhian Thought
6. Vasant Desai-Organization and Management of Small Scale Industries
7. Sundaram J.B. -Rural Industrial Development
8. K.V.I.C.-Khadi and Village Industries - The Gandhian Approach
9. Vasant Desai-Problems and Prospects of Small Scale Industries in India
10. Mehan K K-Small Industry Entrepreneurs Handbook
11. T.S. Papola-Rural Industrialization

ANDHRA KESARI UNIVERSITY - ONGOLE

BA DEGREE(UG-REGULAR) EXAMINATIONS 2023-24

I-YEAR, II-SEMESTER - MODEL QUESTION PAPER

PAPER-III: PAPER:IV

MAX.TIME: 03 HOURS

MAX.MARKS: 7

SECTION-A (10 MARKS QUESTIONS) :: 5Qx10M=50M

ANSWER ANY FIVE(05) OF THE FOLLOWING QUESTIONS

1. ?
2. ?
3. ?
4. ?
5. ?
6. ?
7. ?
8. ?
9. ?
10. ?

SECTION-B (05 MARKS QUESTIONS) :: 2Qx05M=10M

ANSWER ANY TWO(02) OF THE FOLLOWING QUESTIONS

11. ?
12. ?
13. ?
14. ?
15. ?



ANSWER ALL OF THE FOLLOWING QUESTIONS

16. ?

A.

B.

C.

D.

17. ?

A.

B.

C.

D.

18. ?

A.

B.

C.

D.

19. ?

A.

B.

C.

D.

20. ?

A.

B.

C.

D.

SECTION-D (1 MARK FILL IN THE BLANKS) :: 5x1=5

Map Pointing

21. _____.

22. _____.

23. _____.

24. _____.

25. _____.

SECTION-E (1 MARK MATCH THE FOLLOWING) :: 5x1=5
PARTS OF THE CONSTITUTION - ITEMS

26. Match the following

A.

() 1.

B.

() 2.

C.

() 3.

D.

() 4.

E.

() 5.

SECTION-C

16	
17	
18	
19	
20	

KEYS
SECTION-D

21	
22	
23	
24	
25	

SECTION-E

26A	
26B	
26C	
26D	
26E	

① WRLS

2 WRLS

3 WRLS
29/9/2023

4. WRLS
29/9/2023

WRLS