

ANDHRA KESARI UNIVERSITY



(w.e.f. Academic Year 2023-24)

Program: B.A. Honours in Honours Rural Development

Semester	Paper	Hours	Credits
I	1. Fundamentals of Social Sciences	4	4
	2. Perspectives on Indian Society	4	4
II	3. Elements of Rural Development	4	4
	4. Rural Development Policy and Programmes	4	4

Paper – 1

Fundamentals of Social Sciences

Learning objectives: The student will be able to understand the nature, various approaches, organs of the state, social perspectives and application of ICT.

Learning Outcomes: On successful completion of the course the student will be able to :

1. Learn about the nature and importance of social science.
2. Understand the Emergence of Culture and History
3. Know the psychological aspects of social behaviour
4. Comprehend the nature of Polity and Economy
5. Knowledge on application of computer technology

Unit – I – What is Social Science?

1. Definition and Scope of Social Science – Different Social Sciences
2. Distinction between Natural Science and Social Sciences
3. Interdisciplinary Nature of Social Sciences
4. Methods and Approaches of Social Sciences

Unit -II: Understanding History and Society

1. Defining History, Its Nature and Scope
2. History- A Science or an Art
3. Importance of History in the Present Society
4. Types of History and Chronology of Indian History

Unit – III – Society and Social Behaviour

1. Definition , Nature and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society
4. Thought process and Social Behavior

Unit – IV – Political Economy

1. Understanding Political Systems
2. Political Systems – Organs of State
3. Understanding over Economics - Micro and Macro concepts
4. Economic Growth and Development - Various aspects of development

Unit - V – Essentials of Computer

1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
4. Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques – Privacy and Data Protection

Reference Books

1. The social sciences: An Integrated Approach by James M. Henslin and Danniell F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingan – Economic Development – Vikas, 2012
7. ML Seth – Macro Economics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

Activities:

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.

Paper – II

Perspectives on Indian Society

Learning objectives: The student is expected to demonstrate the significance of social sciences through better understanding of various fields of social experience and would be able to apply methods and approaches to social phenomena.

Learning Outcomes: On successful completion of the course the student will be able to :

1. Learn about the significance of human behavior and social dynamics.
2. Remembers the Indian Heritage and freedom struggle
3. Comprehend the philosophical foundations of Indian Constitution
4. Knowledge on Indian Economy

Unit – 1 – Man in Society

1. Human Nature and Real-Life Engagement
2. Social Groups and Social Dynamics
3. Individualism and Collectivism – Ethical Concerns
4. Human Life – Social Influence and Social Impact

Unit-II: Indian Heritage and Freedom Struggle in India

1. Cultural & Heritage sites of Tourism in India
2. Indian Dance, Music and Yoga
3. Rise of Nationalism Under British Rule in brief (1857-1947)
4. Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states

Unit – 3 – Indian Constitution

1. Philosophical Foundations of Indian Constitution
2. Elements of Indian Constitution
3. Study of Rights in Indian Constitution
4. Directive principles to State

Unit – 4. Indian Economy

1. Indian Economy - Features – Sectoral contribution in income
2. Role of Financial Institutions - RBI - Commercial Banks
3. Monetary and Fiscal Policies for Economic Development
4. Economic Reforms - Liberalization - Privatization- Globalization

Unit – 5 - Impact on Society & Analytics

1. Role of Computer, impact of Computers on human behavior, e-mail,
2. Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.
3. Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
4. Expert Systems and Artificial Intelligence Applications in the Social Sciences

References

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

Activities:

1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
9. Collect latest census data and draw a graph indicating the growth rate.
10. Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.

II Semester

3. 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 Bazars, 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.

4. RURAL DEVELOPMENT POLICY AND PROGRAMMES

Unit-I

Early Efforts in Rural Development

Sriniketan – Martandam – Sevagram – Baroda – Firka Development Scheme – Nilokheri – Etawa Pilot Project – Community Development Programme and National Extension Service

Unit-II

Area Development Programmes

Drought Prone Area Programme – Command Area Development Programme – Desert Development Programme – Hill Area Development Programme – Integrated Tribal Development Agency – Tribal Development Corporation

Unit-III

Target Group Programmes

Swarnajayanti Gram Swarojgar Yojana – Deendayal Antyodaya Yojana (National Rural Livelihoods Mission) – Micro Finance and Self-help Groups for Women Empowerment – Functioning of Velugu in A.P.

Unit-IV

Employment and Skill Development Programmes

MGNREGS: Strategy, Implementation mechanism, Progress and Problems – Prime Minister's Rojgar Yojana – Deen Dayal Upadhyay Grameen Kaushalya Yojana

Unit-V

Social Sector Programmes

National Food Security Mission – Sarva Siksha Abhiyan – Saakshar Bharat – National Health Mission – AB-PM-JAY – Prime Minister's Awas Yojana-Gramin (PMAY-G) – Rastriya Swasthya Bhima Yojana – Aam Admi Bhima Yojana – Atal Pension Yojana – National Social Assistance Programme – National Mission for Financial Inclusion (PM-JDY)

References

1. N.I.R.D. : Facets of Rural Development in India
 2. S.C. Jain : Rural Development
 3. K. Venkata Reddy : Rural Development in India: Poverty and Development , Himalaya Publishing House, Mumbai, 2012
 4. Katar Singh : Rural Development: Principles, Policies & Management
 5. G. Sreedhar and : Rural Development in India: Strategies and Processes, D. Rajasekhar Concept Publishing House, New Delhi, 2014
 6. Susan Johnson and : Micro Finance Ben Rogally Publications of A.P. Telugu Academy
- Journals: Kurukshetra, Yojana, Jagruti, Khadi Gramodyog, Journal of R.D.

ANDHRA KESARI UNIVERSITY - ONGOLE

BA DEGREE (UG-REGULAR) EXAMINATIONS 2023-24

I-YEAR, I-SEMESTER - MODEL QUESTION PAPERS

PAPER-I Fundamentals of Social Sciences

PAPER – II Perspective on Indian Society

MAX.TIME: 03 HOURS

MAX.MARKS: 75

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

ANSWER ANY FIVE 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. ?

SECTION-C (1 MARK MCQs) :: 5Qx1M=5M

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

ANSWER ALL OF THE FOLLOWING QUESTIONS

- 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. |

KEYS

SECTION-C

16	
17	
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SECTION-D

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SECTION-E

26A	
26B	
26C	
26D	
26E	

ANDHRA KESARI UNIVERSITY - ONGOLE

BA DEGREE (UG-REGULAR) EXAMINATIONS 2023-24

I-YEAR, II-SEMESTER - MODEL QUESTION PAPERS

PAPER-III Elements of Rural Development.

PAPER – IV Rural Development Policy and Programmes.

MAX.TIME: 03 HOURS

MAX.MARKS: 75

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

ANSWER ANY FIVE 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. ?

SECTION-C (1 MARK MCQs) :: 5Qx1M=5M

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. |
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| C. | () | 3. |
| D. | () | 4. |
| E. | () | 5. |

KEYS

SECTION-C

SECTION-D

SECTION-E

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26A	
26B	
26C	
26D	
26E	