



## ANDHRA KESARI UNIVERSITY :: ONGOLE

Model Syllabus for 4-Year UG Honours in B.A. (Rural Development) as  
Major in consonance with Curriculum framework w.e.f. AY 2025-26

### COURSE STRUCTURE (for Semesters I to VI)

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits		
I	I	1	Rural Development Planning and Management	4	4		
		2	Indian Rural Economic Scene	4	4		
	II	3	Indian Rural Social Scene	4	4		
		4	Rural Development Policy and Programmes	4	4		
II	III	5	Human Resource Development in Rural Areas	4	4		
		6	Agriculture Growth in India: Problems and Prospective	4	4		
		7	Non-Government Organization and Rural Development	4	4		
	IV	8	Gender Issues and Women Empowerment	4	4		
		9	Panchayat Rai intuitions and Rural Development	4	4		
		10	Rural Industrialization and Entrepreneurship	4	4		
III	V	11	Economic for Rural Development	4	4		
		12 A	Good Governance and Rural Development	4	4		
		OR					
		12 B	Natural Resource Management – Vegetation	4	4		



## SEMESTER-III

### COURSE 5: HUMAN RESOURCE DEVELOPMENT IN RURAL AREAS

Theory

Credits: 4

4 hrs/week

#### Unit - II

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.

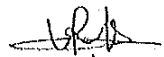
#### Unit-V

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 Development Gyan Chand-Population in Perspective World Bank-World Development Report, 1991
7. Govindappa K Adult Education – Impact of National Literacy Mission
8. UNDP-Human Development Report(s) 1998, 1999, 2000
9. Gupta, R.C.-Management Information System, CBS Publishers and Distributors,

Accepted and Forwarded

  
(Dr. V. Ramakrishna Kumari)  
Chairman, BOS  
Kannur University, Kannur

## SEMESTER-III

### COURSE 6: AGRICULTURE GROWTH IN INDIA: PROBLEMS AND PROSPECTIVE

Theory

Credits: 4

4 hrs/week

---

#### 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, Weidenfeld & Nicholson, London.
2. Desai, A.R, (1961), Rural India in Transition, Popular Book Depot, Mumbai.
3. Joshi, P.C. (1976), Land Reforms in India, Allied Publishers, Mumbai.
4. S.C. Jain, & Satya, S. Sundaram, Problems and Policies of Indian Agriculture, Rural Development, Himalaya Publishing House, Mumbai.
5. K.N. Parasad, Indian Rural Problems.
6. Dr. Tyagi, B.P., Agricultural Economics & Rural Development, Jayprakash Nath & IU, Merrul-2,
7. Vasant, Desai, Fundamental of Rural Development, Himalaya Publishing House, Mumbai.

Accepted and Forwarded

  
(Dr. V. Ramakrishna Kumari)  
Chairman, BOS

## SEMESTER-III

### COURSE 7: NON-GOVERNMENT ORGANIZATION AND RURAL

#### DEVELOPMENT

Theory Credits: 4 4 hrs/week

#### Unit-I

NGOs-Concept of Voluntary Action – Need and strategies, Fields. Functionaries – Distinction between Voluntary Organizations and Non-Governmental Organizations – Role of NGOs in Rural Development.

#### Unit-II

Registration of NGOs – Societies Registration Act of 2001: Memorandum of Association – Rules and Regulations – Executive Committee – Tenure of Office – Funds – Income Tax Exemptions –Winding-up of NGOs.

#### Unit-III

Type of NGOs – Grassroots, Network, Advocacy and Donor NGOs – Problems and Prospects of NGOs in India –Foreign Contribution Regulation Act (FCRA).

#### Unit-IV

Funding agencies for NGOs: CAPART – Central Social Welfare Board – State Social Welfare Board – Other Central and State Government Departments. International Donor agencies: DFID – NOVIB – Family Health International – Bill and Melinda Gates Foundation.

#### Unit-V


Rural Development Trust: Community Health – Education – Women Empowerment – Disabilities Sector – Income Generating programmes – Ecology – Drought Proofing. Corporate Sector and Rural Development – Corporate Social Responsibility – Case Studies of Ratan Tata Trust, Aditya Birla Grameen Vikas Trust.

#### References:

1. Profiles, Annual Reports and Evaluation Reports of all the Institutions Covered in the Syllabus CAPART Manual
2. The Hindu Survey of Environment 1993, 1994, 1995, 1996, 1997 and 1998
3. The Hindu Survey of Agriculture 1993, 1994, 1995, 1996, 1997 and 1998
4. John Farrington Reluctant Partners? Non-governmental Organisations, the State and Sustainable Agricultural Development
5. John Farrington Non-governmental Organisations and the State in Asia: Rethinking Roles in Sustainable Agricultural Development
6. Mark A Robinson-Evaluating the Impact of NGOs in Rural Poverty Alleviation: Indian country study, Overseas Development Institute, London
7. Verma R K-Hindu Swaraj Trust

8. D. Rajasekhar,-Non-Governmental Organizations in India: Opportunities and Challenges, ISEC working paper No.66.
9. Sreedhar G. &-Rural Development in India: Strategies and Processes, D. Rajasekhar Concept Publishing House, New Delhi, 2014.

Accepted and Forwarded

  
(Dr. V. Ramakrishna Kumari)  
Chairman, BOS  
Andhra Kesava University.

## SEMESTER-IV

### COURSE 8: GENDER ISSUES AND WOMEN EMPOWERMENT

Theory

Credits: 4

4 hrs/week

#### Unit-I

Issues of Gender Equity and Equality in Rural areas – Practical and Strategic Needs of Women – Concept and Significance of Gender Sensitization– Empowerment versus Sustainability.

#### Unit-II

Women Empowerment: Concept and Importance – National Policy for the Empowerment of Women- Micro finance and Women empowerment: Concept, Elements, Importance and evolution – Community Banking – Distinction between Micro Finance Institutions and SHGs, Micro-Finance and Women empowerment..

#### Unit-III

Self-help, Self -help Groups and Self-help Promotion: Concepts, Elements, Stages and Significance – Structure of Self-help groups – Formation the SHGs –Role of NGOs – Role of NABARD –SHG-Bank linkage.

#### Unit-IV

SHGs: Savings, Credit, Marketing and Insurance – Crises faced by the SHG members – Role of Micro-savings and Micro-insurance – Innovative savings and Insurance products.

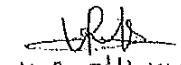
#### Unit-V

SHGs: Monitoring, Evaluation and Impact Assessment. Engendering Policy and Planning – Gender Mainstreaming, Gender Budgeting and Gender Auditing at the Grassroots level, Gender theories, Rural programmes for rural women and Women Dairy.

#### References :

1. Yunus M-Rural Agricultural Credit Operations in Bangladesh
2. Fernandes AP-The MYRADA Experience – Alternative Management System for Saving and Credit of Rural Poor
3. Grameen Bank-Variou issues of Grameen Dialogue
4. Ila Bhat-A Bank of One's Own (A note from SEWA)
5. David Hume-Finance Against Poverty
6. Rajaskhar D-Savings and Credit Systems of the Poor: Some NGO Experiences, NOVIB and HIVOs
7. Rajasekhar D-Poverty Alleviation Strategies of NGOs, Concept, 2004
8. Rajasekhar D-Micro-Finance, Poverty Alleviation and Empowerment of Women: A Study of Two NGOs from Andhra Pradesh and Karnataka, ISEC Monograph No. 4, 2004.
9. Hossain M-Credit for Alleviation of Rural Poverty The Government Banks in Bangladesh.

Accepted and Forwarded

  
(Dr. V. Ramakrishna Kumar)  
Chairman, BOS  
Andhra Kesari University.

## SEMESTER-IV

### COURSE 9: PANCHAYAT RAJ INSTITUTIONS AND RURAL DEVELOPMENT

Theory

Credits: 4

4 hrs/week

#### Unit –I

Development Administration: Definition, Nature, Scope, Features, Principles and Importance - Public Administration and Private Administration - Differences and Similarities; Political, Economic, Social and Cultural context of Development Administration.

#### Unit –II

Local Administration: Panchayat Raj Institutions (PRI's) and Decentralization- Structure, Principles and functions of PRI's, Functions of Gram Sabha – 73rd and 74th Constitutional Amendments –Devolution of powers and functions to PRIs in Rural Development.

#### Unit –III

Social Welfare Administration and Community Based Organizations: Nature, Scope, Concept and Importance of Social Welfare and its Administration –Policies and Programmes of Government and Non-Government Organizations for social welfare: Principles and role of Community based Organizations in Rural Development.

#### Unit-IV

Rural Development Institutions and Administration: National Institute of Rural Development and Panchayat Raj (NIRD & PR ), National Agricultural Bank for Rural Development (NABARD), State Administrative Machinery at District Level, State Institutes of Rural Development (SIRD)

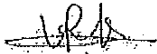
#### Unit –V

Local Finance: Meaning of Local Finance-Evolution and Problems of Local Finance, Sources of Revenue under various schemes for Local Bodies- Municipalities, Municipal Corporations, ZP's, Panchayat Samithies /Mandal Prajaparisshads, Village Panchayats.

#### References:

1. P.R.Dubhashi- Rural Development Administration –Bombay Popular (1980)
2. S.P.Verma and S.K.Sharma-Development Administration
3. Sharma and Malhotra-Integrated Rural Development
4. S.C.Jain-Community Development and Panchayat Raj
5. S.S.Tikhamalia-Rural Development and Social Change in India
1. G.Timmaiah-Studies on Rural Government
2. Douglas Ensminger-Rural India in Transition
3. N.Sreeramulu-R.D Administration in India,Serials Publications
4. Sidhartha-R.DAdministration,Jain book depo.

Accepted and Forwarded

  
Dr. V. Ramakrishna Kumar  
Chairman, BOS  
Andhra Pradesh University.

## SEMESTER-IV

### COURSE 10: RURAL INDUSTRIALIZATION AND ENTREPRENEURSHIP

Theory

Credits: 4

4 hrs/week

#### 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

Accepted and Forwarded

  
(Dr. V. Ramiah Kumar)  
Chairman, BOS  
Andhra Kesari University.