



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR
SCHOOL OF SOCIAL SCIENCES
M. A. in Rural Development Part I (Sem. I, Sem. II)
Choice Based Credit System (w.e.f. June 2020-21)

Semester	Code	Title of the Paper	Semester Exam			L	T	P	Credits
			Theory	IA	Total				
First									
		Hard Core							
HCT	1.1	Rural Economy of India	80	20	100	4	0	0	4
HCT	1.2	Quantitative Techniques	80	20	100	4	0	0	4
HCT	1.3	Rural Society in India	80	20	100	4	0	0	4
		Soft Core (Any One)							
SCT	1.1	Agri.Business	80	20	100	4	0	0	4
SCT	1.2	Rural Development:Issues &Challenges	80	20	100	4	0	0	4
		Practical/ Field Work							
HCP	1.1	Practical/ Field Work - I	80	20	100	0	0	4	4
SCP	1.2	Practical/ Field Work - II	80	20	100	0	0	4	4
	1	Tutorial	00	25	25	0	1	0	1
		Total	480	145	625	16	1	4	25
Second									
		Hard Core							
HCT	2.1	Political Economy of Development	80	20	100	4	0	0	4
HCT	2.2	Rural Development Programmes and Practices	80	20	100	4	0	0	4
		Soft Core(Any One)							
SCT	2.1	Computer Applications in Social Sciences	80	20	100	4	0	0	4
SCT	2.2	Rural Institutions and Strategies	80	20	100	4	0	0	4
		Open Elective(Any One)							
OET	2.1	Social Marketing	80	20	100	4	0	0	4
OET	2.2	Writing, Communication Skills and Current Affairs	80	20	100	4	0	0	4
		Practical/ Field Work							
HCP	2.1	Practical/ Field Work - I	80	20	100	0	0	4	4
SCP	2.2	Practical/ Field Work - II	80	20	100	0	0	4	4
	1	Tutorial	00	25	25	0	1	0	1
		Total	480	145	625	16	1	4	25

L = Lecture

T = Tutorials

P = Practical

4 Credits of Theory = 4 Hours of Teaching Per Week

M. A. Rural Development

Sem-I Hard core

Semester-I

RURAL ECONOMY OF INDIA

Objectives: This paper aims to orient students to the realities of rural India its economic strength and weaknesses, opportunities and threats in changing global context. The paper aims to analyze rural economic conditions from various perspectives and tries to develop conceptual framework for dealing with rural economy.

Module I: Features of Rural Economy:

Characteristics and composition of Rural Economy; linkages of farm and non-farm sectors; Indicators of Rural Development. Rural Demography and its Transition. Rural-Urban Migration.

Module II:

Rural Poverty and Dimensions of Development; Inequality and poverty syndrome; Problems of rural unemployment/disguised unemployment, causes and remedies; Measures of Rural Poverty.

Module III:

India's Agricultural Economy: Role and Importance of Agriculture in Economic Development; Trends in Agriculture Growth and Productivity; Instability in Agriculture and Agricultural Pricing Policy; New Agricultural Strategy and Sustainable Agriculture.

Module IV:

Rural Industrialization: Agro-industries, Agro-based Industries, Food Processing Industries; Dairying, Sugar Industries and Cotton Textiles; Small and Cottage Industries; Policy Scenario.

Module V:

Rural Indebtedness: Emerging Trends in Indebtedness; Credit Needs and Institutional Framework for Access to Credit; Micro-Finance through SHGs- A Critical Assessment. Role of NABARD.

References: Internet Source

School of Social Sciences

**M. A. Rural Development
Semester -I**

QUANTITATIVE TECHNIQUES

Preamble

The main objective of this paper is to train the students to use the techniques of mathematical and statistical analysis, which are commonly applied to understand and analyze economic problems. The paper deals with simple tools and techniques, which will help a student in data collection, presentation, analysis and drawing inferences about various statistical hypotheses.

Module 1: Introduction:

- A. Meaning and significance of Quantitative Techniques
- B. Types of Quantitative Techniques
- C. Limitations of Quantitative Techniques

Module 2: Measures of Central Tendency:

- A. Mean,
- B. Median,
- C. Mode,

Module 3: Dispersion Analysis:

- A. Range,
- B. Standard Deviation
- C. Coefficient of Variation.

Module 4: Correlation Analysis:

- A. Type of Correlation
- B. Karl Pearson's coefficient of correlation,
- C. Spearman's rank coefficient of correlation.

Module 5: Regression Analysis:

- A. Importance of regression techniques.
- B. Regression line of Y on X
- C. Regression line of X on Y

BASIC READING LIST

1. Allen, R. G. D. (1974), *Mathematical Analysis for Economists*, Macmillan Press and ELBS, London.
2. Chiang, A. C. (1986), *Fundamental Methods of Mathematical Economics*, McGraw Hill, New York.
3. Gupta, S. C. (1993), *Fundamentals of Applied Statistics*, S. Chand & Sons., New Delhi.
4. Handry, A. T. (1999), *Operations Research*, Prentice Hall of India, New Delhi.
5. Speigal, M. R. (1992), *Theory and Problems of Statistics*, McGraw Hill Book Co., London.
6. Taha, H. A., (1997), *Operations Research: An Introduction (6th Edition)*, Prentice Hall of India Pvt. Ltd., New Delhi.
7. Baumol, W. J. (1984), *Economic Theory and Operations Analysis*, Prentice Hall, Englewood Cliffs, New Jersey.
8. Monga, G. S. (1972), *Mathematics and Statistics for Economists*, Vikas Publishing House, New Delhi.
9. Mathur, P. N. and R. Bharadwaj (Eds.) (1967), *Economic Analysis in Input- Output Research*, Input-Output Research Association of India, Pune.
10. Kothari, C. R. (1992), *An Introduction to Operations Research*, Vikas Publishing House, New Delhi.
11. Mustafi, C. K. (1992), *Operations Research: Methods and Practice*, Wiley Eastern, New Delhi.
12. Millar, J. (1996), *Statistics for Advanced Level*, Cambridge University Press, Cambridge.
13. Nagar, A. L. and R. K. Das (1993), *Basic Statistics*, Oxford University Press, New Delhi.
14. Goon, A. M., M. K. Gupta and B. Dasgupta (1993), *Fundamentals of Statistics*, Vol. 1, The World Press Ltd., Calcutta.
15. Hogg, R. V. and A. T. Craig (1970), *Introduction to Mathematical Statistics (3rd Edition)*, Macmillan Publishing Co., New York.
16. Sukhatme, P. V. and B. V. Sukhatme (1970), *Sampling Theory of Survey with Applications*, Iowa State University Press, Ames.

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M. A. Rural Development

Semester -I

RURAL SOCIETY IN INDIA

Objectives of the course:

- (i) To understand agrarian structure and development in India.
- (ii) To develop skill among the students of Rural Development critically diagnose village society ; and
- (iii) To make the students to understand rural local governance; its institutions and change due to planned development.

MODULE I:

Rural Society in India: Agrarian and peasant social structure;

Characteristics of peasant and agrarian society; caste, class and power relations in rural setting; facets of rural transformation.

MODULE II:

Debate of modes of production and agrarian relations; land acquisition Acts and their implication on marginal farmers and labour.

MODULE III:

Rural Local Self Governance: Evolution of Panchayat Raj in India; Amendments 73rd and 74th to Panchayat Raj Act; Organization, structure and functions of Panchayat Raj System in India with special reference to Maharashtra.

MODULE IV:

Democratic Accountability and Panchayat Raj Governance: Social Audi- Meaning and importance;

Citizen's Charter-Concepts, formulation and significance; Right to Information Act-Meaning and features.

BASIC READING LIST:

Andre Bettle, 1974: Six Essays in Comparative Sociology, OUP, New Delhi;
(Relevant Chapter: Agrarian Social Structure).

Ashish Nandy: 1999, Ambiguous Journey to the City, New
Delhi: OUP. Ashok Mehta Committee Report, 1957
Balwant Rai Mehta Committee Report, 1978.

Berch, Barbarous, Ed, 1992: Class, State and Development in India 1,
2,3 and 4 Chapters, Sage, New Delhi.

Citizen's Charter: A Handbook, 2004.

Desai A.R., 1977, Rural Sociology in India, Mumbai: Popular, pp.269-
336,425- 527. Desai A.R., 1986, Agrarian Struggles in India after
Independence: Oxford University Press , 1986 pp.129-189.

Janzsany, Indus,et al., 1992, The State of World Rural Poverty: An Inquiry
Into its causes and consequences: New York, University Press, pp-1-50.

Khanna B.S: 1994, Panchayat Raj in India: National Perspectives and state
studies, New Delhi, Deep and Deep.

Kumar Girish: 2006, Local Democracy in India: Interpreting Decentralization.

Meenakshisundaram S.S: 1994, Decentralization in Developing Countries,
New Delhi, Concept Publicating Co.

Mencher, J.P., 1983: Social Anthropology of Peasantry Part III, OUP.

Omvedt, Gail, 1987, Land Caste & Politics, Delhi: Department of Political
Science, Delhi Univ. 1987

Shanin T., 1971, Peasantry: Delineation of a Sociological Concept. 180-200.

Thorner, A., 1982, Semi-Feudalism or Capitalism, Contemporary
Debate on Classes and Mode of Production in Economic and Political
Weekly, Vol.X911, nos.49-51, Dec.11,23.

Thorner, Daniel and Thorner Alice, 1962: Land and Labour in India, Asia
Publications, Bombay.

PREAMBLE:

The purpose of this paper is to enable students to have an understanding various issues of agribusiness so that they would be able to comprehend and critically appraise current problem associated with agri-business in India.

Module 1: Introduction of agriculture and agri-business

- A) Nature of agriculture,
- B) Difference between farm and non-farm sector
- C) Meaning, Nature and scope of agri-business.

Module 2: Irrigation and Agricultural Technology:

- A) Green Revolution– White Revolution (Dairy) - Blue Revolution (Fisheries),
- B) Use of Biotechnology and Mechanical Technology
- C) Sources of Irrigation – Progress of Irrigation in India

Module 3: Agricultural Marketing and Prices:

- A) Regulated Marketing - Co-operatives Marketing – International Trade of Agricultural Produce - WTO and Agriculture.
- B) Agricultural Price Policy: its objectives, Price and Income Stabilization measures, minimum support price, CACP
- C) Terms of Trade between Agriculture and Non-agricultural sector.

Module 4: Agricultural Finance and Agro-industries:

- A) Source of Agricultural Finance– Institutional System of Agricultural Finance. NABARD and Co-operative Credit for Agriculture Sector.
- B) Agro-industries: Role of Agro-industries in rural area, Problems of rural industry, measures for development of rural industry
- C) Agro- processing industries in India:
 - (a) Sugar Industries
 - (b) Textile Industries
 - (c) Horticulture, and Floriculture,

BASIC READING LIST:

1. Agriculture in Economic Development (1964), Carl Eicher and Lawrence Wit, McGraw Hill Book Company, New York
2. Bilgram, S. A. R. (1996), Agricultural Economics, Himalaya Publishing House, Delhi.
3. Christopher Ritson (1977), Agricultural Economics – Principles and Policy, Czosby Luckwood Staples, London
4. Donald J. Epp & John W. Malone (1981), Introduction to Agricultural Economics, Mc-Million Publishing Company, Inc. New York.
5. Government of India (1976), Report of the National Commission on Agriculture, New Delhi.
6. Ghatak, S. and K. Ingerscent (1984), Agriculture and Economic Development, Select books, New Delhi.

7. Government of India, Five Year Plans, New Delhi.
8. Harold G. Halcrow, (1981), Economic of Agriculture, McGraw Hill, International Book Company, Tokyo.
9. John W. Goodwin (1977), Agricultural Economics, Reston Publishing Company, Virginia.
10. John B. Penson, Oral Capps, C. Parr Rosson, (1999), Introduction to Agricultural Economics, Prentice Hall, New Jersey.
- 18
11. Martin Upton, (1976), Agriculture, Production Economics and Resource – Use, Oxford University Press, London
12. Meier, G. M. (1995), Leading Issues in Economic Development, Oxford University Press, New Delhi.
13. Peter Robb (ed), (1996), Meanings of Agriculture, Oxford University Press, Delhi.
14. Raj, K. N. et. al. (1988), Essays in Commercialization of Indian Agriculture, Oxford University Press, New Delhi.
15. Thamarajakshi, R. (1994), Intersectoral Relationship in a Developing Economy, Academic Foundation, Delhi.

16. Papola, T. S. (1982), rural Industrialization in India, Himalaya Publishing House, Bombay.
17. Sadhu A. N. & Singh Amarjit, Fundamentals of Agricultural Economics (1996), Himalaya Publishing House, Bombay.

1. Soni, R. N. (1995), Leading Issues in Agricultural Economics, Arihant Press, Jalandhar.

2. Wanmali, S. and C. Ramasamy (Eds.) (1995), Developing Rural Infrastructure, Macmillan, New Delhi.

3. Vaidhanathan, A. (1995), The Indian Economy: Crisis, Response and Prospects, Orient Longmans, New Delhi.

**M. A. Rural Development
Semester -I**

Rural Development : Issues and Challenges

Unit - I *Agriculture Development*

- 1) Rural irrigation :- Importance, sources, problems, solutions(CBWP, RWHM, Micro-irrigation)
- 2) Small Holding :- Types o holdings, causes of sub-division and fragmentation, effects, solutions, land reforms.
- 3) Rural communication :- Need, sources of rural communication, government policies.

Unit - II **Rural Finance**

- 1) Rural Finance :- Need, sources, problems, role of nationalized banks.
- 2) Marketing :- Importance, Marketing functions, defects of Agriculture marketing, solution.
- 3) Rural Education :- Overview of the education system in India; need, solutions, future agenda.

Unit - III **Infrastructural Development**

- 1) Rural roads and Rural Transport system (Bus, Railways):- Importance of rural roads and transportation problems, various scheme of rural road development.
- 2) Rural Health and sanitation:- Need of rural health and sanitation, problems, remedies.
- 3) Rural Electrification:- Sources of energy/power, progress, problems, policy.

Unit - IV **Rural Industries**

- 1) Importance, need of rural industries in Rural Development
- 2) Nature & type of Rural industries in Rural areas.
- 3) Rural Industries :- Current status and limitations of Rural industries in Rural Development.

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M. A. Rural Development

Semester -I

Practical-I

Situational Analysis and Need Assessment

Object of this practical :

1. Train students to understand village society through experiential learning;
2. Introduce student to know the structure of the community; and
3. instill skills to identify the needs and issues, relevant for information.

Module 1:

Developing Socio-economic status of the village: Demographic social compositions: Land size classes: Occupational Structure: Land ownership and control. Agriculture: Cropping pattern: Irrigation technology and Mechanization.

Changing profile of the village.

Module 2:

Documenting institutional and infrastructural facilities and amenities:

Village panchayat its composition, power-distribution. Health, Education, Roads, Transport, water for drinking, Drainage, Sanitation facilities, Electricity; Sources of energy for cooking, Lifting, water.

Module 3:

Ranking of social groups based on assets/wealth; Identifying and characterizing various strata in the village; Capturing a changing scenario.

Module 4:

Need Assessment: Identification of Needs, issues based on data.

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M. A. Rural Development

Semester - I

Practical- II

Project Formation and Appraisal

Unit- I

Definition of Project - Importance of Project Approach to Rural Development - Need for and scope of Project management - Project Planning and Management Cycle - Concept of Planning - Situational analysis and Identification of needs - Participatory Methods - Concept-Basic principles-Steps in construction a Logical Framework.

Unit - II

Environment of Project Identification - Basic steps in Project Identification-Selection of project Size, Location and Technology- Pre-feasibility Brief. Definition of Projects Formulation - Elements of Project Formulation.

Unit - III

Aspect of Project Appraisal - Technical Feasibility - Economic Feasibility - Financial Feasibility - Rational and significance of social Benefit, Cost Analysis. Project Finance - Source of Capital -government Policy Initiatives - Loans from Financial Institutions and Banks.

Unit - IV

Essentials of Project Implementation, Planning- Monitoring of Development Projects-progress Monitoring and Process Monitoring- Process Monitoring for improving sustainability - project management Information System.

Unit - V

Project Evaluation - type of Evaluation: Concurrent and Summative - Impact Assessment: Baseline, Midline and end of project Evaluation- Participatory Planning Monitoring and Evaluation (PPME): Methodologies and Approaches.

BOOKS & REFERENCES:

Bava, D. S. Rural Project Planning

Cleland D. I. Systems Analysis and Project management

Price Gittinger Economic Analysis of Agriculture Projects

Little IMD & J. A. Mirrless Project Appraisal and Planning for Developing Counties

United Nations Industrial Guidelines for Project Evaluation Development Organization

Prasanna Chandra Projects- Preparation, Appraisal and Implementation

Pital R. L. Project Appraisal Technique

Randolph w, Effective Project planning and management Getting the job done.

Chowdhary S. Project Management

Mridula Krishna Project Cycle Management and ZOPP Methods

Peter Smith Agricultural Project Management- Monitoring and Control of Implementation

Rajeseckhar D, Project Cycle management and ZOPP Methods

Raheseckhar D Action research for poverty alleviation, ISEC working paper series, working paper No., 111,2002

Sem-II Hard Core

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**M. A. Rural Development
Semester -II**

POLITICAL ECONOMY OF DEVELOPMENT

Objectives of the course:

- (i) To familiarize students with the concepts of political Economy of Development; and
- (ii) To develop skills to apply those concepts in understanding and analyzing the dynamics of village society.

MODULE I:

Introduction to political economy: Meaning of political economy; Significance of the study of political economy. Meaning and characteristics of development and under development; Universal values and objectives of development.

MODULE II:

Socio-economic order and comparative economic systems: Capitalism, Socialism and Mixed economy, their features, merits and demerits; Marxian Political Economy.

MODULE III:

Theories of economic development: Paul Baran, Wallerstein, A G Frank Gunnar Myrdal;

MODULE IV:

Poverty in India-a structural problem: Causes, effects and implications; Entitlement approach to understanding poverty.

MODULE V:

Globalization and its impact on developing countries; Privatization, liberalization and structural adjustment programs and their implications on Rural Society.

BASIC READING LIST:

Agrawal; A.N. Lal kundan : 1989 Economics and development and planning, New Delhi: Vikas publishing House private limited.

Augushine, john S.(ed) : 1989: Strategies for Third World Development, New Delhi: Sage Publications.

Chakraborty, Bimal.1996 : The United Nations and Third World, New Delhi: Tata McGraw Hill Publishing Company Limited.

Descrochers, john.1977: Methods of social Analysis, Bangalore: Centre for Social Action.

Elsenhans, Hartmut.1991: Development and Underdevelopment: The History Economics and Politics of North South Relations, New Delhi: Sage publication.

Nagardra, S.P. 1994: Development and Change, New Delhi: Concept Publishing Company.
Nana Poku Lloyd. Pettiford(ed) 1998: Rebuilds up the Third World, London: Macmillan Press Limited.

Rao,D.Bhaskar.1998: World Summit for Social Development, New Delhi: Discovery Publications.

Rao, V.Lakshmana.1994: Essays on Indian Economy, New Delhi: Ashish Publishing House 8/81 Punjabi Bagh.

Reddy, D.V.1994: Development and New International Economic order, New Delhi: Deep and Deep Publications.

Rugman Alan.2000: Theory of Globalization, London: Random House. Seltz, John L. 1990: The Political of Development, Bombay: Popular Prakashan.

Sharma S.L(ed) 1986: Development: Socio Cultural Dimensions, Jaipur: Rawat Publication.

Sing C.Chew, Robert A.Denemark (ed.) 1996: The under development of Development, New Delhi: Sage publications.

Tandon,B.B & K.K. Tandon: Indian Economy, New Delhi: Tata Mcgraw Hill Publishing Company Limited.

JOURNALS

Monthly commentary Indian institute of public opinion, New Delhi. Economic and political weekly. EPW Research Foundations, Mumbai.

Journal of Indian School of Political Economy: Indian school of political economic Pune.

**M. A. Rural Development
Semester -II**

Rural Development Programs and Practices

Objectives of the paper:

- (i) To acquaint the students about various Rural Development initiatives in India; and
- (ii) To develop skills of critiquing development programs.

MODULE I:

Evolution of Rural Development Programs: CDP, Sectoral and Area Development Programs, Target Group/Beneficiary Oriented Programs, NREGS , Land Reforms, SHGs: A Critical Overview.

MODULE II:

Structure and Functions of Ministry of Rural Development and Panchayat Raj, NABARD, CAPART. Bilateral and Multilateral Organizations such as DFID, Ford Foundation, CIDA, SIDA, and SDC, working for Rural Development.

MODULE III:

Development of Rural Women: Policies and Programs towards the empowerment of Rural Women; Education and Training; Health and Nutrition; Empowerment of Rural Women (Gender Perspective)

MODULE IV:

Development of Scheduled Castes, Scheduled Tribes, Rural Artisans and Landless Laborers: Constitutional Obligations and Human Rights Perspective.

MODULE V:

Case Studies of selected Flagship/Rights based programs.

BASIC READING LIST:

Dantwala M.L.(Ed), Indian Agricultural Development Since Independence
Oxford & IBH Publication, Delhi Second Revised Ed. 1990.

Desai Vasant Rural Development. Vol I. Issues & Problems, Himalaya Publishing
House,1988.

Desai Vasant Fundamentals of Rural Development A Systems Approach Himalaya

Publishing House.1988. Memoria C.B.Agricultural Problems of India. Kitab Mahal.1984

Mishra S.M. Rura Development and Panchavati Raj, Concept Publishing House. 1981.

Mishra R.P. & Sundarm K.P.M. Multicycl Planning and Integrated Rural
Development. Concept Publishing House. 1978.

Prasad Kamta, Planning at the Grass Roots.Stirling Publishers , 1988.

Singh Katar, Rural Development, Principles. Policies and Management
Sage Publications, 1986.

Thaha M. & Prakash OM, Integrated Rual Development. Sterling Publishers
Pvt. Ltd. Maheshvari S.R. Rural Development in India.

Jain Ashok and Uni Saraswati : Development Administration. Sheth, Mumbai.1995.

Soft Core (Any one)

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M. A. Rural Development

Semester -II

COMPUTER APPLICATIONS IN SOCIAL SCIENCES

Objectives of the course:

- (i) To introduce students to the logic of functioning of computers; and
- (ii) To equip them with the skills of data analysis and presentation.

MODULE I: Introduction to Computer System, Input and Output Devices:

- (a) Basic components of computer – CPU, Hardware and Software,
- (b) Input Devices, Output Devices, Secondary Storage Devices,
- (c) Operating System and Internet.

MODULE II: Application of Software:

- (a) Microsoft Excel: Excel Main menu, Worksheet structure, rows and columns, , Excel Commands, Data Analysis.
- (b) SPSS: Data Entry, Define variable, Frequency Distribution, Cross tabulation, Descriptive Statistics, Correlation Analysis, Linear Regression .

MODULE III: Descriptive Statistics, Correlation and Regression:

- (a) Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean
- (b) Dispersion Analysis: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation
- (c) Correlation Analysis: (i) Karl Pearson's Coefficient of Correlation
- (ii) Spearman's Rank Coefficient of Correlation.
- (d) Regression Analysis: Types of regression, Two lines of Regression Equations, Multiple Regression Analysis.

MODULE IV: Time Series Analysis, Growth Rates and Graphical Presentation:

- (a) Time Series Analysis: measurement of trend: Free hand / Graphic Method, Semi-Average Method, Moving – Average Method, and Method of Least Square-fitting a straight line trend.
- (b) Growth Rates: Simple Growth Rate, Compound Growth Rate
- (c) Diagrammatic Presentation of Data : (i) Line Graph, (ii) Bar Diagram, (iii) Pie Chart, (iv) Histogram (v) Frequency Polygon, (vi) Ogive Curve

BASIC READING LIST:

Allen, R. G. D. (1974), *Mathematical Analysis for Economists*, Macmillan Press and ELBS, London.

Baumol, W. J. (1984), *Economic Theory and Operations Analysis*, Prentice Hall, Englewood Cliffs, New Jersey.

Chiang, A. C. (1986), *Fundamental Methods of Mathematical Economics*, McGraw Hill, New York.

Enhance, D. N. (1962), *Fundamentals of Statistics*, Kitab Mahal, Allahabad.

Gupta, S. C. (1981), *Fundamentals of Statistics*, Himalaya Publishing House, Bombay.

Gupta, S. C. (1993), *Fundamentals of Applied Statistics*, S. Chand & Sons., New Delhi.

Hadley, G. (1962), *Linear Programming*, Addison Wesley Publishing Co., Massachusetts.

Handry, A. T. (1999), *Operations Research*, Prentice Hall of India, New Delhi.

Kothari, C. R. (1992), *An Introduction to Operations Research*, Vikas Publishing House, New Delhi.

Mathur, P. N. and R. Bharadwaj (Eds.) (1967), *Economic Analysis in Input- Output Research*, Input-Output Research Association of India, Pune.

Monga, G. S. (1972), *Mathematics and Statistics for Economists*, Vikas Publishing House, New Delhi.

N. M. Downie and R. W. Heath (1970), *Basic Statistical Methods*, Harper and Row, New York.

Rajaram, V. (1996), *Fundamentals of Computers*, Prentice Hall of India, New Delhi.

Sanders, D. H. (1988), *Computer Today*, McGraw Hill, New York.

Sinha, P. K. (1992), *Computer Fundamentals*, BPB Publications, New Delhi.

Speigal, M. R. (1992), *Theory and Problems of Statistics*, McGraw Hill Book Co., London.

Taha, H. A., (1997), *Operations Research: An Introduction* (6th Edition), Prentice Hall of India Pvt. Ltd., New Delhi.

Vygodsky, G. S. (1971), *Mathematics Handbook* (Higher Mathematics), Mir Publishers, Moscow.

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M. A. Rural Development Semester -II

Rural Institutions and Strategies

Unit - I

Panchayat Raj Institutions : Evolution - Structure - Functions 73rd Constitutional Amendment Act - Devolution of Powers and Functions to PRIs - Role of PRIs in Rural Development

Unit - II

Interface between government and Non governmental Organizations - Institutional Linkages for Rural Development - Need for Readjustment of Rural Development Strategies - Right to Information Act and Rural Development

Unit - III

Experiments in Rural Development before Independence : Sriniketan - Martandam - Sevegram- Baroda - Firka Development Scheme - Nilokheri - Etawa pilot Project

Unit - IV

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.

BOOK AND REFERENCES :

N. I. R. D, Rural Development in India- Some Facets

Vasant Desai, A Study of Rural Economy

Nanavati & Anjalina, The Indian Rural Problems Sharma & Malhotra, Integrated Rural Development

Misra & Sharma, Problems and Prospects of Rural Development

Venkata Reddy, K. Rural Development in India- Poverty and Development

Lakshman & Narayana, Rural Development in India

Dantwala, Indian Agriculture since Independence

Mamoria & Tripathi, Agricultural Problems of India

Pandey P. C. Rural Development in India

Chenna Reddy, D. "Cooperative Milk Societies in Anantapur", TNJC, August, 1981

Open Elective (Any one)

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School of Social Sciences

**M. A. Rural Development
Semester -II**

SOCIAL MARKETING

Objectives of the course:

- (i) To instill knowledge about principles and relevance of Social Marketing in Rural Development; and
- (ii) To impart practical skills in applying concepts of Social Marketing in promoting Rural Development.

MODULE I:

Market as a Social institution: from relations of production to market relations, social aspects of market, marketing social policies, programmers and causes, distinctive elements of social marketing, globalization and social Marketing.

Module II:

Management principles for Marketing: Problem identification, cause formulation, planning, organizing, coordinating, directing, controlling.

MODULE III:

Processes of Social Marketing: segmentation (social differentiation), target audience, positioning (STP). 4 Cs: cause, cost, channel communication; social marketing mix, life-cycle of cause.

MODULE IV:

Strategies of Social Marketing: social market research, short-tem strategy (participative action), long-tem strategy (education), measures to overcome resistance; strength, weakness, opportunity and threat (SWOT) analysis, appraisal of cultural resources and constraints, social stratification and marketing, ethnic packaging-social packaging.

MODULE V:

Agencies of Social marketing: state, corporate agencies, international donor agencies, non-governmental organizations (NGOs).

BASIC READING LIST

Andréa son, Alan R. And Alan A. Andréa son. Marketing Social change: Changing Behavior to Promote Health, Social Development and the Environment (Jossey Bass Nonprofit Sector Series).

Kotler, Philip. 1981. Marketing for Non-profit Organizations. New Delhi: Prentice Hall of India.

Kotler, Phillip and Roberto I. Eduardo. 1989. Social Marketing: Strategies for changing Public Behavior. New York: The Free Press-A division of Macmillan, INC.

McKenzie- Mohr, Doug and Willam Smith. Fostering Sustainable Behaviour: An introduction to Community-Based Social Marketing (Education for Sustainable Series)

Manoff Richard K. 1985. Social Marketing. New York: Praeger.

Packard Vance. The Status Seekers. Hammond worth: Penguin Books Seabrook, John. No brow: The a culture of Marketing, the Marketing of Culture

Shewchuk, John. 1994. Social Marketing for Organizations. Ontario: Ministry of Agriculture, Food and Rural Affairs Office.

Social Marketing Institute's Working Papers: Alliance and Ethics in Social Marketing Veblen, The theory of Leisure Class

Weber, Max. 1947. The Theory of Social and Economic Organization. New York: The free Press

Paul N. Bloom, et.al. 2001 Hand book of Marketing and Society. Sage: India. Rohit Deshpande, 2001: Using Market Knowledge. Sage

**M. A. Rural Development
Semester -II**

Writing, Communication Skill & Current Affairs

Objectives of the Course:

- (i) To impart minimum standards of writing and communication skills expected of a post graduate student; and
- (ii) To acquaint the students with the issues of topical interest and to develop aptitude to analyze and comment on the current events.

Writing skills: -

Importance of writing skills, news paper writing, understanding the subject, vocabulary of words, different forms of speech; collecting references.

Communication skills: -

Importance of communication skills, listening ability, barriers in effective listening, speech training, effective pronunciations, confidence, communication process, positive speaking, public speaking, Positive thinking, time management, stress management

Current Affairs: -

- The focus of contemporary social, political, economic issues, discussion on current topics-local, regional, national, international.
- Background information, statistical data, reference clipping etc. list of concerned journals (like India Today Outlook, Business World, The Week, Sports Star,)
- Some issues of Importance: UNO, World War I & II, Cold war, NAM, freedom struggle, Goa freedom struggle, Samyukta Maharashtra Movement, the Importance of panchyat raj & Zilla Parishad in Maharashtra, the role of legislative assembly
- New Economic Scenario after GATT, WTO, World Bank, International Monetary Fund, International Conference at Geneva, Uruguay, Doha, Seattle.
- Terrorism on International Level-Kashmir, Kandahar, Katmandu, World Trade Centre, Beslan Bail, Colombo, Mumbai. The mastermind organization behind these horrified incidents. Naxalism.

References

J. Lee and Tan Cheng, *Learning English Workbook*, Singapore Asian Publication, Singapore

Kamlesh Mohindra, *English Composition and Creative Writing*, Scholar Hub Publication, New Delhi

L. Smalley, Ruetten and Kozyrev, *Focus on Writing*, Learners Publication, Singapore

Suresh Kumar, Sreehari and Savithri, *Effective English*, Pearson Publication, Delhi

S.C. Gupta, *General English*, Arihant Publication, Meerut

P. C. Das, *Applied English Grammar and Composition*, NCBA Publication, London

Krishna Reddy and Laxmikant, *General Awareness and Current Affairs Digest*, Tata Mac Graw Hill, New Delhi

J.K. Chopra, *General Knowledge*, Unique Publication, New Delhi
Barry O' Brien's, *General Knowledge Manual 2011*, Cengage Learning Publication, UK

CSAT, *General Studies*, Concept Books, Dehradun

School of Social Sciences

M. A. Rural Development

Semester -II

Practical-I

Project Proposal Writing

Objective:

(i) To train students to describe and understand the basic guidelines for grant proposal writing; and (ii) to make them familiar about the building blocks of a grant proposal, which include planning, writing, and submitting a proposal.

Course Learning Modules:

- Introduction
- What is grant proposal?
- The importance of proposal
- Proposal writing as a statistical game
- *Assignment*

- Introduction
- Pre planning and project management
- Situational Assessment
- Identifying goals, population(s) of interest and objectives
- Identify strategies, activities and resources
- Developing indicators
- Review the program plan
- *Assignment*

Module 2: Program Development and Planning

Module 3: The Six-point Guideline and Strategy for Winning a Proposal

- Establish technical credibility
- Use a funder-centered approach
- Get the budget right
- Write simply
- Add unique selling points (USPs)
- Go the extra mile
- *Assignment*

Module 4: The Building blocks of a Proposal

- Cover letter; Cover/title page
- Technical approach
- Project team and relevant experience
- Project budget
- Schedule/time table
- Certifications
- *Assignment*

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

School of Social Sciences

M. A. Rural Development

Semester -II

Practical-II

Fundraising for Rural Development

Module- I - Introduction to Fundraising

Perspectives on Fundraising: Local and global; Reasons for raising funds; Getting started fundraising; Legal and tax scenarios; Ethics and Accountability. Online Exercises.

Module - II - Searching Sources of Funds

Different sources of funds: Private, Public, Corporate and overseas funding; Support in the form of kind and volunteering; Drafting fundraising letters; Fundraising research. Online Exercises.

Module - III Strategies for Fundraising

Steps in developing strategies; SWOT Analysis; Developing fundraising Proposals. Online and Practical Exercises.

Module - IV Communicating Development work.

Producing publicity and promotional materials; writing case studies; Publicity events; Managing donor Relationships; Karmayog.com; Review. Online and Practical Exercises.

References:-

Michael Norton and Murray Culshaw - 2000 - Getting Started in Fundraising

Sage Publications New Delhi

Other useful website:

[http://www.globusz.com/ebooks/Marketing Research](http://www.globusz.com/ebooks/Marketing%20Research)

http://www.resource-alliance.org/resources/useful_contacts

<http://www.ashoka.org>

<http://www.allavida.org>

<http://home3.americanexpress.com/corp/philanthropy/>

www.fundsnetsservices.com

www.fundersonline.org

www.fdncenter.org

www.efc.be

www.allavida.org

www.cafonline.org

www.dsc.org.uk

www.charitycommission.gov.uk

www.bond.org

www.euforic.org

www.ecas.org

www.interaction.org

www.theglobalfund.org

www.globalgiving.com

www.giveindia.org

