

PODICHERY UNIVERSITY

(A Central University)

School of Social Sciences and International Studies

DEPARTMENT OF SOCIOLOGY



**SYLLABUS
FOR**

POST GRADUATE DIPLOMA IN RURAL DEVELOPMENT

Syllabus Approved in the Special Board of Studies Meeting

held on

23rd August 2009

POST GRADUATE DIPLOMA IN RURAL DEVELOPMENT

Course Code	Title of the Paper	No. of Credit
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FIRST SEMESTER

PGDRD 101	Rural Society, Polity and Institutions	3
PGDRD 102	Rural Resources, Production Systems and Livelihoods	3
PGDRD 103	Rural Research Methods	2
PGDRD 104	Approaches and Strategies of Rural Management	2

SECOND SEMESTER

PGDRD 201	Rural Development (Perspectives, Policies, Planning and Programmes)	3
PGDRD 202	Rural Marketing and Agri-Business Development	2
PGDRD 203	NGOs and Rural Development	2
PGDRD 204	Project Report	3

PGDRD 101 (No. of Credits - 3)

Rural Society, Polity and Institutions

Unit I: Rural Social Structure: Meaning, Evolution, Structure and Functioning of Rural Society in India. Social Institutions - Family, Marriage, Kinship and Religion in Rural India.

Unit II: Rural Polity and Institutions- Rural Leadership; Traditional-caste panchayat, Panchayati Raj Institutions and District Administration.

Unit III: Economic Institutions- Jajmani system, Cooperatives, Banks, Self Help Groups (SHGs), Resource based association- forest/water based.

Unit IV: Socio-cultural and Political Change in Rural India: Impact of Democratization, Industrialization, Modernization, Urbanization, Globalization of Indian Rural Society.

Unit V: Process of Social Change: the concepts of Sanskritisation, Westernization, Secularization.

Reading List

Arora, R.C (1979) *Integrated Rural Development*, New Delhi: S.Chand

B.R. Ambedkar's Writings (1992) *Anihilation of Caste*, Vol. I. Bombay: Govt. of Maharashtra.

Desai, A.R. (2008). *Rural Sociology in India*. Fifth Edition. Popular Prakashan, Bombay.

Desai, I.P .and B. Chowdhary. (1971). *History of Rural Development in India*.

Desai, V. *Rural Development* (1976) Vol. I to IV. Himalaya Publishing House.

Maheswari, S.R. (1995). *Rural Development in India*, Sage: New Delhi.

Nayak, R.K. (Ed.).(1998). Towards and Caste-free Society: Looking at a few features and options. *The Fourth World*, No.8. October,

Srinivas, M.N. (1962). *Social Change in Modern India*. Popular Prakashan, Bombay.

PGDRD 102 (No. of Credits - 3)
Rural Resources, Production Systems and Livelihoods

Unit I: Land and Soil, Land holdings, Land utilization and cropping patterns.

Unit II: Climate and Water: Inland waters, Irrigation; Sustainable agriculture and regeneration of rural resources.

Unit III: Forest Based Resources and social forestry; Joint forest management.

Unit IV: Human Resources- Rural Population, Infrastructure for Health and Education, Connecting local resources to engage youth, family and community, Problems of Disaster Management.

Unit V: Rural Production Systems and Livelihoods: Agriculture, Horticulture, Sericulture, Animal Husbandry, Dairying and Fishery.

Reading List

Achaya, K.T. (1993) *A Companion to Indian Food and Food Materials*, Delhi: Oxford University Press

Arora, R.C (1979) *Integrated Rural Development*, S.Chand: New Delhi.

Bhaskaran, S. T. (1990) 'The Rise of Environmental Movement in India', *Media Journal*, 37(2).

Bhatia, B. (1992) 'Lush Fields and Parched Throats: Political Economy of Ground Water in Gujarat', *Economic and Political Weekly*, 19-26 December.

Gadgil, Madhav and R. Guha (1995) *Ecology and Equity: the Use and Abuse of Nature in Contemporary India*, Penguin Books: New Delhi.

Gupta, A (1988) *Ecology and Development in the Third World*, London:Routledge

Joshi, P.C (1975) *Land Reforms in India*, New Delhi: Institute of Economic Growth

Kohli, A. (1987) *The State and Poverty in India*, Cambridge: Cambridge University Press.

Rao, Hanumantha C (1965) *Agricultural Production: Functions Costs and Returns in India*, Delhi: Asia

PGDRD 103 (No. of Credits - 2)

Rural Research Methods

Unit I: Rural Research: Nature, Meaning, Importance, Scope. Quantitative and Qualitative research, Action Research; Concept, Hypothesis, Sampling and Research Design, Sources of data, Techniques of Data Collection: Questionnaire, Interview Schedule, Observation, Survey and Case study.

Unit II: Participatory Research: Oral history and Visual Research; Social Mapping, Vulnerability Mapping;

Unit III: Participatory Research Methods- Participatory Rural Appraisal (PRA), Network Scheduling by PERT & CPM, Projective Techniques.

Unit IV: Statistical Techniques & Computer application: Uses and Limitations of statistics in Rural Management Research, Measures of Central Tendency: Mean, Median and Mode; Knowledge of Computer and its application in rural research methods.

Reading List

- Berry, W.D., & Lewis-Beck, M.S. (Eds.) (1986) *New Tools for Social Scientists: Advances and Applications In Research Methods*. Beverly Hills: Sage.
- Berg, B.L. (1995). *Qualitative Research Methods for the Social Sciences* (2nd ed.). Boston: Allyn and Bacon.
- Lee, R.M (1995) *Dangerous Fieldwork*. Thousand Oaks, CA: Sage.
- Schein, E. H (1987) *The Clinical Perspective in Fieldwork*. Newbury, CA: Sage.
- Shaffir, W.B., & Stebbins, R.A (1991) *Experiencing Fieldwork: An Inside View Of Qualitative Research*. Newbury Park, CA: Sage.
- Wolcott, H.F (1995) *The Art Of Fieldwork*. Walnut Creek: AltaMira Press.

PGDRD 104 (No. of Credits - 2)

Approaches and Strategies of Rural Management

Unit I: Concept of Strategic Rural Management: Nature of Strategy and Strategic Decisions; Context and Practices of Strategic Management.

Unit II: Methods of Strategic Development: Strategy Implementation, Strategic Analysis and Evaluation.

Unit III: Rural Project management: Concept of Rural Project Management, Project Designing, Participatory Project Planning.

Unit IV: Skills for Planning Development: Framework and Steps for designing public communication campaign for development.

Reading List

Ambedkar, J.B. (1992). *Communication and Rural Development*, Mittal Publications, New Delhi.

Austin Vincent. (2000). *Rural Project Management*. Batsford Academic and Educational Ltd., London.

Cleand David I. (1988). *System Analysis and Project Management*. McGraw- Hill Publisher, New Delhi

Goel B.B. (1987). *Project Management – A Development Perspective*. Deep & Deep, New Delhi.

Maylor Harvey. (2000). *Project management*. Pitman Publishing: London.

Nair B.M. (1985). *Project Management – Scheduling and Monitoring PERT/CPM*. Van Sahibabad.

Ranjit Singh. (1993). *Communication Technology for Rural Development*. B. R. Publishing Corporation, Delhi.

PGDRD 201 (No. of Credits - 3)

Rural Development (Perspectives, Policies, Planning and Programmes)

Unit I: Rural Development Perspectives: Ideas of Gandhi and Tagore.

Unit II: Rural Development Administration, Structure and Functions, People's participation in rural development.

Unit III: Rural Development Policies and Planning- Health, Education, Population.

Unit IV: Overview of Rural development strategies and Programmes in India such as CDP, IRDP, TRYSEM, SFDA, DPAP, IAY, JRY, EAS, MWS, CRA, PMRY, NREGP.

Unit V: Globalisation and Rural Development: WTO, TRIPS, TRIMS.

Reading List

Agrawal, A.N. (1997). *India Economic Problem of Development and Planning*, WISHWA Prakashan: New Delhi.

Amartya Sen, (1984). *Resources, Value and Development*. Basil Blackwell: New York.

Khanna, B.S. (1991) *Rural Development in South Asia*, Deep and Deep Publisher: New Delhi.

Robert Chambers, (1993). *Challenging the professionals*, Intermediate Tech. Publications,

Ruddar Datt & K.P.M. Sundharam, (2006) *Indian Economy*, S. Chand & Co. Ltd: New Delhi.

PGDRD 202 (No. of Credits - 2)

Rural Marketing and Agri-Business Development

Unit I: Rural Marketing- Concepts, Evolution of marketing, Organization and Functions of marketing, Modern and Traditional System of Marketing.

Unit II: Agriculture and rural economics - Traditional agriculture and its modernization, Role of agriculture in economic development, Introduction to Agri-Business.

Unit III: Recent trends in agriculture growth in India - Inter-regional variations in growth of out put and productivity, Strategy of agricultural development and technological progress.

Unit IV: Sustainable agriculture, indigenous practices, biotechnological practices and growth potential.

Reading List

Barnard C. S. and Nix J.S. (1979). *Farm Planning and Control*. Cambridge University Press: London.

Aakar, David (2007). *A Strategic Market management* (8th Edition), Prentice Hall International: New Delhi, London.

Buckett M, (1988). *An Introduction to Farm Organization and Management*. Pergamon Press, New York.

Ganguly A.S. (1985). *The Growing Rural Market Market in India*. Grameen Foundation: New Delhi.

Snodgrass M. Milton and L.T Wallace. (1982) *Agriculture Economics and Resource Management*. Prentice Hall of India Pvt. Ltd. Sonal Kumar Velay udhan. *Rural Marketing*.

PGDRD 203 (No. of Credits - 2)

NGOs and Rural Development

Unit I: NGOs, Concept, Features, Classification, Strength and Weaknesses.

Unit II: NGOs and Institution Building: Emergence of NGOs / Voluntary Organisations in India and the current scenario.

Unit III: Strategies of NGOs in Rural Development: Community Management and Participation Management.

Unit IV: Role of NGOs in Rural development: Rural development through NGOs, NGOs in promotion of appropriate technologies.

Reading List

Joel S. G. R. Bhowmik. (2006). *NGOs and Rural development: Theory and Practice*.

Concept Publishing Company, New Delhi.

John. M. Riley. (2007). *Stakeholders in Rural Development: Critical Collaboration in State- NGO Partnership*.

Purohit Ramji Lal. (2007). *Rural Development and NGO*.

Rajasekhar, D. (Ed.) (2003). *Decentralized government and NGOs: issues, strategies and ways forward*.

Roger Riddell, Mark Robinson. (2005) *Non-governmental organizations and rural poverty alleviation*.

Sooryamoorthy, R. and K.D. Gangrade. (1999). *NGOs in India: A Cross-sectional Study*.

PGDRD 204 (No. of Credits - 3)

Project Report