

KVR GOVT COLLEGE FOR WOMEN (A), Kurnool
NAAC-Reaccredited Grade 'A'

SYLLABUS FOR SECOND SEMESTER 2020-2021
FIRST YEAR B.A (RD)
PAPER-II - Elements of Rural Development

Unit-1: 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-2: Approaches to Rural Development in India

Gandhian Approach - Decentralized Planning Approach -Sectoral Approach - Area

Approach -Target Group Approach -Integrated/ Holistic Approach - Participatory

Approach - Rights Approach

Unit-3: 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-4: Rural Credit

Magnitude, Causes and Consequences of Rural Indebtedness ñ Sources of Rural Credit:

Institutional and Non-Institutional ñ Cost of Credit in Rural Areas ñ Role of NABARD in

Rural Credit

Unit-5: 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 D. Rajasekhar : Rural Development in India: Strategies and Processes, 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.

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SYLLABUS FOR SECOND SEMESTER 2020-2021
FIRST YEAR B.A (RD)
PAPER-II - Rural Development Programmes in India

Unit-1: Early Efforts in Rural Development

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

Unit-2: 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-3: 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-4: Employment and Skill Development Programmes

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

Unit-5: Social Sector Programmes

National Food Security Mission -Sarva Siksha Abhiyan ñ Saakshar Bharat ñNational 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)

Books and References

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