

**UNIVERSITY OF MUMBAI**

No. UG/131 of 2018-19

**CIRCULAR:-**

Attention of the Principals of the Affiliated Colleges, the Head University Departments and Directors of the recognized Institutions in Humanities Faculty is invited to this office circular No. UG/131 of 2017-18, dated 31<sup>st</sup> July, 2017 relating revised syllabus as per the (CBCS) for the M.A. in Rural Development (Sem. III & IV).

They are hereby informed that the recommendations made by the Board of Studies in Rural Development at its meeting held on 31<sup>st</sup> July, 2018 have been accepted by the Academic Council at its meeting held on 8<sup>th</sup> September vide item No. 4.3 and that in accordance therewith, the revised syllabus as per (CBCS) for the M.A.in Rural Development -Sem. III and IV has been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI - 400 032

12<sup>th</sup> December, 2018

  
(Prof. Sunil Bhirud)  
I/c REGISTRAR

To

The Principals of the affiliated Colleges, the Head University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

**A.C/4.3/08/09/2018**

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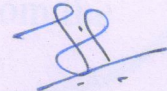
No. UG/131 -A of 2018

MUMBAI-400 032

12<sup>th</sup> December, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Board of Studies in Rural Development,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL)
- 6) The Co-ordinator, University Computerization Centre

  
(Prof. Sunil Bhirud)  
I/c REGISTRAR



**ANNEXURE “A”**



**UNIVERSITY OF MUMBAI**

**BOARD OF STUDIES IN RURAL DEVELOPMENT  
(AD-HOC)**

**SYLLABUS AS PER CBCS PATTERN**

**M.A. IN RURAL DEVELOPMENT  
(SEMISTER III & IV)  
W.E.F. ACADEMIC YEAR 2018-19**

**AS PASSED IN BOS HELD ON: 31.07.2018  
(Agenda Item No. 4.114)**

# UNIVERSITY OF MUMBAI



## Essentials Elements of the Syllabus

1	Title of the Course	M.A. in Rural Development
2	Course Code	MARD
3	Preamble / Scope	After completing this course, the students will be able to work in the area of rural development at various settings.
4	Objective of Course / Learning Outcome	To acquaint students with the field of rural development, impart knowledge, skills and attitude to be a rural development professional.
5	Eligibility :	Any Graduate.
6	Fee Structure:	As per University norms. Rs. 7,200/- at present.
7	No. of Lectures	4 courses per semester
8	No. of Practical	NIL
9	Duration of the Course	Two Years
10	Notional hours	90 Hrs.
11	No. of Students per Batch	40
12	Selection	Merit based.
13	Assessment	As per the University norms

# UNIVERSITY OF MUMBAI



## Syllabus for Approval

Date:

Sr. No.	Heading	Particulars
1)	Title of the Course	M. A. in Rural Development
2)	Eligibility for Admission	Graduate from any discipline.
3)	Passing Marks	40%
4)	Ordinances / Regulations ( if any)	---
5)	No. of Years / Semesters	Two years / Four Semester.
6)	Level	P.G.
7)	Pattern	Semester
8)	Status	New as per CBCS.
9)	To be implemented from Academic Year	From Academic Year 2018-19.

Signature:

Name of BOS Chairperson :

**Dr. Dilip S. Patil**

UNIVERSITY OF MUMBAI  
M.A. in Rural Development  
Syllabus for Semester–III & IV  
(Choice Based Credit System)  
With effect from the Academic Year: 2018-2019.

**SEMESTER-III**

<i>Elective basket-I (compulsory) [Credits-6]</i>	<i>Elective basket-II (choose any one) [Credits-6]</i>	<i>Elective basket-III (choose any one) [Credits-6]</i>	<i>Elective basket-IV (choose any one) [Credits-6]</i>	<i>Elective basket- V (choose any one) [Credits-6]</i>
Research Methodology For Development  (MARD 3.1)	Development of Fishery  (MARD 3.2)	Horticulture and Rural Development (MARD 3.5)	Rural Resource Management  (MARD 3.8)	Strategies for Sustainable Development of Rural India  (MARD 3.11)
	Agriculture and Rural Development  (MARD 3.3)	Dairy and Animal Husbandry and Rural Development  (MARD 3.6)	Agro Tourism and Rural Development  (MARD 3.9)	Farm Business Management (MARD 3.12)
	Entrepreneurship and Rural Management  (MARD 3.4)	Development of Socially Excluded Community  (MARD 3.7)	Gender Studies  (MARD 3.10)	Contribution of Social Movements in Rural Development  (MARD 3.13)
<b>Total 5 Paper X 6 Credits = 30 Credits</b>				

**SEMESTER-IV**

<i>Project based course-1 Credits-10</i>	<i>Optional Choices Basket-1 Credits-6 ( Skill workshop component) Choose any one</i>	<i>Optional Choice Basket –II Inter disciplinary Credits- 6 Choose any one</i>
Research project with dissertation (MARD 4.1)	Development Communication Skill (MARD 4.2)	Disaster Management (MARD 4.4)
	Leadership Development Skills (MARD 4.3)	Human Rights and Vulnerable Groups (MARD 4.5)
<b>Total Paper : 22 Credits</b>		

## EXAMINATION PATTERN:

**External 60**

**Internal-40**

### QUESTION PAPER PATTERN

- Each question carries 10 Marks
- Attempt any FIVE questions from Question No. 1 to 7.
- Question Number 8 is compulsory which consists of short notes. Write any TWO out of FOUR short notes of 5 marks each.

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UNIVERSITY OF MUMBAI

M.A. IN RURAL DEVELOPMENT

**SEMESTER: III**

PAPER TITLE: **RESEARCH METHODOLOGY FOR RURAL DEVELOPMENT**

PAPER CODE: MARD 3.1,

TOTAL CREDITS: 06

#### Objective

1. To introduce the learner to the field of social research and research process.
2. To help learner identify various research designs and sampling techniques.
3. To introduce the learner with tools and techniques or data collection.
4. To provide basic skills in literature review, developing research proposal and tools of data Collection

Unit	Content	No. of Hours
<b>I</b>	<b>Introduction to Social Science Research</b>	
	a) Meaning of Social Research	<b>05</b>
	b) Importance of Research in Rural Development.	
	c) Ethical Issues in social science Research	
<b>II</b>	<b>Research Designs</b>	
	a) Exploratory	<b>10</b>
	b) Descriptive	
	c) Experimental	
	d) Diagnostic- Exploratory, Experimental and Descriptive research design	
<b>III</b>	<b>Research Process</b>	
	a) Problem Identification/Problem formulation	
	b) Literature Survey and Review	

	c)	Selection of a Research Problem	<b>10</b>
	d)	Specification of Research Questions	
	e)	Rationale and Study Objectives	
	f)	Hypothesis	
	g)	Concepts and Variables	
	h)	Research Design	
	i)	Data Collection	
	j)	Data Analysis	
	k)	Interpretation of data and report writing.	
<b>IV</b>	<b>Sampling</b>		
	a)	Meaning of Sampling, purpose .	<b>10</b>
	b)	Types of Sampling, Probability Sampling, Non Probability Sampling.	
	c)	Key Terms, Universe sample, sampling tram, sampling unity, target, population etc.	
<b>V</b>	<b>Tools and Techniques of Data Collection</b>		
	a)	Distinction between Primary and Secondary Data	<b>10</b>
	b)	Structured Interview Schedule	
	c)	Semi Structured Schedule	
	d)	Case study	
	e)	Focused Group Discussion	
	f)	Observation	
	g)	PRA	
	h)	RRA	
<b>VI</b>	<b>Data Analysis &amp; Report Writing</b>		
	a)	Data Processing, Data Editing, Categorization, Code	<b>10</b>
	b)	Book, Data-Entry, use of SPSS for data processing	
	c)	Frequency Distributions, Percentages, Data Analysis,	
	d)	Interpretation, Discussion, Report Writing.	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b>	<b>20</b>
a. Visit to Organic Farm and Write Report on it.	
b. Visit to Solar Energy Project.	
c. Case Study of Rain Water Harvesting Project.	
d. Visit to Soil testing Laboratory and write Report on it.	
e. Visit to Tribal Region / Villages and write Report on it.	
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References:**

- Ahuja Ram, Research Methods, Rawat Publications, New Delhi, (Reprint,2017)
- Patkar Vivek, Sanshodhan Maragavaril Pravas (Marathi), 2007,
  - Kothari C R, Research Methodology: Methods & Techniques, New Age International Publisher, New Delhi, 1990.
  - Babbie, E (ed) 2004, The Practice of Social Research, Thomson Wadsworth, Belmont (USA).
  - Champion, D.J. (ed) 1981, Basic Statistics for Social Research, Macmillan Publishing Company, New York.
  - Costello, P.J.M. 2003, Action Research Continuum, London. Clarke, A., 2003, Evaluation Research Sage Publications, New Delhi
  - Singleton, R.A.Straits, B.C. (ed), 1999,Approaches to Social Research
  - Whyte, W.F (ed), 1991 Participatory Action Research Sage Publications, London.
  - Young, P.V. (4th ed), Scientific Social Surveys and Research, Prentice Hall, Eaglewood Cliff, New Jersey.
  - Cochran, W.G., 1972, Sampling Techniques, Wiley Eastern Private Ltd., New Delhi.
  - Champion, D. J., 1981, Basic Statistics for Social Research, Macmillan Publishing Co., New York.10)

UNIVERSITY OF MUMBAI

M.A. IN RURAL DEVELOPMENT

**SEMESTER: III**

**PAPER TITLE: DEVELOPMENT OF FISHERY**

PAPER CODE: MARD 3.2, TOTAL CREDITS: 06

**OBJECTIVES**

1. To understand concepts related to Fishery and its role in Rural Development
2. To teach the management and technology for various types of Fishery

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>FISHERY &amp; RURAL DEVELOPMENT</b>	
	a) Concept of Fishery	
	b) Nature and Scope of Fishery	
	c) Significance of Fishery in Rural Development	



	d)	Nutrition Value of Fishes	<b>10</b>
	e)	Methods of Capturing Fishes	
<b>II</b>	<b>ORIGIN &amp; DEVELOPMENT OF FISHERY</b>		
	a)	Historical Background of Fishery	<b>10</b>
	b)	Changing Nature of Fishery in India	
	c)	Problems of Fishery in India	
	d)	Government Policies for Fishery	
	e)	Various Schemes for Fishery Development	
<b>III</b>	<b>MANAGEMENT &amp; TECHNOLOGY FOR FRESH WATER FISHERY</b>		
	a)	Types and Characteristics of Fresh Water Fishes	<b>10</b>
	b)	Necessary Factors for Fresh Water Fishery	
	c)	Preparation and Cultivation of Ponds	
	d)	Structure and layout plan for Fresh Water Farming	
	e)	Food Management for Fresh Water Fishes	
	f)	Harvesting and Marketing of Fishes.	
<b>IV</b>	<b>MANAGEMENT &amp; TECHNOLOGY FOR BRACKISH WATER FISHERY</b>		
	a)	Types and Characteristics of Brackish Water Fishes	<b>10</b>
	b)	Necessary Factors for Brackish Water Fishery	
	c)	Preparation and Cultivation of Ponds in Brackish Water Fishery	
	d)	Structure and Layout Plan for Brackish Water Fishery	
	e)	Food Management for Brackish Water Fishery	
	f)	Harvesting & Marketing of Fishes.	
<b>V</b>	<b>MANAGEMENT &amp; TECHNOLOGY FOR MARINE WATER FISHERY</b>		
	a)	Types and Characteristics of Marine Water Fishes.	<b>10</b>
	b)	Necessary Factors for Marine Water Fishery	
	c)	Various Methods and Skill of catching fishes	
	d)	Various techniques and skill for Modern /Machinate Fishery	
	e)	Fish Processing techniques and skill	
<b>VI</b>	<b>FISHERY MANAGEMENT</b>		
	a)	Hatchery Technology & Management	<b>10</b>
	b)	Cold Storage – Management and Technology	
	c)	Fishery Marketing Management	
	d)	Management of Fishermen Co-Operative Society	
	e)	Marketing Management of Fishery Products	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b> a) Study of fresh water fish farming project b) Participation in Managing Shrimp Farming Project c) Participation in Management of Fishermen Co-operative Society d) Project Report Preparation under NCDC e) Preparing Project report of Fish Farming	<b>20</b>
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References:**

1. Costal Aquaculture Authority, (Government of India, Chennai) Compendium of Act, Rules, Guidelines and Notifications, 2005.
2. National Aquaculture Sector, Overview India, Country Sector Overview India, (Aquaculture Sector, Overview – India), History and General Overview.
3. Development of Costal Aquaculture Chapter X, Costal Agro – Aqua Farming, BSKKV, Dapoli  
Statistics of Marine Product Exports 2005. By The Marine Products Export Development Authority.

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UNIVERSITY OF MUMBAI

M.A. IN RURAL DEVELOPMENT  
**SEMESTER: III**

PAPER TITLE: **AGRICULTURE & RURAL DEVELOPMENT**  
PAPER CODE: MARD 3.3, TOTAL CREDITS: 06

**OBJECTIVES:**

1. To Understand the Importance of Agricultural Sector in Indian Economy & Rural Development
2. To Study the Various Trends of Agriculture
3. To Understand the Contemporary Situation of Agriculture in India.

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Agriculture &amp; Rural Development</b>	
	a) Concept of Agriculture	<b>10</b>
	b) Nature of Agriculture	
	c) Feature of Agriculture	
	d) Scope & Role of Agriculture in Indian Economy & Rural Development	
<b>II</b>	<b>Agriculture Productivity</b>	
	a) Concept of Agriculture Productivity	<b>10</b>
	b) Causes of low Agriculture Productivity in India	
	c) Consequences of low Agriculture Productivity	
	d) Measures to Increase Agriculture Productivity	

<b>III</b>	<b>Horticulture</b>		
	a)	Concept of Horticulture	<b>10</b>
	b)	Nature of Horticulture	
	c)	Significance of Horticulture in Rural Development	
	d)	Various Techniques used in Horticulture	
<b>IV</b>	<b>Agricultural inputs</b>		
	a)	Role and significance of Agricultural Inputs	<b>10</b>
	b)	Seed and Grafting	
	c)	Fertilizer : Organic and Chemical	
	d)	Agricultural Equipment	
	e)	Irrigation	
<b>V</b>	<b>Agricultural Research</b>		
	a)	Importance of Agricultural Research	<b>10</b>
	b)	Indian Council of Agricultural Research	
	c)	Agricultural Universities	
	d)	Krishi Vigyan Kendra	
<b>VI</b>	<b>Trends in Agriculture</b>		
	a)	Organic Farming	<b>10</b>
	b)	Green House	
	c)	Tissue Culture	
	d)	Sustainable Agriculture	

<b>Evaluation Pattern</b>		
<b>External</b>		<b>60</b>
<b>Internal</b>		<b>40</b>
		<b>20</b>
<b>Field Work (Any One)</b>		
	a) To understand the problems of Agriculture .	
	b) To study the Agrarian Crisis and suggest measures	
	c) Visit Agricultural University / Krushi Vidyan Kendra & write a report	
B) Class Test		<b>10</b>
C) Class Conduct		<b>10</b>

**References :**

1. Mishra & Puri, Indian Economy, Himalaya Publishing House (1998)
2. Salunkhe, D.K. & Desai B., Krishi Udyog Ani Gramin Vikas (Marathi)
3. Vyas A.K., An Introduction to Agriculture, Printwell Publisher, Jaipur (1994).
4. Dantawala M.L., Indian Agriculture Development since Independence, Oxford & HB Publishing Co-op Ltd.
5. Mamoria, C.B. & Tripathi, B.B., Agricultural Problem in India, Kitab Mahal, (1991)

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 UNIVERSITY OF MUMBAI  
 M.A. IN RURAL DEVELOPMENT  
**SEMESTER: III**  
 PAPER TITLE: **ENTREPRENEURSHIP AND RURAL MANAGEMENT**  
 PAPER CODE: MARD 3.4, TOTAL CREDITS: 06

**Objectives:**

- 1) To understand various concepts related to entrepreneurship
- 2) To give inputs on initiating and managing micro entrepreneurship and SHG
- 3) To learn various elements on book keeping in costing and audit
- 4) To learn skills in rural development and human resource management

Unit	Content	No. of Hours
<b>I</b>	<b>Entrepreneurship Development</b>	
	a) Economic activity and livelihoods	<b>10</b>
	b) Profession / Employment / Self-employment	
	c) Entrepreneur – characteristics	
	d) Vision, leadership, motivation, planning, etc.	
	e) Micro enterprise –Concept and features	
	f) Selection of a appropriate business option	
	g) Steps in setting up a micro enterprise	
<b>II</b>	<b>Micro-Enterprise Promotion and Management</b>	
	a) Micro enterprise – features	<b>10</b>
	b) Management concepts: Planning – Organizing – Co-ordination – Controlling	
	c) Resource management (4Ms) – money, material, men and machineries	
	d) Micro credit and planning	
	e) Banks: nature, types, formalities & procedures	
	f) Project report preparation and appraisal	
<b>III</b>	<b>Self-Help Group Promotion and Management</b>	
	a) Self-Help Groups formation stages	<b>10</b>
	b) Government Policies, Programmes and role in development of SHGs.	
	c) Role of NGOs	
	d) Savings and Credit Operations	
	e) Empowerment of Poor and Marginalized Women through SHGs	
	f) Monitoring and Evaluation of SHGs	
	g) Impact Assessment of Savings and Credit Programs	
	h) Problems and Prospects of SHGs	

<b>IV</b>	<b>Book-keeping, Costing and Audit</b>		
	a)	Elements of Bookkeeping	<b>10</b>
	b)	Books: Journal, Ledger, etc.	
	c)	Recording techniques	
	d)	Maintenance of books for micro enterprise	
	e)	Cost: nature and types	
	f)	Cost measurement and control measures	
	g)	Audit	
<b>V</b>	<b>Rural Marketing</b>		
	a)	Marketing: nature and principles	<b>10</b>
	b)	Local market survey for understanding market needs	
	c)	Understanding customers and maintenance of relations	
	d)	Value addition measures	
	e)	Packaging	
	f)	Price management	
	g)	Marketing channels in rural areas	
	h)	Marketing techniques such as branding, etc.	
<b>VI</b>	<b>Human Resource Development</b>		
	a)	Importance in rural entrepreneurship	<b>10</b>
	b)	Manpower requirement and planning	
	c)	Training of personnel	
	d)	Organizational and leadership development	

<b>Evaluation Pattern</b>		
<b>External</b>		<b>60</b>
<b>Internal</b>		<b>40</b>
<b>Field Work (Any One)</b>		<b>20</b>
	a) Visit a micro enterprise and write a report on their management.	
	b) Study a SHG and write report on their management	
	c) Write a report on marketing strategy in rural enterprise	
	B) Class Test	<b>10</b>
	C) Class Conduct	<b>10</b>

**References :**

- Battacharya S.N. : Rural Industrialization in India
- Bagli V : Khadi and Village Industries in the Indian Economy
- Kripalani J.B. : Gandhian Thought

- Vasant Desai : Organization and Management of Small Scale Industries
- Sundaram J.B. : Rural Rurai Industrial Development K.V.I.C. : Khadi and Village Industries
- The Gandhian Approach Vasant Desai : Problems and Prospects of Small Scale Industries in India

UNIVERSITY OF MUMBAI

M.A. IN RURAL DEVELOPMENT

**SEMESTER: III**

PAPER TITLE: **HORTICULTURE AND RURAL DEVELOPMENT**

PAPER CODE: MARD 3.5,

TOTAL CREDITS: 06

**OBJEVTIVES:**

1. To understand the concepts, nature and importance of Horticulture in Rural Development
2. To learn various skills in Horticulture
3. To know various schemes in Horticulture.

Unit	Content	No. of Hours
<b>I</b>	<b>Horticulture and Rural Development</b>	
	a) Concept of Horticulture	<b>10</b>
	b) Nature of Horticulture Traditional and Modern	
	c) Significance of horticulture in Rural Development	
<b>II</b>	<b>Scope for Horticulture in Konkan Region</b>	
	a) Land and Soil	<b>10</b>
	b) Climatic Condition and provision of water	
	c) Tools and Equipments	
<b>III</b>	<b>Propagation</b>	
	a) Types of Propagation	<b>10</b>
	b) Techniques of Propagation	
	c) Horticulture Nursery	
<b>IV</b>	<b>Post Harvesting Activities</b>	
	a) Assembling and Grading	<b>10</b>
	b) Preservation and Storage.	
	c) Transportation	
<b>V</b>	<b>Marketing of Horticultural Product</b>	
	a) Marketing through private functionaries	<b>10</b>
	b) Co-Operative Marketing (Through S.H.G.)	
	c) Export of Horticulture products of Konkan Region	
<b>VI</b>	<b>Government Schemes, Research &amp; Development</b>	
	a) Maharashtra Phalodyan Yojana	



	b)	KVIC Schemes for processing Units	<b>10</b>
	c)	Other Assistance i.e. Tribal Schemes, N.G.O. etc.	
	d)	Role of Agriculture University	
	e)	Recent Research in Horticulture	
	f)	Significance in the development of Horticulture	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b>	<b>20</b>
a) Visit to Agricultural University/Krusha Vidyan Kendra (KVK).	
b) Visit to Horticulture Activities Centre.	
c) Participation in Techniques of Grafting, Marketing, nursery	
d) Visit to Agro Processing Unit	
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

#### References

1. Horticulture, Mahmood N. Malik, Biotech Books, 2000.
2. Principles of Horticulture, Surendra Prasad/U. Kumar, Agro Botanica, 1998-99
3. Horticulture at a Glance -Volume II, A.S. Salaria, Babita Salaria, Shri Sunilkumar Jain Publication, 2007-2008.
4. Horticulture, Prof. Kumaresan, V., Saras Publication, 2009-2010.
5. Identification and Management of Horticulture Pests, Ramniwas Sharma, Agrotech Press publication, 2014.
6. Objective Horticulture, Raji Shrivastava, Agrotech Press publication, 2014.
7. Textbook of Horticulture, Second Edition, K. Manibhudhan Rao, Rajiv Beri for Macmillan India Ltd. 2014.
8. Introductory Ornamental Horticulture, Parmeshwar Singh, Oxford Book Company, 2014.
9. Horticultural Corps, Reddy/Aparna Rao, Pacific Book International, 2010.

UNIVERSITY OF MUMBAI

M.A. IN RURAL DEVELOPMENT

**SEMESTER: III**

PAPER TITLE: **DAIRY, ANIMAL HUSBANDRY FOR RURAL DEVELOPMENT**

PAPER CODE: MARD 3.6,

TOTAL CREDITS: 06

#### Objectives:

- 1) To acquaint the concept of Animal Husbandry and Dairy Development and its role in Rural Development
- 2) To understand the prospects of Animal Husbandry and its allied activities and management
- 3) To study the successful milk cooperatives in Maharashtra

Unit	Content	No. of Hours

<b>I</b>	<b>Animal Husbandry and Dairy Development :</b>		
	a)	Concept of Animal Husbandry and dairy Development	<b>10</b>
	b)	Nature : Traditional and Modern	
	c)	Scope of the activity	
	d)	Significance in Rural Development	
	e)	Recent Research and Development	
	f)	Role in Rural Development	
<b>II</b>	<b>Prospects for Animal Husbandry and Dairy Development in India with special reference to Maharashtra</b>		
	a)	Availability of milch animals	<b>10</b>
	b)	Climatic condition and fodder	
	c)	Causes of less productivity and other problems	
	d)	Measures to increase productivity	
	e)	Role of Agricultural Universities	
<b>III</b>	<b>Milch Animals for Dairy Development</b>		
	a)	Cow: Indian Types-Selection of the ideal type Economics of the cow-rearing – Cross-breed varieties and their importance.	<b>10</b>
	b)	Buffalos: Indian types – selection of the ideal type – Economics of the Buffalos – rearing – cross – breed varieties and their importance.	
<b>IV</b>	<b>Minor Mulch Animals</b>		
	a)	Goat: Indian types – Selection of the ideal type – Economics of the Goat – rearing – cross – breed varieties and their importance.	<b>10</b>
	b)	Sheep: Indian types – Selection of the ideal type – Economics of the Goat – rearing – cross – breed varieties and their importance.	
<b>V</b>	<b>Management of Animals.</b>		
	a)	Animal Husbandry as a science.	<b>10</b>
	b)	Provision of fodder and other basic requirement	
	c)	Common diseases-preventive and curative measures	
	d)	Role of Veterinary Institution	
<b>VI</b>	<b>Dairy Industry</b>		
	a)	Concept of Dairy-milk processing industry.	<b>10</b>
	b)	Need for setting up dairy industry	
	c)	Milk and Milk – products produced by dairy industry	
	d)	Study of successful co-operative dairy industries.	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b>	
1) Visit to Milk Cooperative with the aim of understanding its functioning 2) Write a paper on Administration and Financial Management	<b>20</b>
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References :**

1. Gadre, Y.O.- Pashu Vigyan Mala (1 to 12., Vidya Granth Prakashan (Marathi)
2. Kulkarni Anilkumar – Kombadi Palan, Continental Prakashan, Pune (Marathi)
3. Kulkarni Anilkumar – Sudharit Shetipalan, Continental Prakashan, Pune, 1983 (Marathi)
4. Singh & Moor – Livestock and Poultry Production, Prentice Hall, India, 1982
5. Salunkhe, D.K. & Desai B- Krishi Udyog Ani Gramin Vikas (Marathi)
6. Phadke, R.P. Bhartatil Madhmashya Ani Madhmashya Palan.
7. Krushi Dayandini and Krushi Vidhyapith.
8. Datta Ruddar – Sundaram K.P.M. Indian Economy – S Chand & Co. Ltd.

UNIVERSITY OF MUMBAI  
M.A. IN RURAL DEVELOPMENT  
**SEMESTER: III**

PAPER TITLE: **DEVELOPMENT OF SOCIALLY EXCLUDED COMMUNITIES**

PAPER CODE: MARD 3.7,

TOTAL CREDITS: 06

**Objectives**

- 1) To provide an overview on social exclusion
- 2) To introduce the learner to the magnitude and extent of social exclusion in Rural India
- 3) To introduce the basic concepts related to social exclusion and various inclusion policies and processes

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction to the Concept of Social Exclusion</b>	
	a) Emergence of the concept of social exclusion	<b>10</b>
	b) Defining social exclusion	
	c) Dimensions of social exclusion	
	d) Interdisciplinary approaches to the study of social exclusion	
<b>II</b>	<b>Social Exclusion in rural India</b>	
	a) Social exclusion of dalit, tribal, minority, women and sexual minorities in rural India	<b>10</b>
	b) Politics of exclusion and marginalization	
	c) Understanding the nature and extent of communication of exclusion and its effects.	
<b>III</b>	<b>Understanding indicators of Social Exclusion</b>	
	a) Understanding indicators of Social exclusion in rural India with the help of Census, Human Development Index, World Bank reports etc.	<b>10</b>

	b)	Understanding politics of exclusion and marginalization	
	c)	Understanding resistance of the excluded communities to assert their rights etc.	
<b>IV</b>	<b>Inclusion Policies and Processes</b>		
	a)	Social inclusion policy and programs.	<b>10</b>
	b)	Ideological challenges to inclusion	
	c)	Social legislations on social inclusion	
	d)	Role of civil society organizations to address social exclusion.	
<b>V</b>	<b>Global experiences on Inclusion and lessons to be learned for rural India</b>		
	a)	Global survey on communities which are social excluded	<b>10</b>
	b)	European social inclusion policies and programs.	
	c)	UK and Scandinavian Experiences	
	d)	New Zealand and Australian Experiences in Addressing Social Exclusion.	
	e)	Lessons to be learned for inclusion of rural communities	
<b>VI</b>	<b>Action of Inclusion</b>		
	a)	Skills in identifying social exclusion practices	<b>10</b>
	b)	Mobilizing people for social change	
	c)	Advocacy for social inclusion	
	d)	Networking strategies	
	e)	Researching on social exclusion in India	
	f)	Advocacy for inclusion of rural communities.	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b>	
1) Visit to a Tribal or Dalit community and try to understand the social exclusion 2) Write a strategy paper on advocacy for Social Inclusion	<b>20</b>
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References :**

1. Jordan, B. (1997) A Theory of Poverty and Social Exclusion. Cambridge: Polity Press.
2. Hills, J. le Grand, J. and Piachaud, D (eds.) (2002) Understanding Social Exclusion, Oxford University Press, Oxford.
3. Sukhadeo Thorat and Narender Kumar (2008), B.R Ambedkar Perspective on Social and Inclusive Policies, Oxford University Press, New Delhi
4. Sen, A. (2000) Social Exclusion: Concepts, Application and Scrutiny. Social Development Papers No. 1, Asian Development Bank, Manila

UNIVERSITY OF MUMBAI

M.A. IN RURAL DEVELOPMENT

**SEMESTER: III**

PAPER TITLE: **RURAL RESOURCE MANAGEMENT**

PAPER CODE: MARD 3.8, TOTAL CREDITS: 06

**Objectives:**

- 1) To understand the nature and characteristics of rural resources and its importance in Rural Development
- 2) To understand various resources available in rural India such as land, water and human and other resources

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Nature and Characteristics of Rural Resources</b>	
	a) Definition and meaning of Resources	<b>10</b>
	b) Types of rural resources – Natural and Man-made	
	c) Characteristics of resources	
	d) Importance of different resources in Rural Development	
<b>II</b>	<b>Land resources</b>	
	a) Classification of land based on utility	<b>10</b>
	b) Soils – Structure and importance	
	c) Properties of Soil – Physical and Chemical	
	d) Soil Conservation – Methods and Importance	
	e) Rock and ores – Minor mineral produce in rural areas of Konkan	
	f) Land degradation in rural areas – causes and remedies	
<b>III</b>	<b>Water resource</b>	
	a) Factors controlling availability of water in rural areas – Seasonality of rainfall, rock type, vegetative cover	<b>10</b>
	b) Sources of water and their characteristics – Sub-surface – Deep and Shallow and Surface	
	c) Water conservation and management – Watershed development, rain water harvesting, advanced irrigation, Ground water recharge	
	d) Problems and issues in rural water scenario – Contamination, Distribution, Priority of use	
<b>IV</b>	<b>Living resources</b>	
	a) Vegetation – Types and uses	<b>10</b>
	b) Importance as rural resource – Timber, fuel, construction, agriculture, plantation, raw material	
	c) Forest rights and Joint forest management	
	d) Wide life – Diversity of life, it's role in ecology, resource potential	

	e)	Nature of conflict between wide life and farmers in Konkan	
<b>V</b>	<b>Human resources</b>		
	a)	Quantitative aspects of rural human resource – Gender & Age wide classification, Density	<b>10</b>
	b)	Issues in rural human resources – Scarcity, lack of skill, attitude, social status	
<b>VI</b>			
	a)	Government schemes for development of human resources– Skill India Mission, NSMICT, TRYSEM	<b>10</b>
	b)	Case Study of NGO's working in Rural Human Resource Development – Vidnyanashram / ARTI/NIRD BAIF	

<b>Evaluation Pattern</b>		
<b>External</b>		<b>60</b>
<b>Internal</b>		<b>40</b>
<b>Field Work (Any One)</b>		
1)	Write a detailed report on various resources available in your area (Rural/Tribal) and how it can be used for rural development	<b>20</b>
B)	Class Test	<b>10</b>
C)	Class Conduct	<b>10</b>

**References:**

1. Rural Development : Principles, Policies and Management, Katar Singh, Sage Publications India Pvt. Ltd., 2009
2. Development of Land Resources – E-book on Activities Department of Land Resources, Ministry of Rural Development, Government of India December, 2014 .  
<http://dolr.nic.in/dolr/downloads/PDFs/DoLR%20Activities.pdf>

UNIVERSITY OF MUMBAI

M.A. IN RURAL DEVELOPMENT

**SEMESTER: III**

**PAPER TITLE: AGRO TOURISM AND RURAL DEVELOPMENT**

PAPER CODE: MARD 3.9

TOTAL CREDITS: 06

**Objectives:**

- 1) To understand importance of tourism in Rural Development
- 2) To understand various types tourism and its importance in Rural Development

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>TOURISM.</b>	
	a) Tourism concept-History-Origin	<b>10</b>
	b) Types of Tourism (Eco Tourism, Agro, Medicinal, Rural, Fort etc.)	
	c) Essential Factors for Tourism	
	d) Importance of tourism in Rural Development	
<b>II</b>	<b>AGRO-TOURISM</b>	



	a)	Agro-Tourism concept-meaning-principles	<b>10</b>
	b)	Scope and Limitations of Agro-Tourism	
	c)	Opportunities in Agro-Tourism	
	d)	Merits and demerits of Agro- Tourism	
<b>III</b>	<b>AGRO-TOURISM MANAGEMENT AND ADMINISTRATION</b>		
	a)	Factors of Tourism Management and Administration.	<b>10</b>
	b)	Accommodation concept, types & food service	
	c)	Travel and Transport services for Agro-Tourism	
	d)	Business ethics & laws in tourism industry	
<b>IV</b>	<b>MARKETING OF AGRO-TOURISM INDUSTRY.</b>		
	a)	Marketing Skills for Agro-Tourism	<b>10</b>
	b)	Consumer satisfaction and relationship	
<b>V</b>	<b>FINANCIAL AND ACCOUNTING ASPECTS</b>		
	a)	Advertising for Agro Tourism	<b>10</b>
	b)	Various records of Agro Tour Business (Register, Account, Visitor Book Meeting Books etc.)	
<b>VI</b>	<b>AGRO-TOURISM CASE STUDY</b>		
	a)	Agro-Tourism Centers	<b>10</b>
	b)	Private Agro-Tourism Centers	
	c)	Tourism Organizations : ITDC, MIDC	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b>	
<b>Visit any one of the following and write a comprehensive report about its functioning, administration finance and activities.</b>	
1) Agro Tourism Centre	
2) Visit to MTDC	
3) Tourism Training Centre	
4) Rural Tourism Centre	
5) Medicinal Plant Centre	<b>20</b>
6) Medical Tourism Centre	
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References :**

1. Hill Tourism Planning and Development, Delhi 1998.
  2. Tourism and the Environment : Sustainable Relationship
  3. International Tourism : Fundamentals and Practices, New Delhi, 1991
  4. Paryatan Prabandha Sidhant Aur Vyavahar – Abhinav Prakashan, Ajamer 2007.
  5. Krishi Bhugol, Hindi Grantha Akadami.
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UNIVERSITY OF MUMBAI  
M.A. IN RURAL DEVELOPMENT  
**SEMESTER: III**  
PAPER TITLE: **GENDER STUDIES**  
PAPER CODE: MARD 3.10, TOTAL CREDITS: 06

**Objectives:**

- 1) To study historical factors affecting the status of women in rural India.
- 2) To understand feminism and gender based violence
- 3) To study the women's movement and LGBT movement.

Unit	Content	No. of Hours
<b>I</b>	<b>Scope and Significance of Gender Studies in Rural Development</b>	
	a) Understanding the difference between Women's studies and gender studies	<b>10</b>
	b) Importance of developing Gender Sensitivity among rural development practitioners	
	c) Evolution of Gender studies (Women and LGBT) as an independent discipline and its relevance to rural development	
<b>II</b>	<b>Historical factors affecting the Status of women in India</b>	
	a) History of Status of Women in India	<b>10</b>
	b) Role of women during independence struggle – post independence and in contemporary India.	
<b>III</b>	<b>Understanding Feminism and Gender Based Violence</b>	
	a) Origins of patriarchy, Understanding patriarchy through overview of the feminist theories - Contemporary patriarchy. Feminist understanding of caste, class and gender (LGBT Categories) in India and Intersectionality	<b>10</b>
	b) Concept and forms of violence towards women and LGBT.	
<b>IV</b>	<b>Women's Movement (Global &amp; National)</b>	
	a) Women's movement at the Global level Genesis of Women's movement in India.	<b>10</b>
	b) Concerns, Achievements and Critique of women's movement and its Future in India.	
<b>V</b>	<b>Global – National Initiatives for the Empowerment of women and LGBT</b>	
	a) International Initiatives, World conferences, CEDAW - by the United Nations for Women and persons who are LGBT	<b>10</b>
	b) Indian initiatives for Women (The 'Towards equality report', National perspective plan for women, Statutory bodies for empowerment of women and persons who are LGBT	
<b>VI</b>	<b>Status of persons with different sexualities</b>	
	a) Understanding personal narratives of the LGBT persons	<b>10</b>
	b) History of the LGBT movement in India.	

	c)	Status of the LGBT community and their issues.	<b>10</b>
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<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b>	
1) Conduct a Focus Group Discussion with women from your area and write a report on problems faced by them as a women	<b>20</b>
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References:**

1. Eagleton Mary (2003): A Concise Companion to Feminist Theory. USA. Black Well Publishers.
2. Patel Vibhuti (2002): Womens Challenges of the New Millennium. New Delhi. Gyan Publishing House.
3. Jain Devaki & Rajput Pam (2003): Narratives From The Womens Studies Family: Recreating Knowledge. New Delhi. Sage Publications.
4. Murthy N Linga (2007): Towards Gender Equality: India's Experience. New Delhi.
5. Agrawal Anju: Gendered Bodies: The Case of the Third Gender in India. Contribution to Indian Sociology Vol. 31, 2(01/Jan/1997).
6. Talwar Rajesh: The Third sex and human rights. New Delhi. Gyan Publishing House, 1999.
7. Miles Angela R & Finn Geraldine (2002). Feminism: From Pressure to Politics. Jaipur. Rawat Publications.
8. Singh Surendra & Srivastava S P (2001). Gender Equality through Womens Empowerment: Strategies and Approaches. Lucknow. Bharat Book Centre.
9. Nanda Serena: The Third Gender: Hijra Community In India. (Manushi Vol. 1992, 72(01/Jan/1992) Page No: 9 - 16).

UNIVERSITY OF MUMBAI  
M.A. IN RURAL DEVELOPMENT

**SEMESTER: III**

PAPER TITLE: **STRATEGIES FOR SUSTAINABLE DEVELOPMENT OF RURAL INDIA**

PAPER CODE: MARD 3.11,

TOTAL CREDITS: 06

**Objectives:**

1. To impart the meaning and importance of Sustainable Development among students.
2. To taught various strategies of Sustainable Development to student.
3. To study of ecological aspect.
4. To study the ethical issues in Human Right.
5. To study the National Policy of Environment.

<b>Unit</b>	<b>Content</b>		<b>No. of Hours</b>
<b>I</b>	<b>Sustainable Development</b>		
	d)	Concept of Sustainable Development.	<b>10</b>
	e)	Principles of Sustainable Development	
	f)	Strategies for Various Sectors.	
<b>II</b>	<b>Sustainable Practices</b>		
	a)	Agriculture Sector.	<b>10</b>
	b)	Industrial Sector.	
	c)	Rural and Urban Region.	
<b>III</b>	<b>Rural Resource Management and Stability</b>		
	a)	Renewable Energy Sources.	<b>10</b>
	b)	Integrated Water Resource Management.	
	c)	Integrated Soil Conservation and Regeneration.	
<b>IV</b>	<b>Interdisciplinary approaches to Sustainable Development.</b>		
	a)	Application of Technologies for Human Welfare.	<b>10</b>
	b)	Green Chemistry and Green Technologies.	
	c)	Application of Environmental Management Tools.	
<b>V</b>	<b>Environmental Philosophy.</b>		
	a)	Ecological Approaches.	<b>10</b>
	b)	Ethical Issues in Human Rights.	
	c)	Tribal Culture and Environmental Movements.	
<b>VI</b>	<b>Global Climate Change.</b>		
	a)	Overview of Global Climate Change Issues.	<b>10</b>
	b)	National Policy on Environment.	
	c)	Green House Effect and Global Warming.	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b>	<b>20</b>
a. Visit to Organic Farm and Write Report on it.	
b. Visit to Solar Energy Project.	
c. Case Study of Rain Water Harvesting Project.	
d. Visit to Soil testing Laboratory and write Report on it.	
e. Visit to Tribal Region / Villages and write Report on it.	
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References :**

1. Dr. A. P. J. KALAM, Innovative solutions towards Sustainable Development.
2. NawanzeK.f., A Bucket of water: Reflection on Sustainable Rural Development.
3. Chamber and Conway, Sustainable rural livelihoods
4. Singh K and Sisodiya, Rural Development Policies and Management.
5. Shepherd ,Sustainable Rural Development, 1998.
6. Singh S P, strategies for Rural Development , 2003.

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UNIVERSITY OF MUMBAI  
M.A. IN RURAL DEVELOPMENT  
**SEMESTER: III**  
PAPER TITLE: **FARM BUSINESS MANAGEMENT**  
PAPER CODE: MARD 3.12, TOTAL CREDITS: 06

**Objectives:**

1. To understand the concept of Farm Business Management.
2. To study the importance of Farm Business Management.
3. To study the factors of Production.
4. To study the types of accounting in Farm Business.
5. To study need of Project Analysis.

Unit	Content	No. of Hours
<b>I</b>	<b>Farm Business</b>	
	a) Concept and Characteristics of farming as Business	<b>10</b>
	b) Farm Household Relationship and motivation in subsistence agriculture.	
	c) Impact of Changing economic environment and commercialization.	
<b>II</b>	<b>Production Economics</b>	
	a) Principles of Production Economics and Law of Diminishing Utility.	<b>10</b>
	b) Importance of basic Principles.	
	c) Factors of Production and its relationship.	
<b>III</b>	<b>Farm Planning</b>	
	a) Meaning and Steps of Farm Planning	<b>10</b>
	b) Farm Budget, Concept and Types of Budget.	
	c) Complete and Partial Budget, Break Even Budget.	
<b>IV</b>	<b>Farm Management</b>	
	a) Concepts and Steps of Farm Management.	<b>10</b>
	b) Importance of Accounting in farm Management.	
	c) Types of Accounting in Farm Management.	
<b>V</b>	<b>Formulation of Farm Plan</b>	
	a) Types of Farm Record.	<b>10</b>
	b) Alternative Cost Concept use in Farm.	
	c) Evaluation of Farm Assets.	

<b>VI</b>	<b>Agricultural Project Analysis</b>		
	a)	Transition from annual Farm Income Analysis.	<b>10</b>
	b)	Need of Farm Project Analysis.	
	c)	Types of annual Financial Analysis.	

<b>Evaluation Pattern</b>		
<b>External</b>		<b>60</b>
<b>Internal</b>		<b>40</b>
<b>Field Work (Any One)</b>		<b>20</b>
a) Prepare Project Report on Farm Budget.		
b) Prepare Farm Business Plan.		
c) Write Project Report on Farm with Allied Activities.		
B) Class Test		<b>10</b>
C) Class Conduct		<b>10</b>

**References :**

1. Kahlon & Singh – Economics of Farm Management in India.
2. Johl SS & Kapur TR – Fundamentals of Farm Business Management, Kalyani Publishers Ludhiana, 1973.
3. Singh I J – Elements of Farm Management Economics, Affiliateds East – West Press, 1977.

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UNIVERSITY OF MUMBAI

M.A. IN RURAL DEVELOPMENT

**SEMESTER: III**

**PAPER TITLE: CONTRIBUTION OF SOCIAL MOVEMENTS IN RURAL DEVELOPMENT**

PAPER CODE: MARD 3.13,

TOTAL CREDITS: 06

**Objectives:**

- To understand the concepts of social movements.
- To identify the role of social movements in rural society.
- To understand the various approaches of Social Movements in India.
- To evaluate the impact of Social Movements in Rural Development.

<b>Unit</b>	<b>Content</b>		<b>No. of Hours</b>
<b>I</b>	<b>Introduction of Social Movements.</b>		
	a)	Meaning of Social Movement.	<b>10</b>
	b)	Features - Causes of Social Movements.	
	c)	Life cycle of Social Movement.	
	d)	Types of Social Movements.	
	e)	Importance of social Movements.	
<b>II</b>	<b>Approaches of Social Movements.</b>		



	a)	Approaches of Relative Deprivation.	<b>10</b>
	b)	Approach of Structural Strain.	
	c)	Approach of Revitalization.	
<b>III</b>	<b>Contribution of Social Reformers in Social Movements. ( 18<sup>th</sup> Century - 19<sup>th</sup> Century)</b>		
	a)	Mahatma Jotirao Phule.	<b>10</b>
	b)	Rajarshi Shahu Maharaj	
	c)	Mahatma Gandhi.	
	d)	Acharya Vinoba Bhave.	
	e)	Rashtra Sant Tukadoji Maharaj.	
<b>IV</b>	<b>Management of Social Movements.</b>		
	a)	Meaning of Management of Social Movements.	<b>10</b>
	b)	Nature/ Features of Social Management.	
	c)	Objectives of Social Movements Management.	
	d)	Significance of Social Movements.	
	e)	Main Factors of Management of Social Movements.	
	f)	Leadership in Social Movements.	
	h)	Potential, Networks, Motivations, and Barrier: Steps towards participation in Social Movements.	
<b>V</b>	<b>Issues and problems in Rural Society and Social Movements.</b>		
	a)	Rural Caste conflicts - Meaning, Consequences and the role of social movement in removing caste conflicts.	<b>10</b>
	b)	Rural Gender Inequality- Meaning, Consequences and the role of social movements in reducing gender inequality.	
	c)	Role of Social Movements to eradicate corruption.	
	d)	Regional Disparities - Meaning, Causes and Consequences.	
	f)	Environmental Pollution - Meaning, Causes, consequences and the role of Social Movements in removing Environmental problems. ( Bishnoi Movement, Chipko Movement, Silent Vally Movement, Bsliyapal Movement)	
<b>VI</b>	<b>Introduction of Social Activists of social movements and their practices for achievement in Rural Development Process.</b>		
	a)	Anna Hajare.	<b>10</b>
	b)	Medha Patkar.	
	c)	Adv. Surekha Dalvi	
	d)	Mr. Sharad Joshi,	
	e)	Mr. Ramesh Panse.	
	f)	Mr. Vivek Pandit.	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b> a) A Case study of Caste Conflicts in Rural Society. b) Movements for Tribal Issues. c) A Case Study of Regional Disparities. d) Movements against Ecological Degradation and Environmental Pollution. e) A Case Study of Water literacy. f) Movements for Land Reforms.	<b>20</b>
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References :**

1. Rural Development I Satyasundaram, Himalaya Publication (1977)
2. Rural Sociology , A. R. Desai.
3. Social Movement and Survey of Research in Sociology and Social Anthropology, Volume - 3
4. The Indian Journal of Social Work, Vol. 76, Editor- Tata Institute of Social Science.
5. Social Movement in India - Ghanshyam Shaha.
6. Social Movements : An Introduction - Dona and Mario

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 UNIVERSITY OF MUMBAI  
 M.A. IN RURAL DEVELOPMENT  
**SEMESTER: IV**

**PAPER TITLE: RESEARCH PROJECT WITH DISSERTATION**  
 PAPER CODE: MARD 4.1, TOTAL CREDITS: 08

**Instructions:**

- 1) Candidates will be required to submit a dissertation on the theme finalized in consultation with the guiding teacher.
- 2) The dissertation will be submitted by the candidates to the In- Charge of the P.G center by the end of March of the every Academic year.
- 3) The guiding teacher will work as Internal referee for the purpose of Viva-Voce. The candidate will be jointly examined by Internal and External Referees.
- 4) The External Referee will be appointed by concern P. G. Centers, from the university approval P. G. teachers list.

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 UNIVERSITY OF MUMBAI  
 M.A. IN RURAL DEVELOPMENT  
**SEMESTER: IV**  
**PAPER TITLE: DEVELOPMENT COMMUNICATION SKILLS**  
 PAPER CODE: MARD 4.2, TOTAL CREDITS: 06

**Objectives:**

1. To study concepts related to media and development
2. To learn skills required in development communications and media advocacy
3. To study elements of mass media
4. To study concepts related to social marketing , public opinion and public relations

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Media &amp; Rural Development</b>	
	a) Paradigms of development and their critique	<b>10</b>
	b) Role of media in rural development	
	c) Priorities of media in rural development	
	d) Influence of media on different target groups such as children, women and farmers	
<b>II</b>	<b>Skills in Development Communication</b>	
	a) Group media: Concept, manufacture and skills	<b>10</b>
	b) Group media: How to make/use photo language, posters, puppets, flashcards, street play	
	c) Folk media: Definition, types, challenges in using folk media	
<b>III</b>	<b>Mass Media</b>	
	a) Print media (Newspapers, Magazines, Journals): Historical role, current trends, strengths and limitations	<b>10</b>
	b) Audio-Visual Media (Radio, TV, Cinema): Growth and changing focus in India, strengths and limitations	
	c) Electronic media: Use of social networking, e-databases, blogs, virtual libraries, strengths and limitations	
<b>IV</b>	<b>Media Planning &amp; Advocacy</b>	
	a) Media planning: Understanding consumer profile, designing message, identifying locations for display	<b>10</b>
	b) Media advocacy	
	c) Media ethics	
<b>V</b>	<b>Social Marketing, Public Opinion and Public Relations (PR)</b>	
	a) Social Marketing: Definition, pre-requisites, differences between commercial and social products	<b>10</b>
	b) Public opinion: Definition, stages, determinants	
	c) Public Relations: Definition, need for PR in Rural Development	
<b>VI</b>	<b>Skills in Media Advocacy.</b>	
	a) Writing press releases and letters to editors	<b>10</b>
	b) Organizing press conferences	
	c) Right to Information Act (RTI)	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b> 1) Visit any community, understand problems of the community and write a press release and send it to local press. 2) Visit any Radio, TV Channel, Community Radio and Understand Media Planning execution and its impact.	<b>20</b>
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

**References :**

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UNIVERSITY OF MUMBAI  
M.A. IN RURAL DEVELOPMENT

**SEMESTER: IV**

PAPER TITLE: **LEADERSHIP DEVELOPMENT SKILLS**

PAPER CODE: MARD 4.3

TOTAL CREDITS: 06

**Objectives:**

1. This course will provide foundation for students to understand:
2. Introduction to leadership
3. Theories of leadership
4. Leadership skills development
5. Strategic leadership and knowledge management

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction to Leadership</b>	
	a) Definition of Leadership	<b>10</b>
	b) Classification: Types of Leaders and Styles of Leadership	
	c) Characteristics and Functions of Leadership	
	d) Values and Ethics of Leadership	
<b>II</b>	<b>Theories of Leadership</b>	
	a) Leader Member Exchange Theory	<b>10</b>
	b) Contingency Theory	
	c) Path-Goal Leadership Theory	
	d) Transformational Leadership Theory	

	e)	Charismatic Theory	
<b>III</b>	<b>Leadership Styles and Team Building Leadership Styles</b>		
	a)	Autocratic	<b>10</b>
	b)	Participative	
	c)	Entrepreneurial Leadership	
	<b>Transformational and Transactional Team Building</b>		
	a)	Definition	
	b)	Team formation – Tuckerman	
	c)	Common Team Problems	
	d)	Steps to Team Problem Solving	
	e)	Brain Storming	
<b>IV</b>	<b>Leadership Skills Basic Skills</b>		
	a)	Learning from experience	<b>10</b>
	b)	Communication, listening, assertiveness, providing constructive feedback	
	c)	Effective stress management	
	d)	Building technical competence	
	e)	Building effective relationship with superiors and peers	
	f)	Setting goals	
<b>V</b>	<b>Advanced leadership Skills</b>		
	a)	Delegating	<b>10</b>
	b)	Managing Conflict	
	c)	Negotiation – Improving Creativity	
	d)	Development Planning – Credibility – Coaching	
	e)	Empowerment	
<b>VI</b>	<b>Strategic Leadership and Knowledge Management</b>		
	a)	Importance	<b>10</b>
	b)	The Nature of Strategic Leadership	
	c)	Components of Strategic Leadership	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work (Any One)</b>	<b>20</b>
1) Choose any leader from the rural area and write his biographical sketch using theoretical inputs give in this paper	
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

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1. Du Bring (1998), Leadership: Research Findings & Skills, All India Publishers and Distributors, Chennai.
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3. Hughes (2005), Leadership – Enhancing the Lessons of Experience, Boston Publishers, Chennai.
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UNIVERSITY OF MUMBAI  
M.A. IN RURAL DEVELOPMENT  
**SEMESTER: IV**  
PAPER TITLE: **DISASTER MANAGEMENT**  
PAPER CODE: MARD 4.4, TOTAL CREDITS: 04

**Objectives**

1. To study the concept of Disaster and Disaster Management
2. To understand major requirements for coping with disaster
3. To study the intervention at the time of the disasters.

Unit	Content	No. of Hours
<b>I</b>	<b>Introduction to Disaster Management</b>	
	a) Definitions of Disaster Management; Classification of Disasters;	<b>10</b>
	b) The General effects of Disasters.	
	c) Disaster Management cycle and composition of main activities.	
<b>II</b>	<b>Disaster Management and Rural Development</b>	
	a) Scope for disaster related action; Philosophy for coping with Disasters; Counter disaster resources.	<b>10</b>
	b) International disaster assistance;	
	c) Response to disaster management by various organizations and NGOs	
	d) Specific role of Rural Development workers in community based disaster risk management.	
<b>III</b>	<b>Major Requirements for Coping with Disaster</b>	
	a) Foundational factors: Organization, Planning, Training needs and specialized skills, Utilization of resources.	<b>10</b>
	b) Logistics, Leadership, and Public awareness	
<b>IV</b>	<b>Institutions and Instruments in Disaster Response and Standards of Service.</b>	
	a) International Decade for Natural Disaster Reductions and UN	

		Resolutions.	<b>10</b>
	b)	Administration of Relief in India and review of disaster related policies.	
	c)	The Disaster Management Act 2005.	
	d)	Code of conduct for humanitarian workers.	
	e)	Humanitarian Charter and Minimum standards in Disaster Response.	
<b>V</b>	<b>Long Term Measures in Disaster Management.</b>		
	a)	Prevention: Problem areas, Resources relevant to Prevention.	<b>10</b>
	b)	Mitigation: Major mitigation, components; problem areas, formulation and implementation of mitigation programs.	
	c)	Preparedness: Nature of preparedness; Problem areas, maintenance of preparedness levels; Resources relevant to preparedness arrangements	
<b>VI</b>	<b>Response to Disaster: Impact and Post Impact Factors.</b>		
	a)	Response: Characteristics, problem areas; Requirements for effective response;	<b>10</b>
	b)	Human factors in response, resources relevant to various aspects of response.	
	c)	Recovery: The bases for recovery action problem areas, Requirements for effective recovery	
	d)	Post disaster review: The importance of post disaster review; Aspects covered in post disaster review.	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work</b>	<b>20</b>
1) Visit the Disaster Management Cell at the District Head Quarters and write a report on its functioning and inadequacies if any dealing with disasters.	
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

#### **References**

1. Carter, W. Nick. (1991). Disaster Management: a disaster manager's hand book. Asian Development Bank, Manila, Philippines.
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8. Gandhi P Jegadish: Disaster Mitigation And Management: Post Tsunami Perspectives..

New Delhi. Deep and Deep Publication, 2007.

9. Prasad R. B.: State NGOs and disaster management. New Delhi. Surendra Publications, 2011.
10. Bhatt Sanjai & Agnimitra Neera: Social work response to environment and disasters. Delhi. Shipra Publications, 2014.

UNIVERSITY OF MUMBAI  
M.A. IN RURAL DEVELOPMENT  
**SEMESTER: IV**

PAPER TITLE: **HUMAN RIGHTS AND VULNERABLE GROUPS**  
PAPER CODE: MARD 4.5, TOTAL CREDITS: 04

**Objectives:**

- 1) To understand the concepts of human rights
- 2) To apply Human Rights with vulnerable groups in India
- 3) To understand the role of various organizations in promoting Human rights in India

Unit	Content	No. of Hours
<b>I</b>	<b>Basic Concept</b>	
	a) Human Values- Dignity , Liberty, Equality , Justice, Unity in Diversity, Ethics and Morals	<b>10</b>
<b>II</b>	<b>Perspectives of Rights and Duties</b>	
	a) Rights: Inherent-Inalienable-Universal- Individual and Groups	<b>10</b>
	b) Nature and concept of Duties	
	c) Interrelationship of Rights and Duties	
<b>III</b>	<b>United Nations And Human Rights</b>	
	a) Brief History of Human Rights- International and National	
	b) Provision of the charters of United Nations	
	c) Universal Declaration of Human Rights- Significance- Preamble	<b>10</b>
	d) Civil and Political Rights-(Article. 1-21)	
	e) Economic, Social and Cultural Rights-(Article.22-28)	
<b>IV</b>	<b>Human Rights and Vulnerable Groups</b>	
	a) Meaning and Concept of Vulnerable and Disadvantaged Groups, Socio-Economic and Cultural Problems of Vulnerable and Disadvantaged Groups including SC/ST/NT-DNT	<b>10</b>
	b) Human Rights and Women's Rights –International and National Standards	
	c) Human Rights of Children-International and National Standards	
	d) Human Rights of Migrant workers, Sex Workers, Terminal Illness patients etc.	



<b>V</b>	<b>Human Rights in Indian Context</b>		<b>10</b>
	a)	Indian Constitution : Preamble- Fundamental Rights- Directive Principles-Fundamental Duties	
	b)	Role of National and State Commission on Human Rights in India	
	c)	Human Rights- Enforcement Mechanism	
	d)	Human Rights Act, 1993	
	e)	Judicial Organs- Supreme Court (Art 32) And High Courts(Art 226)	
<b>VI</b>	<b>Role of Advocacy Groups</b>		<b>10</b>
	a)	Professional Bodies: Press, Media, Role of Lawyers-Legal Aid	
	b)	Educational Institutions	
	c)	Role of Corporate Sector	
	d)	NGO's	

<b>Evaluation Pattern</b>	
<b>External</b>	<b>60</b>
<b>Internal</b>	<b>40</b>
<b>Field Work</b>	<b>20</b>
1) Select any marginalised community and understand how the human rights are being violated and write a report	
B) Class Test	<b>10</b>
C) Class Conduct	<b>10</b>

### References

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  2. Darren J O' Byrne, *Human Rights: An Introduction*, Pearson Education, New Delhi, 2007.
  3. Daniel Fischlin and Martha Nandorfy, *The Concise Guide to Global Human Rights*, OUP, New Delhi, 2007.
  4. Upendra Baxi, *The Future of Human Rights*, OUP, New Delhi; 2006
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