



**SRI KRISHNADEVARAYA UNIVERSITY:
ANANTAPURAMU**

**UG CBCS SYLLABUS
VI Semester
(2017-2018)**

**B.A. RURAL DEVELOPMENT
VI SEMESTER- SYLLABUS**

(AS PER CBCS AND SEMESTER SYSTEM)

III YEARS

w.e.f. 2017-2018



**AP STATE COUNCIL OF HIGHER EDUCATION
CBCS - PATTERN FOR RURAL DEVELOPMENT**

Sri Krishnadevaraya University, Ananthapuramu

B.A. RURAL DEVELOPMENT

(Revised Syllabus with effect from the Academic Year 2017-18)

Sixth Semester

Elective Paper- VII (1): Human Resources Development ✓

Unit-1

Human Resource Development: Concept – Need for HRD – Elements of HRD – HRD in Rural Sector

Unit-2

Human Capital Formation: Importance – Efforts and Achievements in Investment for raising Nutritional and Educational Standards – Significance of Capacity Building for Rural Development

Unit-3

Dimensions of HRD for Rural Development: Health – Nutrition – Education – Skill Development – Importance of HRD in Agriculture and Allied Activities, Rural Industries and Rural Service Sector

Unit-4

Human Development Index – Concept – Importance – Components – Measurement – Construction of Human Development Index at the State and District level: Factors Influencing HDI.

Unit-5

Institutional Arrangements for the Promotion of HRD – Farmers' Training Centres –Krishi Vignan Kendras – Role of CAPART, NIRD and KVIC – Educational Programmes for Promoting HRD: Vocational Education – Non-Formal Education – Jana Sikshana Nilayams

Books and References

1. M.R. Mehta : Human Resource Development Planning with Special Reference to Asia
2. V. A. Alexander : Human Capital Approach to Economic Development
3. ILO : Employment Promotion with Special Reference to Rural Areas
4. T. George : Human Resources in India
5. G. Sreedhar and D.Rajasekhar : Rural Development in India: Strategies and Processes, Concept Publishing House, New Delhi, 2014
6. V P Batra : The Economic and Human Resources
7. Gyan Chand : Population in Perspective
8. K. Govindappa : Adult Education – Impact of National Literacy Mission
9. UNDP : Human Development Reports

Publications of A.P. Telugu Academy

Journals: Kurukshetra, Yojana, Jagruti, Khadi Gramodyog, Journal of R.D.

Approved for Six Semster
Paper VII (1)

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Sri Krishnadevaraya University, Ananthapuramu
B.A. RURAL DEVELOPMENT
(Revised Syllabus with effect from the Academic Year 2017-18)
Sixth Semester
Cluster Elective Paper – VIII B - (1) ✓

AGRICULTURAL PRODUCTION ECONOMICS AND FARM MANAGEMENT

UNIT- I

Concept of Agricultural Economics – Importance Nature and Scope – Limitations - Role of Agriculture and Economic Development – Inter dependency between Agriculture and Industry.

UNIT- II

Cropping Pattern – Meaning – Factors affecting cropping pattern – Trends in Cropping Pattern – Farm size and Productivity.

UNIT- III

Farm Management – Importance – Its Relationship with other Social Sciences – Problem of Risk and Uncertainty in Agriculture.

UNIT- IV

Principles of Farm Management – Law of Diminishing Returns – Input – Output relationship in Agriculture – Factor Combinations: – Factor – Factor Relationship –Product – Product relationship.

UNIT- V

Functions of Farm Management – Farm Managerial Functions- Importance of farm records and accounts – Tools of farm management.

References :

Mamoria , C.B. Agricultural problems of India.
Ruddar Dutt and K.P. Sundaram - India Economy Sundaram.
Sing I.J - Agricultural Economics,
Kahan and Karam Singh - Economics of Farm management in India, Theory and Practice,
Earl O.Heady -Agricultural Economics,
Bishop, Toussaint - Agricultural Economics Analysis.

Prof. Sridhar
Coordinator
KIS 401 204
Bos. Chairman
SKU.

Sri Krishnadevaraya University, Ananthapuramu

B.A. RURAL DEVELOPMENT

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Sixth Semester

Cluster Elective Paper - VIII B - (2)

AGRICULTURAL MARKETING



UNIT I :

Concept of Agricultural Marketing – Importance – Nature and Scope – Types Agricultural markets. Defects in Agricultural marketing .

UNIT II :

Transportation - Need and Importance- Types of Transportation – Problems in Transporting Agricultural Commodities – Role of Gramin Sadak Yojana.

UNIT III :

Storage and Grading – Methods of Storage at farmers level- Estimation of Storage losses – Progress of Institutional Storage. Conventional and Non Conventional Grading systems in Agriculture Marketing – Importance of Agmark grading.

UNIT IV :

Market information – Components – Sources of market information for the farming community – Extent of their Utilization – Problems and Prospects – Cost of Marketing and Agricultural prices.

UNIT V :

Important channels for disposal of farm produce and their limitations – Importance of Regulated Markets and Cooperatives in Agricultural marketing – Apni Mandi Scheme :- Importance – Functioning .

References:

Acharya , S.S S, Agarwal N.L – Marketing of Agricultural produce in India.

Jagdish Prasad – Encyclopedia of Agricultural marketing.

Sarap Kailas – Interlinked Agrarian Markets in Rural India.

Chakravarthy – Post Harvest technology.

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B.A. RURAL DEVELOPMENT

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Sixth Semester

Cluster Elective Paper - VIII B - (3)

AGRICULTURAL EXTENSION

UNIT- I

Concept of Extension – Meaning and Definition of Agricultural Extension- Need and Importance – Scope of Agricultural Extension.

UNIT- II

Importance of Innovation and Diffusion of scientific and advanced methods of Agriculture – Adoption levels – Factors affecting the adoption of advanced technologies.

UNIT- III

Role of Institutions in Extension – Indian Agricultural Research Institute – National Agricultural Research Management – Agricultural Universities.

UNIT- IV

Sources of Extension – National Demonstrations – Training and Visit System – Lab to Land Programme - Krishi Vignan Kendras – Agricultural Clinics- Input Dealers - Importance of motivation of stake holders – Problems in out reaching.

UNIT- V

Methods of Farm Extension – Audio – Visual AIDS – Printed Literature – Interactive Computer Video technology – Field visits by Agricultural Scientists and Agricultural Officers – Rythu Mitra Clubs / Community Initiatives – Folk media.

References:

Swanson, B.E and Clear , JB -The History and Development of Agricultural Extension.

Umali Etal Public and Private Agricultural Extension : Beyond Traditional Practices.

NIAEM, Farmers Participation in Agricultural Research and Extension System.

Indian Journal of Extension Education and Andhra Agricultural Journal for more insights into the subject.

Prof. Krishna
Lecturer in
Rural Development
B.A. Extension
S.K.U.

Sri Krishnadevaraya University, Ananthapuramu

B.A. RURAL DEVELOPMENT

(Revised Syllabus with effect from the Academic Year 2017-18)

**Model Paper for End Semester Examination
(For the admitted batch from the academic year 2017-18)**

Time: 3 hours
Max. Marks: 75

Part – A (Short Answer Questions)

Answer any Five Questions (5 out of 10)

All Questions carry equal marks

(5 X 5 = 25 Marks)

Part – B (Long Answer Questions)

Answer any Five Questions

All Questions carry equal marks

(5 X 10 = 50 Marks)

Q 1 : (a) or (b)

Prof. K. S. Chaitanya
Cecilia and son
KTS WSC
Bas Chaitanya
SKU