

ANDHRA PRADESH

RECRUITMENT OF ASSISTANT PROFESSORS IN THE UNIVERSITY SYLLABUS FOR THE SCREENING TEST

RURAL DEVELOPMENT

SUBJECT CODE – 57

Rural Development:

Dimensions and Strategies

Definition of Rural Areas – Concept of Rural Development – Causes of Rural Backwardness – Need for and Scope of Rural Development

Significance of Planning for Rural Development – Nature and Scope of Regional Planning – Need for Intervention on Region-specific problems

Pioneering Efforts in Rural Reconstruction: Sriniketan – Martandam – Sevagram – Baroda – Firka Development Scheme – Nilokheri – Etawa Pilot Project

Approaches to Rural Development: Gandhian Approach – Decentralized Planning Approach – Sectoral Approach – Area Approach – Target Group Approach – Integrated/ Holistic Approach – Participatory Approach – Rights Approach

Demographic Structure of India – Analysis of Trends and Changes in the Composition of Rural Population and Rural Work Force – Concept of Demographic dividend – Problems of Unemployment and Underemployment in Rural Areas

Concept of Poverty – Dimensions of Rural Poverty – Measurement of Rural Poverty

Education in Rural Areas: Problems of School Education – Right to Education – National Child Labour Project – Sarva Siksha Abhiyan – Vocational Education and

Skill Development

Health Services in Rural Areas – Family Welfare – Maternal and Child Health – Integrated Child Development Services Scheme – National Health Policy of India – National Rural Health Mission

Housing Situation in Rural Areas – Rural Housing Programmes – Swachha Bharath

Swarnajayanthi Gram Swarojgar Yojana – National Rural Livelihoods Mission – Mahatma Gandhi National Rural Employment Guarantee Scheme – National Social Assistance Programme – Rashtriya Swasthya Bima Yojana – Atal Pension Yojana

Rural Infrastructure: Bharat Nirman – Prime Minister's Grameen Sadak Yojana – Rural Infrastructure Development Fund

Technology Missions for Rural Development: Immunization – Drinking Water – Sanitation – Communication – Wasteland Development – Oilseeds and Pulses – Financial Inclusion.

Indian Rural Economic Scene

Economic Structure of Rural India: Assets, Occupations and Income – Rural-Urban Income gaps – Trends in Expenditure Pattern.

Role of Agriculture in Economic Development of India – Agricultural Development under Five Year Plans – National Agricultural Policy – Implications of Globalization for Indian Agriculture

Organizational Aspects of Agriculture: Factors affecting Cropping Pattern – Land Reforms – Green Revolution – Contract Farming

Risk and Uncertainty in Agriculture – Agrarian Crisis and Farmers' Suicides – National Commission on Farmers – Dry Land Farming Technologies – Concept of Climate Smart Agriculture – Doubling Farmers' Income – National Agricultural Insurance Scheme – Pradhan Mantri Fasal Bima Yojana

Allied Activities: Dairying – Poultry – Fishery – Horticulture – Sheep Rearing – Mixed Farming

Rural Non-Farm Sector – ISB Sectors – Rural Non-farm Employment – Rural

Labour Markets – Rural Labour Migration – Feminization of Wage labour market

Cooperation: Concept and Principles – Types of Rural Cooperatives and their Importance – Causes for failure – Remedial measures – Farmer Producers' Organizations (FPOs)

Non-conventional Sources of Rural Energy: Biogas, Solar and Wind energy
Indian Rural Social Scene

Rural Communities: Definition and Characteristics – Types of Rural Settlements

Individual and Society – Heredity and Environment in shaping Human Behaviour – Socialization – Social Control

Rural Social Structure – Family – Marriage – Religion – Caste – Caste and Economic Inequalities

Rural Social Problems: Illiteracy – Untouchability – Juvenile Delinquency – Beggary – Prostitution – Child Labour – Bonded Labour – Social Exclusion – Problems of the Elderly/Aged – Problems of the Disabled – Problems of HIV/AIDS Affected Families

Social Change: Concept and Factors – Cyclical Theories – Linear Theories – Conflict Theories-

Social Change in India: Sanskritization – Westernization – Modernization – Concept of Social Entrepreneurship

Innovation – Diffusion of Innovation – Resistance to Change – Socio-cultural Barriers for Rural Development

Rural Leadership: Concept, Characteristics and Types of Village Leaders – Emerging Patterns of Rural Leadership – Role of Leadership in Social Change – Elite Capture – Social Capital

Evolution of PRIs – 73rd Constitutional Amendment Act – Devolution of Powers and Functions to PRIs – Role of PRIs in Rural Development

Micro Economic Analysis

Economics: Definition, Scope and Its Relationship with other Social Sciences – Concept of Welfare Economics – Welfare Economics and Rural Development – Scope of Rural Economics

Production Theory: Production Function – Input-Output Relationship – Output-Output Relationship – Input-Input Relationship – Cobb-Douglas Production Function – Linear Programming

Law of Variable Proportions: Concept – Assumptions – Model – Relevance of the Model to Agriculture and Rural Livelihoods – Theory of Wages – Theory of Rent – Theory of Interest – Theory of Profits

Elements of Farm Management: Farm Size and Productivity – Farm Managerial Functions: Farm Planning, Resource Assessment, Resource Mobilization, Target Fixation, Strategies for achieving Targets

Macro Economic Analysis

Capital Formation: Meaning, Process and Conditions – Vicious Circle – Capital Formation in Rural Areas: Problems and Solutions – Capital Formation for Agriculture and Rural Development – Distinction between Community Capital and Household Capital – Concept of National Income – Measurement of Gross National Income

Models of Agricultural and Economic Development:

Rostow – The Traditional Society, The Pre-Conditions to Takeoff, The Take off, The Drive to Maturity and The Age of High Mass Consumption, Critique
Mellor – The Traditional Agriculture, Technologically Dynamic Agriculture (low capital formation), The Technologically Dynamic Agriculture (high

capital formation), Critique *Lewis* – Capitalist Sector, Subsistence Sector, Assumptions, Development and Capitalist Surplus, Bottlenecks, End of Growth Process, Critique

Ranis-Fie – Assumptions, Stages of Development, Critique Ester Boserup's Theory of Agrarian Change

Right to Food – Food Security: Concept and Dimensions – Food Subsidies: Input Subsidies, Marketing Subsidies and Distribution Subsidies – Agricultural Subsidies: Input Subsidies, Marketing Subsidies and Distribution Subsidies – Removal of Subsidies and its Impact on Agricultural Productivity

Foreign Trade and Rural Economy – New Economic Policy (Liberalization, Privatization and Globalization) – Impact of LPG on Rural Economy

Rural Industrialization and Entrepreneurship

Rural Industrialization: Concept and Importance – Gandhian Approach to Rural Industrialization – Appropriate Technology for Rural Industries

Entrepreneurship: Concept, Characteristics and Types – Entrepreneurship and Rural Industrialization – Rural Entrepreneurship: Problems and Prospects – Significance of Incubation Centres

Policies and Programmes for the Development of Rural Industries – Industrial Policy Resolutions – Five Year Plans

Rural Industrial Sectors: Small Scale, Handloom, Agro-based Industries, Rural Artisans, Handicrafts – Khadi and Village Industries Commission

Rural Industries: Marketing Problems and Strategies – Consortium Approach – Exhibitions – Agri-business Management – Agri-Clinics

Organizations for Promotion of Rural Industries: District Industries Centre – National Institute for Micro, Small and Medium Enterprises – Small Industry Development Organization – Small Industries Service Institutes – Regional

Rural Banks – State Finance Corporations – Small Industries Development Bank of India (SIDBI)

Growth Centre Strategy: Advantages and Operational Difficulties – Industrial Estates

Globalization and Promotion of Rural Industries: Imports and Exports, Strategies, Policies, and Implications

Rural Markets in India

Credit Markets: Nature and Significance – Sources: Institutional and Non-Institutional – Cost of Credit – Rural Indebtedness

Institutional Credit: – Cooperative Credit Institutions – Commercial Banks – Regional Rural Banks – Concept of Lead Bank Scheme

Input Markets: Sources of Input Supply – Government and Private Sources – Seed, Fertilizer and Plant Protection Chemicals – Problems of Farmers in Input Markets - Community based Initiatives and Input Markets

National Seed Corporation and State Seed Corporation: Organisation and Functions – Genetically Modified Seeds

Commodity Markets: Nature and Scope of Rural Marketing - Problems of Transportation, Grading, Storage and Warehousing - Marketing Information - Channels of Marketing Information - Marketing Cost and its Measuring – Minimum Support Prices for Agricultural Commodities

Classification of Commodity Markets: Primary, Secondary and Tertiary Markets – Institutional Arrangements for Rural Marketing: Regulated Markets – Pledge Finance Scheme – Cooperative Marketing System – Supply Chains
Implications of Globalization on Indian Agricultural Marketing: World Trade Organization – Agricultural Protection and Subsidies in Developed Countries
Commodity and Consumer Markets - Apni Mandi Scheme/ Rythu Bazars –

Corporate Sector and Retail Rural Markets

Environmental Economics

Concepts of Ecology, Eco-system and Environment – Implications of Climate Change – Environmental Problems in Developing Economies

Nature and Scope of Environmental Economics – Theory of Utility and Consumer Behaviour – Law of Marginal Utility and Environmental Economics – Theories of Consumer's Surplus and Producer's Surplus and Environmental Economics – Theory of Marginal Analysis – Determining Optimum Level of Consumption and Production and Environmental Economics

Theories of Environmental Management: Hardin's Tragedy of Commons and Prisoner's Dilemma Game Theory – Olson's theory of Collective Action - Ostram's Governing the Commons – Wade's Essentials for Collective Action, Baland and Platteau Model

Environmental Valuation – Environmental Cost-Benefit Analysis – Environmental Accounting – Environmental Monitoring and Impact Assessment

Methods of Environmental Protection: Moral persuasion – Prohibition and Regulation – Fiscal Measures – Allocation of Property Rights – Pollution Permits – Methods of Conservation: Waste Reduction – Recycling

Environment and Social Issues – India's Environmental Policies – Bio-diversity – Significance for Restoration of Ecological Balance – Eco Tourism – Protection of Wild Life

Natural Resources Management

Land Use Pattern in India – Types of Soils – Carrying Capacity of Soils – Problems of Soil Erosion, Land Degradation, Salinity, Alkalinity and Desertification - Indigenous Knowledge Systems for Utilization of Land Resources

Soil and Moisture Conservation: Watershed Development Programme - Soil Fertility and Nutrient Management - Crop Rotation – Integrated Pest

Management – Non-Pesticide Management – Organic Farming

Water Resources Use – National Water Policy of India – Problems of Irrigated Agriculture: Depletion of Water Table – Water Logging – Transmission Losses - Sustainable Use of Water for Irrigation

Problems and Prospects of Tank Irrigation – Promotion of Micro Irrigation Systems (Drip and Sprinkler Irrigation) – Transfer of Irrigation Management to Farmers – Irrigation Privatization: Concept and Practice

Forest Resources Use in India: Challenges for Sustainability – Indigenous Knowledge Systems for Forest Management – Concept of Ethno Forestry – Concept and Strategies of Sustainable Forestry – Concept and Models of Social Forestry

Participatory Forest Management: Joint/ Community Forest Management Programme – Potential and Problems of Panchayats (Extension to Scheduled Areas) Act (PESA), 1996

Non-Timber Forest Produce: Strategies for Collection and Marketing – Role of Girijan Development Corporation

Common Property Resources and Livelihoods of Poor – Problems of CPRs - Strategies for Sustainable Use of CPRs

Criteria and Indicators for Sustainable Management of Natural Resources: Designing, Measuring and Communicating to the People

Human Resource Development and Management in Rural Sector

Human Resource Development: Concept, Need and Elements – HRD in Rural Sector – Human Capital Formation: Efforts and Achievements in Investment for raising Nutritional and Educational Standards – Capacity Building for Rural Development

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

Human Development Index – Concept – Importance – Components – Measurement – Construction of Human Development Index at the State and District level

Strategies for Manpower Planning: Agriculture and Allied Activities– Rural Industries – Business and Service Sectors

Institutional Arrangements for the Promotion of HRD – F.T.C. – K.V.K – GOs and NGOs (CAPART, NIRD and KVIC) – Educational Programmes: Vocational Education –Total Literacy Campaign, Jana Sikshana Nilayams, Zilla Saksharatha Samithis – Promotion of HRD at the local level (District, Block (sub-district) and Gram Panchayat)

Human Resources Management: Definition, Scope and Components – Principles and Functions – Management and Administration – Universality of Management concepts and principles

Human Resource Management in Rural Institutions: Cooperatives – PRIs – NGOs – CBOs

Micro Finance, SHGs and Women Empowerment

Issues of Gender Equity in Rural areas – Practical and Strategic Needs of Women – Concept and Significance of Gender Sensitization – Collective Action – Critical Minimum Development.

Gender in Development: Essential elements – Empowerment versus Sustainability – Gender Development Index.

Women Empowerment: Concept and Importance – National Policy for the Empowerment of Women –Micro-Finance and Women empowerment.

Micro Finance: Concept, Elements, Importance and Evolution – Community Banking – Micro Finance and Poverty Reduction – Distinction between Micro Finance Institutions and SHGs.

Self-help, Self-help Groups and Self-help Promotion: Concepts, Elements, Stages and Significance – Structure of Self-help groups – Formation the SHGs

–Role of NGOs – Role of NABARD –SHG-Bank linkage.

SHGs: Savings, Credit, Marketing and Insurance – Crises faced by the SHG members – Role of Micro-savings and Micro-insurance – Innovative savings and Insurance products.

SHGs: Monitoring, Evaluation and Impact Assessment - Experiences of GRAMEEN, SEWA and Rashtriya Mahila Khosh

Participatory Rural Appraisal

Participatory Approaches for Learning: Rapid Rural Appraisal – Participatory Rural Appraisal – Participatory Action Research – Participatory Learning and Action – Interactive Bottom Up Approach

Application of PRA – Tools of PRA: Wealth Ranking – Timeline – Transect – Seasonality – Social Mapping – Resource Mapping – Venn diagram – Focus Group Discussion

Capacity Building and Empowerment of Rural Communities: Methods for Capacity Building of Communities – Leadership Building: Concept and Principles

Rural Project Planning and Management

Concept of Project – Systems Model for Development Projects – Importance of Project Approach to Rural Development – Need for and Scope of Project Management – Project Planning and Management Cycle

ZOPP method – Project Cycle Management – Logical Framework Analysis: Concept – Basic Principles – Steps in Constructing a Logical Framework

Project Identification: Environment – Steps in Project Identification – Selection of Project Size, Location and Technology – Pre-feasibility Brief

Concept of Project Formulation - Elements of Project Formulation Technique - Project Formulation and Development Planning - Systems Approach to Formulation and Execution of Development Projects

Aspects of Project Appraisal – Technical Feasibility – Economic Feasibility – Financial Feasibility – Discounted (Cash Flow) Measures of Project Worth: Benefit-Cost Ratio, Net Present Worth and Internal Rate of Return – Sensitivity Analysis – Social Benefit-Cost Analysis

Project Finance – Sources of Capital – Government Policy Initiatives – Capital Market as a Financing Option – Loans from Financial Institutions and Banks – Foreign Funding

Project Implementation Planning – Progress Monitoring and Process Monitoring – Project Management Information System – PAID Monitoring System for Poverty Reduction – Network Techniques for Project Management: PERT and CPM

Project Evaluation: Concurrent and Summative – Impact Assessment: Baseline, Midline and End of Project Evaluation – Participatory Planning, Implementation, Monitoring and Evaluation (PPIME): Methodologies and Approaches – Randomized Control Trials.

Non-Governmental Organizations and Rural Development

State-Market-Civil Society – Need for and Concept of Voluntary Action – NGOs and Development Functionaries – Distinction between Voluntary Organizations and Non-Governmental Organizations – Role of NGOs in Rural Development.

Interface Between NGOs and GOs: Need and Strategies – Sustainability of Interventions

– Role Transformation of NGOs and Withdrawal Strategies

Registration of NGOs – Societies Registration Act of 2001: Memorandum of Association

– Rules and Regulations – Executive Committee – Tenure of Office – Funds – Income Tax Exemptions – Winding-up of NGOs

Type of NGOs – Grassroots, Network, Advocacy and Donor NGOs – Problems and Prospects of NGOs in India – Assessment of the working the NGOs – NGO Registration under Foreign Contribution Regulation Act (FCRA)

Funding agencies for NGOs: CAPART – Central Social Welfare Board – State Social Welfare Board – Other Central and State Government Departments

International Donor agencies: DFID – NOVIB – Action Aid – Family Health International

– Alliance India International – Bill and Melinda Gates Foundation – CARE

Rural Development Trust: Community Health – Education – Women Empowerment – Disabilities Sector – Income Generating programmes – Ecology – Drought Proofing

Corporate Sector and Rural Development – Corporate Social Responsibility – Case Studies of GVK, Reddy Labs, Ratan Tata Trust, Aditya Birla Grameen Vikas Trust

Research Methods, Quantitative Techniques and Computer Applications

Social Science Research – Formulation of Hypothesis – Research Design – Internet Search – Census Vs Sample Survey – Types of Sampling: Stratified Sampling – Multistage Sampling – Purposive Sampling – Systematic Sampling – Case Study

Tools of Data Collection: Questionnaire – Schedule – Interview – Observation – Processing of Data – Classification and Tabulation

Presentation of Data: Graphical Methods: Histogram – Pie Chart – Bar Diagrams (Simple, Multiple and Sub-divided)

Quantitative Data Analysis: Mean – Median – Mode – Standard Deviation – Correlation – Regression – Chi-Square Test

Interpretation of Data – Drawing Inferences and Conclusions – Generalizations – Report Writing

Computer Applications for Rural Development: Land Records – Human Resources Records – Remote Sensing – Rural Marketing – E-Governance – Good Governance – Transparency – Accountability – MeeSeva – Globalization

Microsoft Office: Word, Excel and Power Point – Statistical Package for Social Sciences(SPSS)