

**M.Sc. EXTENSION  
MANAGEMENT AND  
COMMUNICATION  
TECHNOLOGY**

**SRI VENKATESWARA UNIVERSITY::TIRUPATI**

**S.V.U.COLLEGE OF SCIENCES**

**DEPARTMENT OF HOME SCIENCE**

**(Revised syllabus for regular students those who study in S.V.U. College (Campus), Tirupati)**

**(with effect from the batch of students who admitted during the academic year 2015-16)**

**M. Sc. Extension Management and Communication Technology**

**(CHOICE BASED CREDIT SYSTEM)**

**SCHEME OF INSTRUCTION AND EXAMINATION**

Sem	Course Code	Title of the course	Core / Elective	No. of Credits	IA	SEE	Total Marks
<b>I</b>	EMCT-101	Essentials of Food & Community Nutrition	Core	4	30	70	100
	EMCT-102	Research Methodology	Core	4	30	70	100
	EMCT-103	Dynamics of Rural Society	Core	4	30	70	100
	EMCT-104	Extension Education in Community Development	Core	4	30	70	100
		Practical –I - Community nutrition and Research Methodology	--	4	--	100	100
		Practical - II - Rural Society and Extension	--	4	--	100	100
<b>II</b>	EMCT-201	Communication and Media Preparation	Core	4	30	70	100
	EMCT-202	Community Organization and Leadership	Core	4	30	70	100
	EMCT-203	Entrepreneurial Development and Empowerment of Women	Core	4	30	70	100
	EMCT-204	Women and Development	Core	4	30	70	100
	EMCT-205	<b>Human Values and Professional Ethics-I</b>		4	30	70	100
		Practical -I : Media Preparation and Community Organization	--	4	--	100	100
	Practical - II : Entrepreneurship and Development of Women	--	4	--	100	100	
<b>III</b>	EMCT-301	Statistics and Computer Applications	Core	4	30	70	100
	EMCT-302	Rural Development Administration	Core	4	30	70	100
	EMCT-303	Training and Development	Core	4	30	70	100
	EMCT-304	Choose <b>ONE</b> of the following A) Communication Technologies in Extension B) Extension Management C) Management of Human Service Organization	IE/ IE IE/EE	4	30	70	100
		Practical -I : Rural Work Experience	--	4	--	100	100
		Practical -II : Internship	--	4	--	100	100
<b>IV</b>	EMCT-401	Principles of Guidance and Counseling	Core	4	30	70	100
	EMCT-402	Extension Programme Planning and Evaluation	Core	4	30	70	100
	EMCT-403	Thesis or Community Health Management	Core	4	50/30	50/70	100
	EMCT-404	Choose <b>ONE</b> of the following A) Science and Technology for Rural Women B) Environment Management	IE/EE IE/EE	4	30	70	100
		Practical - I : Guidance and Programme Planning	--	4	--	100	100
		Practical -II : Viva-Voce for Thesis ( <b>OR</b> ) Community Health, and Technology for Rural Women	--	4	--	100	100
	EMCT-405	<b>Human Values and Professional Ethics-II</b>		4	30	70	100

**Total credits - 96**

**Note: Study Tour and Seminars are mandatory for course requirement**

# **I SEMESTER**

## SEMESTER – I

### **EMCT 101: ESSENTIALS OF FOOD AND COMMUNITY NUTRITION** (Common to all Branches of M.Sc Home Science and MS Food Technology Course)

#### **THEORY:**

##### **UNIT-I: Food Composition - Grouping and menu planning:**

- Food groups – Classification – food composition, properties, characteristics culinary aspects and nutritive values of different foods, Functions of foods and nutrients – cereal grains, millets, pulses, nuts and oil seeds fruits and vegetables, milk and milk products, meat, egg, poultry and fish, spices and condiments.
- Nutrition through life span – Infancy, Pre-school children, childhood, Adolescence, Adulthood and Ageing – Nutritional requirements and Recommended Dietary Allowances (RDA)– Justification for special needs during periods of growth and development, pregnancy and lactation – significance of breast feeding – Principles of menu planning appropriate to age and stage of life span.

##### **UNIT – II: Assessment of Nutritional Status of the community:**

Need - Methods of Assessment - (a) Direct Methods - (i) Diet Surveys (ii) Anthropometric Assessment - (iii) clinical and (iv) Biochemical Assessment (b) Indirect Methods - Vital Statistics - Merits and Demerits of methods - Nutrition surveys - longitudinal and cross sectional - Family, individual and institutional surveys - Techniques for assessment of age - use of reference standards for the assessment of nutritional status.

##### **UNIT – III: Major Nutrition Problems of the Community:**

Malnutrition and under nutrition-PEM/CED, obesity- deficiencies vit-A, iron /iodine – Aetiology –Symptoms - government programmes to eradicate PEM, vitamin-A, Iron and Iodine deficiencies – principles of planning diets for different conditions of malnutrition

##### **UNIT – IV: Strategies to combat malnutrition:**

Food security – Definition – Management of food insecurity - Food Production, Processing and Preservation-Food Fortification and enrichment- New Foods -Formulation of Food Mixtures.

Food Assistance and Food Supplementation - Policies and Programmes of the Government - Governmental Policies and Programmes - Food Assistance and Food Supplementation Programmes - Public Distribution System (PDS) - Food For Work (FFW), Special Nutrition Programme (SNP), School Lunch Programme (SLP), Mid Day Meal Programme (MMP), Balawadi Nutrition Programme (BNP), Integrated Child Development Services (ICDS) - MCH Services - Immunization- Universal Immunization Programme (UIP).

Nutrition Education - Importance - Approaches Media and Methods

#### **PRACTICALS:**

- i. Planning and Preparation of Cereal and Pulse Products.
- ii. Planning and Preparation of Milk and Meat Products
- iii. Planning and Preparation of Fruits and Vegetable Products.
- iv. Assessment of Nutritional Status using Anthropometry, Dietary and Clinical methods.
- v. Planning of Diets for Different Age Groups and Physiological Conditions.

- vi. Planning Diets for Different Nutritional Deficiency like PEM, Iron Vit-A, Obesity.
- vii. Planning and Preparation of Programmes for Significant Days like Breast Feeding Week Nutrition Week, World Food Day.
- viii. Study of the following through visits
  - Govt School Lunch Programme
  - ICDS Programme
  - Anganwadi Training Centers.
- ix. School Lunch Programme at Sri Venkateswara University Laboratory Nursery School.
- x. Preparation of Visual Aids for Nutrition Education, and Method Demonstration on a Nutrition Recipe.

#### REFERENCES - TEXT BOOKS

1. Davidson and Passmore R., Brock, J.F., and Truswell A.S. "Human Nutrition and Dietetics". 7th ed. New York. Churchill Living stone. 1979.
2. Gopalan, C (Editor) - Basic Issues in Combating Malnutrition - NFI Publication.
3. Gopalan, C (Editor) - Women Nutrition in India. NFI Publication.
4. Jelliffe, D.B."Assessment of Nutritional Status of the Community", WHO Monograph. Series No. 53. WHO Geneva 1966.
5. Mehtab S. Bamji, "Text book of Human Nutrition", Oxford & IBH Co.PVT.LTD, New Delhi, 1996.
6. Measuring change in nutritional status - WHO 1981 (NCHS Standards)
7. Monograph on Integrated Training on National Programmes for Mother and Child Development of Women and Child Department, Government of India, New Delhi.
8. Seymour L. Harpen M.D: Quick reference to clinical nutrition 1979.
9. Sutor C.W Hunter M.F. Nutrition principles and Application in Health Promotion. J.B. Lippincot Company Philadelphia 1980.
10. Swaminathan, M. Essentials of Food and Nutrition, Vol. I and Vol. II Ganesh and co. Madras

#### JOURNALS AND PROCEEDINGS

- World review of Nutrition and Dietetics. S. Karger New York and Sydney 1959 onwards.
- Proceedings of Nutrition society of India. ICMR. NIN Hyderabad, India 1969 onwards.
- Nutrition Quarterly Journal (ICMR) NIN, Hyderabad.
- The Indian Journal of pediatrics.
- The American Journal of clinical nutrition.
- Journal of Human Nutrition / Applied Nutrition.
- Future' quarterly journal / UNICEF.
- Monographs and other publications by ICMR, WHO, FAO, UNICEF and UNESCO, Nutrition Foundation of India.
- Indian Journal of Nutrition and dietetics, Coimbatore, India.
- 

### EMCT 102 : RESEARCH METHODOLOGY

(Common to all Branches of MSc Home Science and MS Food Technology Course)

#### THEORY:

##### UNIT – I : Research Purpose And Process

- i. Research – Significance, meaning, objectives, Approaches, Research process, Criteria of good research, Problems encountered by Researchers in India
- ii. Variable-types – Concepts, Theory-Inductive and Deductive

- iii. Types of Research : Historical, descriptive, experimental, case study, survey research, participatory research, Fundamental, applied and action, exploratory ex-post facto
  - Longitudinal and cross sectional, co-relational.
- iv. Basic Principles of Research Design : Meaning, Need and features of a good design - Purposes of research design.
- v. Steps in Research Design

**UNIT –II: Research Problem and Methods of Sampling:**

- i. Definition and Identification of a Research Problem
  - Selection of research problem
  - Justification
  - Theory, hypothesis, basic assumptions, limitations and delimitations of the Problem.
- ii. Probability and Non-probability Techniques
  - Population and sample
  - Probability sampling : simple random, systematic random sampling, two stages and multi stage sampling, cluster sampling.
  - Non-probability sampling : purposive, quota and volunteer sampling/ snowball Sampling.

**UNIT –III: Qualitative Research Methods and methods of data collection**

- i. Qualitative Research.
  - Definition and types of qualitative research.
- ii. Methods and techniques of data collection.
  - Group discussions
  - Interviews : key informants, in-depth interviews
  - Observations
  - Social mapping
  - Participatory rapid assessment
  - Participatory learning assessment
- iii. Data Gathering Instruments:
  - Observation, questionnaire, interview, case study, home visits.

#### **UNIT – IV: Measurement, Data Processing and Interpretation**

- i. Measurement Scales – Nominal, Ordinal, Interval and Ratio
- ii. Tests of Sound Measurement-Validity and Reliability and Practicality.
- iii. Important scaling Techniques
- iv. Analysis of data and research report.
- v. Project Proposal – Preparation.

#### **PRACTICALS :**

1. Identification of different variables in specialization of study.
2. Framing of hypothesis-Null and alternate Hypothesis
3. Selection of Random sample, using Tippett's random number tables.
4. Preparation of schedule/questionnaire.
5. Development of a Rating scale.
6. Tabulation of data
7. Preparation of research proposal

#### **REFERENCES**

1. Bandarkar, P.L. and Wilkinson T.S. (2000) : “*Methodology and Techniques of Social Research*”, Himalaya Publishing House, Mumbai.
2. Batnagar, G.L. (1990) : “*Research Methods and Measurements in Behavioural and Social Sciences*”, Agri. Cole publishing Academy, New Delhi.
3. Kothari, C.R. (2004) : “*Research Methodology (Methods and Techniques)*”. New Age International (p) Ltd., New Delhi.
4. Black, T.R. (1999) : “*Doing Quantitative Research in the Social Sciences*”, Sage Publications, New Delhi.
5. Goode J.W. and Hatt P.K. “*Methods in Social Science Research*” Mc. Graw hill-Co. New York.
6. Bajpai S.M. (1987) “*Methods of Social Survey and Research*” Kitab Ghat, Kanpur-3.
7. Kerlinger F.N.(1983) “*Foundations of Behaviouring Research*”, Subject Publications, Delhi,
8. Dev Doss R.P. and Kulandavel K (1985) – “*Hand book of methodology of research*” Oxford Press,
9. Garrett. (1986) “*Statistics in Psychology and Education*” 10<sup>th</sup> Indian Re-print Valeits Fefer and Simons Co., Bombay.
10. Sharma S.R. (1994) “*Statistical methods in Educational Research*”, Anmol Publications Pvt. Ltd., New Delhi.

## EMCT 103: DYNAMICS OF RURAL SOCIETY

### THEORY :

#### UNIT- I

Social structure : Characteristics of rural people - Basic concept, society, community, rural-urban association, institutions - primary, secondary groups; Rural society as a social system; Social structure and rural development.; Social perceptions; Rural social problems - Poverty, Population explosion, Unemployment, Malnutrition, Illiteracy, Social inequality

#### UNIT- II

Social institutions : Meaning, purpose, general characteristics, types of social institutions - domestic, social, political, economic; religious, cultural, family, marriage, caste, class and their changing trends in the society.

#### UNIT-III

Social change : **a.** Meaning, nature and types, directions of social change, impact of urbanization and industrialization on rural community. Role of women in social change; **b.** Factors contributing to social change, Meaning, values, cultural patterns, role expectations, opinions, attitudes, taboos, customs, beliefs and religious feelings.

#### UNIT- IV

- I. Group - Meaning, characteristics, classification; Group dynamics - Meaning, Interaction process in small group. Dynamising the group for effective participation methods - group discussion, huddle methods, buzz groups, panel, seminars, symposia, brainstorming.
- II. Concept of social psychology - Basic psychological factors of human behaviour - needs, motivation, perception and emotions.

### PRACTICALS

1. Study of the social structure in the rural areas.
2. Study of the changing role and status of women in the family and society.
3. Studying the extent of rural problems and its causes.
4. Study of the occupational pattern in the rural areas.
5. Marriage and family patterns.
6. Socio-economic conditions of the rural people.
7. Identification of types of groups and their characteristics.
8. Practical sessions on techniques of small group dynamics - Buzz, brainstorming, symposium, seminar and panel discussion.



## REFERENCES

### BOOKS

1. Adivi Reddy, A. 'Extension Education' Sreelakshmi Press, Bapatla, 1987.
2. Dhama, O.P. and Bhatnagar O.P 'Education and Communication for Development', Oxford and IBH Publishing Co., New Delhi, 1985.
3. Ray G.L. 'Extension Communication and Management', Naya Prakash, Calcutta, 1991.
4. Abdul Aziz., 'The Rural poor - Problems and prospects', Ashish Publishing House, New Delhi, 1983.
5. Arora, R.C. 'Industry and Rural development', S.Chand and Co. N.Delhi, 1978.
6. Singh, K. 'Principles of Sociology', Prakarsan Kendra, 1977.
7. Chowdhary, P. 'A hand book of social welfare', Atma Ram and Sons.
8. Dutt, R.M. and Sundaram, K.P.M. 'Indian Economy', Nucraj Prakashan, 1977.
9. Agarwal, A.N. 'Indian Economy - Problems of Development and Planning', Vikas Publishing House, New Delhi, 1983.
10. Sundaram, K.P.M. 'Introduction to Indian economy', R.Chand, 1983.
11. 'The eighth Five Year Plan (1990-95)', Planning Commission, Govt. of India, New Delhi.
12. Muniaiah, G.C. 'Inequality and poverty', Himalaya Publishing House, Bombay, 1983.
13. Ganaguli, B.N. 'Social development', Sterling Publishers Pvt. Ltd., New Delhi, 1977.
14. Vasant Desai, 'A study of Rural Economics', Himalaya Publishing House, N.Delhi, 1990.
15. Desai, S.S.M. 'Fundamentals of Rural economics', Himalaya Publishing House, New Delhi, 1990.
16. Thakha, S. 'Poverty, inequality and unemployment in Rural India', S.R. Publishing Cooperation, Delhi, 1985.
17. Doshi, S.L. and Jain, P.C. 'Rural Sociology', Rawat Publications, Jaipur, 1999.
18. Chitambar, J.B. 'Introductory Rural Sociology', Wiley Eastern Limited, New Delhi, 1998.

### JOURNALS

1. Khadi Gramodyog
2. Yojana
3. Kurukshetra
4. Social welfare
5. Journal of Rural development
6. Indian Journal of Extension Education
7. Social Change
8. Rural India

## EMCT 104 : EXTENSION EDUCATION IN COMMUNITY DEVELOPMENT

### THEORY :

#### UNIT- I

Concept of Extension Education: Meaning, objectives and principles of Extension Education and Home Science Extension Education; Historical review of extension education in India and abroad; Role and qualities of an Extension worker; Integration between teaching, Research and Extension; Role and Functions of Extension Educator; Qualities of extension educator; Role of Home Science in National Development, Home science extension personnel involved.

#### UNIT-II

Community development and Panchayat Raj: Meaning, Principles, Objectives, Scope and Philosophy of community development in India. Historical review of community development in India; Evolution of Panchayat Raj set up and functions at the central, state, District, Block and village level, Three tier system and the principle of Democratic decentralization; Problems of the community development and Panchayat Raj; Similarities and Dissimilarities between community Development and extension education; factors effecting community development work, Role of the Community Development worker and Difference between an extension worker and a community development worker.

#### UNIT- III

- i. Community participation: Meaning, Importance, Factors influencing community participation, measures to improve community participation.
- ii. Recent extension approaches: Participatory Rural Appraisal (PRA), Action plays, child-to-child approach, Woman-to-Woman approach, Rapid Rural Appraisal(RRA).

#### UNIT- IV

Five year plans and Social Welfare:

- i. Current five year plans - National and state approaches to Nutrition, Woman and child welfare.
- ii. Contributions of National and International agencies for the development and welfare of women and children.

#### PRACTICALS:

1. Visit to Blocks and villages to learn the setup and functions.
2. Visit to a near by village to study the ongoing rural Development programmes through PRA technique.
3. Observation of the activities of Home-Science Extension workers.
4. Survey of the Problems faced by the women extension functionaries in carrying on their day-to-day activities.
5. Planning and implementation of Nutrition education programmes through -
  - a) Child-to-child approach.
  - b) Woman-to-Woman approach
  - c) Action plays.

## REFERENCES:

### BOOKS:

1. Adivi Reddy, A. 'Extension Education', Sree Lakshmi Press, Bapatla, 1987.
2. Bhattacharya, S.A. 'Community Development An analysis of the programme in India', Academic Publishers, Calcutta, 1970.
3. Dhama, O.P. and Bhatnagar, O.P. 'Education and Communication for development', Oxford and IBH and Co., New Delhi, 1985.
4. Ray G.L. 'Extension Communication and Management', Naya Prakash, Calcutta, 1991.
5. Vasantha, Desai. 'Rural Development', Vol. 1-6, Programmes and Strategies, Himalaya Publishing House, Bombay, 1988.
6. 'Extension Education in Community Development', Directorate of Extension, Ministry of Food and Agriculture, Govt. of India, New Delhi, 1961.
7. Shelat, K.N. 'Evaluation of Rural Development', Kathan Education Communication Unit, Manekbarag, Ahmedabad, 1988.
8. Patnayak Rama, 'Rural Development in India', Vikas Publishing House Pvt. Ltd., New Delhi 1990.
9. Srivasthawa, A.K. 'Integrated Rural Development in India', Deep and Deep Publications, New Delhi, 1986.
10. 'Facets of Rural Development', NIRD, Rajendranagar, Hyderabad, 1978.
11. Bhattacharya, S.N. 'Rural Development in India and other developing countries', Metropolitan Publishers, New Delhi, 1983.
12. 'Rural development Statistics', NIRD, Rajendra Nagar, Hyderabad, 1991.
13. Sharma, S.K and Malhotra, S.L. 'Integrated Rural Development', New Delhi, Abhinav Publications, 1977.

### JOURNALS:

1. Adult leadership
2. Kurukshetra
3. Yojana
4. Journal of Rural Development
5. Social Welfare
6. Indian Journal of Extension education
7. Indian Journal of Adult Education
8. Community development and Panchayat Raj Digest, NIRD, Hyderabad.
9. Rural Development Digest, NIRD, Hyderabad.

# **II SEMESTER**

**DEPARTMENT OF HOME SCIENCE**

**M. Sc. EXTENSION MANAGEMENT AND COMMUNICATION TECHNOLOGY**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**(with effect from academic year 2015-16 for students admitted into First Semester onwards)**

**SEMESTER - II**

**EMCT 201 : COMMUNICATION AND MEDIA PREPARATION**

**THEORY :**

**UNIT- I:**

Communication :

- i. Meaning, definition, and importance of communication, scope of communication, principles or communication.
- ii. Key elements of communication: 1. Communicator. 2. Message. 3. Treatment of message 4. Channel 5. Audience.
- iii. Basic principles of information processing: Encoding and Decoding.
- iv. Functions of Communication: Information, Instructive persuasive and Integrative.
- v. Factors affecting fidelity of communication, Barriers to Communication -Social, Cultural and Psychological barriers and how to overcome them.
- vi. Models of Communication : Shannon - Weaver's Model. Westley Maclean's model. Leagan's Model and Barlo's Model. Feedback and its importance in Extension.

**UNIT- II**

- i. Types of Communication : Verbal Communication; Non-verbal communication; Small group communication; Public Communication; Dyadic Communication; Mass Communication and Interpersonal Communication; Problems in Communication.
- ii. Organizational Communication - Concept and process, Patterns of communication in an organisation - Downward Communication, Up-ward Communication, Cross Communication, Horizontal Communication.

**UNIT-III**

:

- i. Methods of Extension Teaching: Classification of teaching methods according to form and use. Different extension teaching methods; scope, advantages, limitations and factors governing in the selection and use of the methods.
- ii. Recent trends in Instructional technology, Community Study, simulations and games, Multi-media approach and Role playing.

**UNIT- IV**

- i. Audio-visual aids : Role of audio-visual aids in Home Science Communication; Classification of Audio-visual aids, Planning; Preparation and use of different types of audio-visual aids; Merits and limitations; Factors influencing selection and use of audio-visual aids.
- ii. Extension literature - Simple writing for rural home makers, style, readability and utility: leaflet, Pamphlet, Folder, Circular letter, News letter and Bulletin.
- iii. Audio-visual materials and equipment projectors: overhead projector, still projector - Slides, Films, Tape recorders, epidioscope, Radio, Film Projector, Television Laptops, Power Point Projection.

## PRACTICALS:

1. Students will participate in simulation aspects and experiences to know the role of different factors influencing and effecting communication process in Dyad setting, small group and mass communication situation.
2. Planning, conducting and evaluation of different teaching methods.
3. Planning and preparation and use of different teaching aids.
4. Provision of experience for having variety of teaching techniques and aids in teaching different groups of people and in different learning situations.
5. Giving opportunity to use audio-visual equipment such as films, slides, opaque and overhead projector.
6. Preparation of simple literature for rural families.

## REFERENCES BOOKS:

1. Adivi Reddy, A. 'Extension Education', Sreelakshmi Press, Bapatla, 1987.
2. Dhama, O.P. and Bhatnagar, O.P 'Education and Communication for Development', Oxford and IBH Publishing Co., New Delhi, 1985.
3. Sampath, K, Panneer Selvam, A. Santhamma, S. 'Introduction to Educational Technology', 3rd edition, Sterling publishers Pvt. Ltd., New Delhi, 1995.
4. Adlar, R. and Towari, N. 'Interpersonal Communication', Halt Rinehart Winston, Sanfranscio, 1975.
5. Rogers, M.E. 'Communication and Development critical Perspective', Sage Publications. Beverly Hill, London, 1976.
6. Kupp Swamy, B. 'Communication and Social Development in India', Media Promotion and Publishing Pvt. Ltd., Bombay, 1984.
7. Schrum Wolber, 'The Process and Effefcts of Mass Communication', University of Illinoise, USA, 1978.
8. Ray, G.L. 'Extension Communication and Management', Naya Prakash, Calcutta, 1991.
9. Schultz, G.B. 'Communicating in the small group', Harper and Raw Publishers, New York, 1989.
10. Udaipareek, 'Interpersonal Feedback for effective learning system', New Delhi, 1971.
11. Chakravarthy, S.R. 'Audio-visual Aids in Education', Sagar Publication, New Delhi, 1977.
12. Dale Edgar, A.V. 'Method in teaching', Holt Rinchart and Christon, Inc., New York, 3rd edition, 1989.
13. Kochhar, S.A. 'Methods and technique of teaching', Sterling Publisher Pvt. Ltd., New Delhi, 1988.
14. Holmes, C. 'Visual aids in Nutrition Education', PAO, Rome, 1968.
15. Balan, K.R. and Rayudu, C.S. 'Effective Communication', Castle Books Pvt. Ltd., New Delhi 1997.

## JOURNALS:

1. Indian Journal of Extension Education
2. Journal of Communication
3. Journal of Home Economics
4. Journal of Nutrition Education
5. Indian Journal of Adult Education
6. Experiment in Education
7. Journal of Educational Research and Programming.
8. Khadi Gramodyog.

## EMCT 202 : COMMUNITY ORGANISATION AND LEADERSHIP

### THEORY :

#### UNIT- I

Concept, meaning and scope of community organisation, principles of community organisation, the process of community organisation, identifying the role of individuals in the community; Role and qualities of community organiser.

#### UNIT-II

##### Community Organisation :

- i. Basic rural Institutions - School, Panchayat and Co-operative.
- ii. Voluntary organisations of people - Mahila Mandals, Youth clubs, Farmer's clubs, and others. How to organise the above and utilise them for rural development.
- iii. **Skills and Techniques :** Tools, Techniques and skills involved in community organisation, skills in co-ordination and public relations.

#### UNIT-III

##### Leadership:

- i. Concept, definition, roles and characteristics, function of a leader, Determinants of effectiveness in leadership function (Ten `A's), Factors determining effectiveness of a leader, the bases of power for leadership, Theories of leadership.
- ii. Types of patterns of leadership, techniques of identification of leaders, training for leadership, methods of developing leadership and use of leaders for rural Development

#### UNIT- IV

##### Rural youth and women:

- i. Rural youth: Youth group; social profile of youth; basic needs of young people; youth service schemes - National Service Scheme (NSS), Nehru Yuvak Kendra, Rural Youth Clubs - Objectives, steps to organise a youth club.
- ii. Rural Women: Classification, Role of women in Agriculture, Decision making of Rural women; Employment opportunities for Rural Women; Role of Panchayat in developing rural women.

#### PRACTICALS:

1. Study of the community organisation in the locality.
2. Study of the leadership patterns, specially among women, in a rural area.
3. Developing criteria for identifying leaders.
4. Observation and study of on going programmes.

#### REFERENCES:

1. Adivi Reddy, A. 'Extension Education' Sreelakshmi Press, Bapatla, 1987.
2. Dhama, O.P. and Bhatnagar O.P 'Education and Communication for Development', Oxford and IBH Publishing Co., New Delhi, 1985.
3. Ray G.L. 'Extension Communication and Management', Naya Prakash, Calcutta, 1991.
4. Ross, M.G. 'Community organisation : Theory and Principles', Harper and Row, 1955.
5. Gangrade, K.D. 'Community organisation in India', Popular Prakashan, 1971.
6. Kuppuswamy, B. 'An Introduction to Social Psychology', Vikas publishing house, Bangalore, 1977.
7. Dhama, O.P. and Bhatnagar, O.P. 'Extension and communication for development', Oxford IBH, New Delhi, 1970.
8. Harold W. Boles and James A. Davenport, 'Introduction to Educational leadership', Harper and Row Publishers, New York, 1975.

#### JOURNALS:

1. Social change, council of social development, New Delhi.
2. Indian journal of Extension Education, Indian Society of Extension education, New Delhi.
3. Kurukshetra.
4. Adult leadership.
5. Social Welfare.
6. Rural Leadership.
7. Khadi Gramodyog.
8. Rural India.
9. Journal of Rural Development.
10. Journal of Community guidance and research.

## EMCT 203 : ENTREPRENEURIAL DEVELOPMENT AND EMPOWERMENT OF WOMEN

### THEORY:

#### UNIT- I

- i. Entrepreneurship and Development : Concept, Motivating factors of entrepreneurship, traits and growth of entrepreneurship, Entrepreneurship and economic development.
- ii. Women Entrepreneurs : Profile and Status of Women entrepreneurs in India, Problems and concerns of Women entrepreneurs, Schemes of Assistance from governmental and non-governmental Agencies.

#### UNIT- II

Entrepreneurial Support systems – Self Help Groups (SHG), Association of Women Entrepreneurs of Karnataka (AWEK), National Alliance of Young Entrepreneurs (NAYE), The Working Women's Forum (WWF), Centre for Entrepreneurship Development (CED), Self-Employed Women's Association (SEWA), Khadi and Village Industries Corporation (KVIC), National Women's Development Corporation (NWDC), Entrepreneurial Development Institute (EDI), National Institute of Small Industry Extension Training (NISIET).

#### UNIT-III:

Business Plan for entrepreneurs: Development and Components, Project Idea, Product Idea Scan, Technology, Marketing, Manufacturing, Money and Capital, Finalizing the business and starting the enterprise.

#### UNIT-IV

- i. Women Empowerment : Concept, Perceptions, Problems in empowering women, Strategies for empowering women, Rights of Women, National Policy for empowerment of Women.
- ii. Women and Economic Development : Concept, economic contributions of women, women and employment, women in Rural Development, Agriculture; Empowerment of women and economic development.

#### PRACTICALS:

1. Collecting case studies of women entrepreneurs.
2. Visit to enterprise run by women entrepreneurs and regional entrepreneurship support system.
3. Visit to Entrepreneurial Development Cell (Campus/Mahila University).
4. Preparation of Project proposal for a selected enterprise.



## REFERENCES :

1. Paul Chowdhry, D. 'Women Welfare and Development (A source book)', Inter-India Publication, New Delhi - 1991.
2. Sivakama Sundari, S. 'Entrepreneurship Development for Rural Women' (Vol.I), Asian and Pacific for Transfer of Technology, New Delhi, 1995.
3. Lakshmi Devi, 'Women Empowerment and Societal improvement', Anmol Publications, Pvt. Ltd., New Delhi, 1998.
4. Lakshmi Devi, 'Women and Development', Anmol Publications, New Delhi, 1998.
5. Lakshmi Devi, 'Governmental efforts for Developing Women as Human Resource', Anmol Publications, New Delhi 1998.
6. Reddy, P.R and Sumangala, P. 'Women in Development' (Perspectives from selected states of India), B.R. Publishing Corporation, Delhi 1998.
7. NISIET Reading Material- 'Promotion of Women Entrepreneurship', NISIET, Hyderabad 1990.
8. Jaya K.P. 'Women and Empowerment', Gyan Publishing House, New Delhi 1995.
9. Santhi, K. 'Empowerment of Women', Annual publications Pvt., Ltd., Delhi 1998.
10. Lalitha Rani, D. 'Women Entrepreneurs', APH Publishing Corporation, New Delhi 1999.
11. Sushila Agarwal, 'Status of women', Printwell Publishers, Jaipur, 1988.
12. Heggade, O.D. 'Developing Rural Women Entrepreneurship', Mohit Publications, New Delhi, 1998.
13. Mali, D.D. 'Training for Entrepreneurship and Development', Mittal Publications, New Delhi, 1999.
14. Swarajayalakshmi, C. 'Development of Women Entrepreneurship in India - Problems and Prospects', Discovery Publishing House, New Delhi, 1998.
15. Basotia, G.R. and Sharma, K.K. 'Hand Book of Entrepreneurship Development', An Entrepreneur's guide to Planning, Starting, Developing and Managing a New Enterprise, Mengal Deep Publications, Jaipur.
16. Soundarapandian, M. 'Women Entrepreneurship: Issues and Strategies', Kanishka Publishers, Distributors, New Delhi, 1999.
17. Sakunthala Narasimhan, 'Empowering Women - An Alternative Strategy from Rural India', Sage Publications, New Delhi, 1999.
18. Jayakothai Pillai, 'Women And Empowerment', Gyan Publishing House, New Delhi, 1995.
19. Bhaskara Rao Digumarti and Pushpalatha Rao Digumarti, 'Women, Education And Empowerment', Discovery Publishing House, New Delhi, 1999.

## JOURNALS:

1. SEDME
2. Entrepreneurship Development
3. Yojana
4. Economic and Political Weekly
5. Social Welfare
6. Kurukshetra
7. Journal of Rural Development
8. Rural Development Digest

## EMCT 204 : WOMEN AND DEVELOPMENT

### THEORY :

#### UNIT- I

Introduction: Demographic perspectives of women and girl child in India – Images of women in religious traditions – Historical perspective – women in the International context – concept of women's status: indicators, women's perceptions; women's role, gender equality and sensitization.

#### UNIT-II:

Women's Organisations and Associations

- i. International : National women suffrage Association (NSWA), National Organisation for women (NOW), American Women Suffrage Association (AWSA), Equal Rights Amendment (ERA), National American Women Suffrage Association (NAWSA).
- ii. National : National Council of Women in India (NCW), Women's India Association (WIA), All India Women's Conference (AIWC), Committee on the Status of Women in India (CSWI).
- iii. UN and Women : International Women's Year (IWY), and Women's Decade -objectives and recommendations.
- iv. National perspective plan for women's development efforts made during the women's decade, provisions during five year plans.

#### UNIT -III

Women and Development

- i. Education : Female literacy in global context, obstacles to literacy, International literacy year (1990), National Literacy mission, National committee on the eradication of illiteracy among women, constraints and suggestions.
- ii. Health : Health status of women in India, mortality and morbidity rates. Factors influencing health, efforts to improve the maternal and child health in India, National policies on health.
- iii. Social : Social services for women's development; Socio, cultural and psychological problems.
- iv. Women and Law : Violence of different types and abuse of females of different age groups, atrocities on females - Laws and acts.
- v. Media : Role of media in projecting the images of women; Women in the media - print media, radio, films, television and advertisement and publicity; Media and self-employed women.

#### UNIT -IV

Programmes and policies for women's development including world conferences; Programmes of the central social welfare board, Ministry of social welfare. Department of women and child development, department of rural development world conference. Mexico (1975), Nairobi (1985), and Beijing (1995).

#### PRACTICALS

1. Study of the status of women in rural as well as urban areas.
2. Visit to Balamahila Pragathi Pranganam to study the activities and programmes as related to the objectives.
4. Visit to PASS in order to study the activities planned and executed for women's development.
4. Visit to TRENDS in Mangalam to study the training imparted to women.
5. Assessment of literacy rate of women in rural and urban areas.
6. Assessment of Health status of women in rural and urban areas.
7. Study of Atrocities on women, collecting information from the police stations in Tirupati.
8. Assessment of problems of women- Married and unmarried, working and non-working.
9. Study of status of 'Mathangi women' in Jeevakona.

## REFERENCE BOOKS

1. Paul Chowdhry, D. 'Women Welfare and Development (A source book)', Inter-India Publication, New Delhi - 1991.
2. Lakshmi Devi, 'Women Empowerment and Societal improvement', Anmol Publications, Pvt. Ltd., New Delhi 1998.
3. Lakshmi Devi, 'Women and Development', Anmol Publications, New Delhi 1998.
4. Reddy, P.R and Sumangala, P. 'Women in Development (Perspectives from selected states of India)', B.R. Publishing Corporation, Delhi 1998.
5. Sushila Agarwal, 'Status of women', printwell publishers, Jaipur 1988.
6. Bakshi, S.R.and Kiran Bala, 'Social Status and Role of Women', Deep and Deep Publications, New Delhi 3000.
7. Pandit, S.K. 'Womenin Society', Rajat Publications, Delhi 1998.
8. Andal, N. 'Womenand Indian Society', Rawat Publications, New Delhi 3002.
9. Malladi Subbamma, 'Status of Indian Women', Malladi Subbamma Trust, Hyderabad 1994.
10. Chandrakala, A. 'Changing Status of Women', Allied publishers pvt. Ltd., Bombay.
11. Desai, N. 'Indian Women, change and challenge in the International decade', Popular Prakasham pvt. Ltd. Bombay 1985.
12. Gupta, G.L. 'Indian Women : Problem plights and progress', Inter India Publ., New Delhi, 1988.
13. Gupta, A.K. 'Women and Society - The development perspective', Orientation publishing house, New Delhi, 1986.
14. Mailladisubamma, 'Women, tradition and culture', steriling publishers pvt. Ltd., New delhi, 1985.
15. Maithreyi Krishnaraj, K. 'Women's studies in India', popular Prakasam Pvt. Ltd., Bombay, 1986.
16. Neera Desai, 'Women is Modern India', Vora and Company Pvt. Ltd Bombay.
17. Chattergi, A. 'The Indian Women's search for an Identity', Vikas Publishing house pvt. Ltd. New Delhi, 1988.
18. Shownik, K.L. 'Development of Women and Children', Inter India publications, New Delhi, 1986.
19. Saput R.K. 'Women and development', Ashish publishing house, New Delhi, 1989.
20. Suchitra, A. 'Women at work in India', Sage publication India pvt. Ltd., New Delhi - 1986.
21. 'Draft National perspective plan for women, 1988-3000 AD', Department of women and child development, Govt. of India.
22. Shaila, M.R. 'Women's proper place - A history of changing ideals and practices', New York, present Basic Ind. Publisher, 1976.
23. Mahajan, S.S. 'Women's Contributions to India's economic and social development', Deep and Deep Publications, New Delhi, 1989.
24. Mahadevan, 'Women and Population Dynamics', (Perspectives from Asian Countries), Sage Publications, New Delhi, 1989.
25. Maithreyi Krishnaraj, 'Women and Development (The Indian Experience)', Shubhada Saraswat Prakasam, Pune 1988.

## JOURNALS

1. Social Welfare
2. Social Work
3. Changing villages
4. Kurukshetra
5. Moving technology
6. Annual reports of the different departments of Govt. of India and state governments and united Nations.

**EMCT 205: HUMAN VALUES AND PROFESSIONAL ETHICS - I**  
**(Revised Syllabus with effect from 2015-2016)**

**Unit-I:**

Definition and Nature of Ethics- Its relation to Religion, Politics, Business, Legal, Medical and Environment. Need and Importance of Professional Ethics - Goals - Ethical Values in various Professions.

**Unit-II:**

Nature of Values- Good and Bad, Ends and Means, Actual and potential Values, Objective and Subjective Values, Analysis of basic moral concepts- right, ought, duty, obligation, justice, responsibility and freedom. Good behavior and respect for elders, Character and Conduct.

**Unit-III:**

Ahimsa (Non- Violence), Satya (Truth), Brahmacharya (Celibacy), Asteya (Non-possession) and Aparigraha(Non- stealing). Purusharthas(Cardinal virtues)-Dharma (Righteousness), Artha (Wealth), Kama( Fulfillment Bodily Desires). Moksha (Liberation).

**Unit-IV:**

Bhagavad Gita- (a) Niskama karma. (b) Buddhism- The Four Noble Truths – Arya Astanga marga, (c) Jainism- mahavrata and anuvrata. Values Embedded in Various Religions, Religious Tolerance, Gandhian Ethics.

**Unit-V:**

Crime and Theories of punishment- (a) Reformative, Retributive and Deterrent. (b) Views on manu and Yajnavalkya.

**REFERENCES:**

1. John S Mackenjie: A manual of ethics.
2. "The Ethics of Management" by Larue Tone Hosmer. Richard D. Irwin Inc.
3. "Management Ethics' integrity at work' by Joseph A. Petrick and John F. Quinn. Response Books: New Delhi.
4. "Ethics in Management" by S.A. Sherlekar, Himalaya Publishing House.
5. Harold H. Titus: Ethics for Today
6. Maitra, S.K: Hindu Ethics

7. William Lilly: Introduction to Ethics
8. Sinha: A Manual of Ethics
9. Manu: Manava Dharma Sastra or the Institute of Manu: Comprising the Indian System of Duties: Religious and Civil (ed.) G.C.Halighton.
10. Susrpta Samh ita: Tr.Kaviraj Kunjanlal, Kunjalal Brishagratha. Chowkarnba Sanskrit series. Vol LII and III, Varnasi, Vol I 00,16'20,21-32 and 74-77 only.
11. Caraka Samhita :Tr.Dr. Ram Karan Sarma and Vaidya Bhagavan Dash, Chowkambha Sanskrit Series office. Varanasi I, 11.111 VolIPP 183-191.
12. Ethics, Theory and Contemporary Issues. Barbara Mackinnon Wadsworth/Thomson Learning, 2001.
13. Analyzing Moral.Issues, Judith A. Boss. May Field Publishing Company - 1999.
14. An Introduction to Applied Ethics (Ed.) John H.Piet and Ayodhya Prasad. Cosmo Publications
15. Text Book for Intermediate First Year Ethics and Human Values. Board of Intermediate Education- Telugu ~ Akademi, Hyderabad.
16. I.C Sharma Ethical Philosophy of India. Nagin & co Julundhar

# **III SEMESTER**

**DEPARTMENT OF HOME SCIENCE**

**M. Sc. EXTENSION MANAGEMENT AND COMMUNICATION TECHNOLOGY**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**(with effect from academic year 2015-16 for students admitted into First Semester onwards)**

**SEMESTER - III**

**EMCT 301: STATISTICS AND COMPUTER APPLICATIONS**

**(Common to all Branches of MSc Home Science and MS Food Technology Course)**

**THEORY**

**PART - A - STATISTICS**

**UNIT-I**

- i. Statistics : Meaning, Definition and Scope, limitations.  
Role of Statistics in Research.
- ii. Descriptive statistics :
  - Classification and tabulation of data.
  - Graphic presentation of data.
  - Diagrammatic presentation of data.
  - Measurement of central tendency, variation, and dispersion.
  - Normal distribution, Frequency distribution, histogram, frequency polygons, curve Ogive.
- iii. Testing of hypothesis :
  - Type I and Type II errors. Levels of significance.
  - Correlation, coefficient of correlation, rank correlation.
  - Regression and prediction.

**UNIT-II**

**Inferential Statistics**

- i. 't' test for Large samples (mean and proportions) small samples
- ii.  $X^2$  - test of significance of association
- iii. Analysis of variance – one way, two way  
(The student needs to understand only application and calculation procedures)

**PRACTICALS:**

1. Graphic presentation of data.
2. Diagrammatic representation of data.
3. Calculation of Averages – Arithmetic mean, mode of median.
4. Calculation of standard deviation, quartile deviation.
5. Calculation of product moment correlation to Rank correlation.
6. Fitting a straight line equation and testing the goodness of fit.
7. Calculating  $X^2$  to find the significance of association.
8. Calculation of 't' statistic to give inference for small sample and large sample.
9. Analysis of variance – one way; two way classification.

## **PART – B - COMPUTER APPLICATIONS**

### **UNIT-III**

- i. Introduction of Computer - Block diagram. The P.C and its component, Memory Capacity, Physical storage of data, various devices, Hardware and Software operating - DOS commands for file handling.
- ii. MS Office and its component - Word and its applications / creating documents -Editing spell check, auto correct and print preview, creating tables and sorting data in tables, Mail Merge and its usage.

### **UNIT-IV**

- i. MS Excel for data analysis, Work sheet and its structure - data entry-editing -Sorting filtering and Copying. Statistical functions in Excel - Data analysis park for performing descriptive statistics - t-test, ANOVA Correlation and regression.Graphs in Excel - Various types of graphs, Editing graphs, cut and copy operations.
- ii. Power Point Presentation and Internet Explorer.

### **PRACTICALS**

1. All relevant practical skills regarding usage of Computers.
2. Analysis of data using computers.

### **TEXT BOOKS**

1. Saxena, S. (2000). A first course in Computers, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Rajaraman, V. (1999). Fundamentals of Computers, Printice Hall India Pvt. Ltd., New Delhi.
3. Kirlinger, F.N. (1983). Foundations of behavioural research Surjeeth Publications, New Delhi.
4. Singh (1992). Technique and Method of social survey research and statistics, Prakashan Kendra Publishers, New Delhi.
5. Goode J.W. and Hatt P.K. Methods in Social Science Research Mc. Graw Hill- Co. New York.



## EMCT 302 : RURAL DEVELOPMENT ADMINISTRATION

### THEORY:

#### UNIT- I:

Administration : Meaning, Nature and purpose of administration in Extension and rural development. The principles of administration and organisation, human relation in extension administration.

#### UNIT-II

- i. Coordination: Meaning and importance, methods of bringing about co-ordination in Extension work, factors influencing co-ordination, Delegation of Authority and responsibility.
- ii. Supervision: Importance, Principles, differences between supervision and control, Techniques of supervision, Development of code of Ethics, competencies needed by extension personnel.

#### UNIT-III

- i. Rural Development Administration: The administrative setup, functions.
- ii. Recent Rural Development Programmes: Objectives achievements and constants: Integrated Rural Development Programme (IRDP), Development of Women and Children in Rural Areas (DWCRA), Training of Rural Youth for Self Employment (TRYSEM), Integrated Child Development Service (ICDS), Swarnajayanti Gram OSwarojgar Yojana (SGSY), Jahawar Gram Samridhi Yojana (JGSY), Employment Assurance Scheme (EAS), Million Wells Scheme (MWS), Ganga Kalyan Yojana (GKY), Supply of Improved Toolkits to Rural Artisan (SITRA), Prime Minister Rojgar Yojana (PMRY), Chief Minister Empowerment of Youth (CMEY), Watershed Development Programme (WSDP), Krishi Vignanakendra (KVK), Janmabhoomi.

#### UNIT- IV

- i. Training: Meaning, Need, Types and principles of Extension training. Training of different personnel, agencies offering training for different personnel.
- ii. Training and Visit System (T and V): Objectives of the T and V System, Basic assumption, Monitory and Evaluation, organisational structure.

### PRACTICALS:

1. Study the set up at different levels and function of different departments.
2. Visit to a near by Gram Panchayat to study the on young Rural Development programme.
3. Visit to near by agencies offering Training.
4. Visit to selected village to study DWCRA, SHG, CMEY, SGSY, etc.,
5. Visit to a Village to study the functioning of Janmabhoomi programme.
6. Visit to near by KVK to study its functioning.

### REFERENCES - BOOKS:

1. Adivi Reddy, A. 'Extension Education', Sree Lakshmi Press, Bapatla, 1990.
2. Adam, H.P. 'Basic principles of supervision', Eurasia publishing house, Ramnagar, New Delhi - 1981.
3. Ray G.L. 'Extension Communication and Management', Naya Prakash, Calcutta, 1991.
4. Dhama, O.P. Bhatnagar O.P. 'Education and communication for Development', 2nd edition, Oxford, IBH Publishing Co, Pvt., Ltd., New Delhi, 1970
5. Desai, D.K. 'Management in Rural development', Oxford and VBH Publishing, New Delhi, 1983.
6. Aduar, J. 'The effective supervisor', Jaico Publishing house, Bombay. 1991.
7. Sharma, D.P. 'Public administration in theory and Practice', Kitabh, Mahal, Allahabad, 1976.
8. Dr. Amitava Mukherjee, 'Participatory Rural Appraisal - Methods and Applications in Rural Planning', Vikas Publishing House Pvt. Ltd., 1995.
9. Shuka, P.R. and Roy Chowdhary, S.K. 'Strategies for Rural Development', Akashadeep Publishing House, New Delhi, 1992.
10. Mehta, B. 'Dynamics of State Administration', Chugh Publications, Allahabad, 1975.

### JOURNALS

1. Rural India.
2. Yojana.
3. Kurukshetra.
4. Indian Journal of Extension Education.
5. Indian Journal of Public administration.
6. Social Welfare
7. Community development and Panchayat Raj digest, NIRD, Hyderabad.
8. Behavioural Sciences and Community development, NIRD, Hyderabad.
9. Journal of Behavioural Science.
10. Rural development Digest.

## **THEORY:**

### **UNIT- I: Training and Development**

- Concept of learning and types of learning, factors affecting learning among adults.
- types and methods of learning, learning paradigms- learning knowledge, attitudes, skills, practices, values experiential, reflective learning, literative learning.
- concept of training: Goals of training – self- development, action learning, transformation and organizational development, enhancing organizational effectiveness, team spirit.

### **UNIT- II: Training Methodologies:**

- Current trends in training methodologies, organizational development approach, competency based training, participatory training methodologies – aspects, advantages, limitations, implications for training process.
- Training administration: policies, guidelines, authority – the formulation of training plans – whom to be given training, when and how?
- Budget, records, resourcing: use and choice of consultants.

### **UNIT- III: Trainer and Trainee Interface**

- Roles of a trainer, counselor, coach, partner, facilitator, teacher, advisor, model, expert.
- Competencies of a trainer- attitudes, behavior traits – combining competencies of trainers, trainer – trainee perceptions.
- Factors affecting, implications on training, building and developing assertive skills.

### **UNIT- IV: Training Process**

- Different phases of training, conceptual models of training, systems approach to training: inputs, process, out puts.
- Training strategies and Designs: Training need assessment, planning training programmes, organizational environment, Training facilities and other resources.
- Arranging for strategies from training design. Training methods and interaction styles: classification of training methods, their importance, uses and limitations- selecting, appropriate methods to suit situations and circumstances. Case study, role play, psychodrama, sensitivity, buzz group, group discussion, transactional analysis, process work, micro-lab, business games etc.
- Evaluation types- evaluation for guiding, checking and monitoring for action.
- Evaluation process- components, process and methods and techniques.
- Frame work for evaluating training programmes, internal and external indicators.
- Cost, organizational support and other factors facilitating training post training factors.
- Organizational factors and training: Working climate, leadership, values, mechanics of change- organizations as socio-technical system- impact development. Developing organizational structures for facilitating micro and macro level interventions for facilitating development.

## **PRACTICALS**

1. Designing training programmes for different developmental goals.
2. Developing skills in selection and use of different training methods- case study, role play, psychodrama, buzz group, group discussion, transactional analysis, process work, micro labs, business games etc.
3. Organizing and conducting training programmes.
4. Evaluating training programmes
5. Visit to training and development organizations.

## **References**

1. Berger, M.L.and Berger, P.J.(1973) Group training technologies, Lowe and Bryalone pvt.ltd., haver hill; Britain.

2. Bhatnagar, O.P. (1989). Evaluation Methodology for Training Theory and practical. Oxford and IHB publishing company; New Delhi.
3. Easterby Smith, Mark. (1986). Evolution Management, Training and Development. Gowers publishing Co.; England.
4. Flippo Edwin, B. (1972). Principles of personnel management. McGraw Hill Co.; New York.
5. Hackett, P. (1997). Introduction to Training. Universities Press; Hyderabad.
6. Kolb, D. (1984). Experiential Learning- Experience as the Source of Learning and Development. Prentice Hall Inc., New Jersey.
7. Lyton, R. and Pareek, U. (1990) Training for development. Vistar Publications; New Delhi.
8. Lyton, R. and Pareek, U. (1992) Facilitating development. Sage Publications; New Delhi.
9. Moss Geoffrey. (1988). The Trainer Handbook for Managers and Trainers, Institute of Management; Singapore.
10. Myshra, D.C. (1990). New Directions in Extension Training. Directorate of Extension, Ministry of Agriculture, Government of India; New Delhi.
11. Palmer, A.B. (1981). Learning cycle: Models of Behavioural change- A Hand book of Group Facilitator. University Associates; California.
12. Pareek, U. (1989). Behavioural process in organization. Oxford and Publishing House; Bombay.
13. Prior, J. (1994). Behavioural Process in Organization. Oxford and IBH; New Delhi.
14. Singh, P.N. (1989). Training for Management Development. Forum of Asian Managers, Bombay.
15. Sparhawk, S. (1998). Identifying Targeted Training Needs. Wheeler Publishing House; Bombay.
16. Stephen, P.R. (1989). Organizational Behaviour: Concept, Controversies and Application. Prentice Hall of India; New Delhi.
17. Truelove, S. (1997). Hand book of Training and Development. Beacon Books, A Blackwell Asia Imprint; New Delhi.
18. Vanments mony (1983). The Effective Role play- a Handbook for teachers and Trainers, Kogan page Ltd; London.
19. Virmani and Seth, P. (1989). Evaluation Management in Training and development. Vision; New Delhi.
20. York, A. (1989). The system Approach to Training. Royal Institute of Public Administration Studies; London.

## **EMCT 304-A : COMMUNICATION TECHNOLOGIES IN EXTENSION**

### **THEORY**

#### **UNIT-I: Communication Systems**

- Types of communication systems- concept, functions and significance, interpersonal, organizational, public and mass communication.

- Elements, characteristics and scope of mass communication.
- Mass communication- models and theories; role of gatekeepers and opinion leaders.
- Visual communication- elements of visual design- colour, line form, texture and space;
- Principles of visual design- rhythm, harmony, proportion, balance and emphasis.

## **UNIT-II: Media systems: Trends and Techniques**

- Concept, scope and relevance of media in society.
- Functions reach and influence of media.
- Media scene in India, issues in reaching out to target groups.
- Contemporary issues in media- women and media, human rights and media, consumerism and media.
- Historical background: nature, characteristics, advantages and limitations and future prospects of media.
- Traditional media: role in enhancing cultural heritage, co-existence with modern media systems and applicability in education and entertainment- puppetry, folk songs, folk theatre, fairs.
- Print media: books, newspapers, magazines, leaflets and pamphlets.
- Electronic media- radio, television, video, computer based technologies.
- Outdoor media; exhibition, fairs and kiosks.
- Media planning and scheduling, selection of media on the basis of suitability, reach, impact, frequency and cost.
- Introduction to ethics in mass media, freedom of speech, expression and social responsibility.
- Political and Government controls on the media.

## **UNIT-III: Advertising**

- Definition, concept and role of advertising in modern marketing system and national economy.
- Inter-relation of advertising and mass media systems.
- Types of advertisements- commercial, non-commercial, primary demand, selective demand, classified and display advertising, comparative and co-operative advertising.
- Techniques of preparation of effective advertisements for various media.

## **UNIT-IV: Computer Graphic Designing**

- Introduction to Basic of Computers.
- Concept of multimedia.
- Multimedia Applications.
- Advantages of Digital Multimedia.
- Multimedia System.
- Animation and Graphics using 3D Studio or Such other Packages.
- Introduction to Graphics.
- Drawing objects, shaping, transforming, stretching, mirror and scaling, making curves, lines rectangles, circles and ellipses. Creating special effects, adding perspective to an object, editing it, extruding an object and using blends.
- Introduction to Scanning.
- Scanning and developing Color Ways- Basic.
- Introduction to Animation using 3D Studio, Key framing and motion control.
- Basic of 3D modeling, transition from 2D space to 3D space.
- 3D shaping and rendering.
- International media- email, internet, teleconferencing, video conferencing video displayer, CDROM writer, Microphone, LCD Projector, video disc technology, virtual reality.

## **PRACTICALS**

1. Designing a visual composition-book cover or Folder with the help of computers.
2. Evaluation of advertising, a newspaper story, a radio programme and a television broadcast.
3. Planning, development and evaluation of communication strategies and techniques for selected traditional, print electronic and outdoor media systems.

4. Preparing effective advertisements keeping in Consideration headlines, illustration, slogan, logo, seal of approval and color effectiveness with the help of computer.
5. Individual project on 3D Studio max. (animation).

### **Reference**

1. Corner, j: Communication Studies- In Introductory Reader.
2. Defluers and Dennis (1994): Understanding Mass Communication.
3. Gupta, S.S: Cases in Advertising and Communication Management in India.
4. Harper and Row (1989): Main Currents in Mass Communication, Agee, Adut and Emery.
5. Joseph, D. (1993): The Dynamics of Mass Communication.
6. McQuali, D.(1994): Introduction to Mass Communication, 3<sup>rd</sup> Edition, Sage Publication.
7. Ravindran. R.K. (1999): Media and Society.
8. Ravindran. R.K. (2000): Media in Development Area.
9. Schamm, W, (1988): The story of Human Communication, from cave painting to the Microchip.
10. Vivian, J. (1991):m Media of Mass Communication.
11. Wright, Wiinters and Zeiger: McGraw Hill, Advertising Management.
12. Zachariah, A.(1999): Media Power, People, Politics and Public Interest.

## **EMCT 304-B : EXTENSION MANAGEMENT**

### **THEORY :**

#### **UNIT-I**

### Concept of Extension Management

- Definition, nature and process and need
- Models and principles of extension management

### UNIT-II

#### Steps in Extension Management:

- Planning-Meaning and characteristics-elements, policies, strategies, procedures, rule, budgets-planning process, types of plan – Decision making: meaning-forecasting and decision making-decision making under uncertainty
- Organising – Organisational structure-organisational chart-organisational relationship-formal and informal organization-span of management-scalar principle, departmentation-line staff-functional committee-delegation of authority-principles of delegation-authority and responsibility-centralisation and decentralisation.
- Co-ordination-meaning, objectives, linkage mechanisms-involvement of organizations at local level-non-profit and profit making organizations.

### UNIT-III

#### i.

- Staffing-meaning, manpower planning, selection – training and development needs-methods-performance appraisal, organizational conflict and conflict resolution, grievance handling.
- Directing – methods-motivation-theories. Communication: importance, types and barriers to communication. Leadership: theories and styles – managerial grid.
- Controlling – meaning and process of control – Management control techniques – budgetary and non-budgetary control – Modern techniques – PERT, CPM, requirements for effective control system.
- Monitoring and evaluation – meaning, purpose and difference. Types of evaluation, steps in evaluation, efficiency cum performance audit, reporting.

#### ii. Personal Management

- Recruitment of extension workers
- Classification of positions

### UNIT-IV :

#### i Efficiency of Personnel

- Orientation to new workers
- Training of the workers
- Stimulus and incentives
- Code of ethics
- Supervision
- Appreciation

#### ii. Qualities of a good extension manager

## **PRACTICALS:**

1. Visit to district Extension / Community Development
  - ii. Office / Evaluation of the process pattern
  - iii. Staffing pattern and Management
2. Organisational assessment at rural /tribal areas and in community development programmes – Practice of management
3. Monitoring evaluation and Management techniques in extension organisation – an evaluation code of ethics
4. Assessment of efficiency of personal
5. Assessment of qualities of Good extension managers.

## **REFERENCE:**

1. Banerjee, S.(1981). Principles and Practice of Management, Oxford and IBH publishing company, New Delhi.
2. Basu, C.R.(1989). Organisation and Management, S.Chand and Co. Ltd., New Delhi
3. Burton, Gene and Hanab Thakar (1997). Management Today. Tata McGraw Hill Publishing Company, New Delhi.
4. Chandan, J.S.(1997). Management – Concepts and Strategies. Vikas Publishing House, New Delhi.
5. Hersy, Paul and Kenneth, H Blanchar. (1996). Management of Organisational Behaviour. Utilising Human Resources. Prentice Hall of India, Private Limited, New Delhi.
6. Koontz and Heinz Weihrich. (1990) Essentials of Management. McGraw-Hill; New Delhi
7. Prasad, M.L.(1999). Principles and Practice of Management, Sultan Chand and Sons, New Delhi
8. Ramasamy, T. Principles of Management. Himalaya Publishing House, Mumbai
9. Rao, V.S.P and Narayana, P.S.(1987). Principles and Practice of Management. Konark Publishers Private Limited, New Delhi.
10. Tripathi, P.C. and Reddy, P.N. (1993). Principles of Management:Tata McGraw Hill, New Delhi.

## EMCT 304-C : MANAGEMENT OF HUMAN SERVICE ORGANISATIONS

### THEORY :

#### UNIT- I

Concept of Service Organizations

- Need and nature of service organizations in India
- Philosophy and significance in a developing nation

#### UNIT-II

i. Management of Service Organisations

- Concept and importance, functions of management, approaches to management.
- Planning, implementation, personnel management, financial management, administration and monitoring of organizational activities
- Managerial skills

ii. Organisational structure of Human Service Organizations.

#### UNIT- III

Organisations working for the service of various group: Women, children, youth, groups and groups with special needs.

- Government and Non-Government working for the service of:
- Women: like National Commission for Women, SEWA, Mahila Samakhya, Central Social Welfare Board, Bhartiya Gramin Mahila Sangh etc.
- Children: Indian Council of Child Welfare, Integrated Child Development Services, National Institute for Public Co-operation and Child Development, Planned Parenthood Federation etc.
- Youth: Nehru Yuvak Kendra, YMCA, YWCA, YUVA etc.
- Groups with special needs: Physically and mentally handicapped, aged, destitute, orphans street children like National Association for Blind, Spastic Society, Help-age India, SOS villages, Dignity Foundation etc.

#### UNIT-IV

i. Assessment of Human Service Organizations

- Indicators of assessment
- Assessment of personal accountability

ii. Concept of volunteerism

- Theories of Volunteerism
- Profile of Volunteers
- Motivation of Volunteers

#### PRACTICALS

- Identifying and visiting local human service organizations
- Discussion of case studies
- Outline of organizational structure of a selected organization

#### REFERENCE

1. Blake John and Lawrence Peter (1992): The ABC of Management: A Handbook of Management Terms and Concepts. All India Travellers Book Seller, New Delhi.
2. Chaudhry D. Paul (1993): Handbok of Social Welfare, Atma Ram and Sons, New Delhi.
3. Devi Rameshwari and Ravi Prakash (1998): Social Work and Social Welfare Administartion, Vol. I and II, Mangal Deep Publication, Jaipur.
4. Krishna Raj Maithreyi, C. (1988) : Women and Development, The Indian Experience.
5. Moshal, B.S.998): Organisation and Management: Text and Cases, Galgolia Publishers, New Delhi.
6. Parrek, Udai (1994): Beyond Management: Essays on Institution Building and Related Topics, Oxford University Press, Bombay.



# **IV SEMESTER**

**DEPARTMENT OF HOME SCIENCE**

**M. Sc. EXTENSION MANAGEMENT AND COMMUNICATION TECHNOLOGY**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**(with effect from academic year 2015-16 for students admitted into First Semester onwards)**

**SEMESTER – IV**

**EMCT 401 : PRINCIPLES OF GUIDANCE AND COUNSELLING**

**THEORY :**

**UNIT- I**

Guidance :

- i. Meaning, scope, purpose, functions and role of guidance, principles underlying guidance, Historical development of guidance.
- ii. Types of services in a guidance programme: a) Appraisal service - observation, interview, autobiography. Cumulative record, test data, socio-metric techniques. b) Informational service- purpose, types, principles and material involved, career planning and placement service.

**UNIT- II**

COUNSELLING :

- i. Meaning, purpose, scope, functions and role of counselling, principles underlying counselling, types of counselling, Historical development of counselling.
- ii. Expectations and goals of counselling, roles and functions of counsellor, characteristics of counsellor and counselee, qualities of a good counsellor, factors facilitating counselling relationships.

**UNIT- III**

- i. Counselling theories : Trait-factor, client-centered, Eclectic counseling, Behavioural counseling, Rational emotive, Reciprocal inhibition, existentialism.
- ii. Role of non-verbal communication in counselling.

**UNIT- IV:**

- i. Group guidance and counselling: concept, characteristics, Individual vs group techniques; Similarities and differences; Advantages and limitations.
- ii. Guidance programmes in school and out of school settings; goals, range of services, special considerations.
- iii. General principles for evaluation of guidance and counselling programme, Major approaches, concept of accountability.

**PRACTICALS**

1. Identification of human potential.
2. Analysis of the content of semi-structured Autobiography.
3. Use of standard test of study habits and attitudes(SSHA) for analysing, the study habits and attitudes.
4. Construction and use of Johari window technique to study the interpersonal perception.
5. Assessment of decision making styles.
6. Analysis of decision making grid.
7. Demonstration of the use of Differential Aptitude Test battery.

## REFERENCES

1. Narayana Rao, 'Counselling and Guidance', 2nd Edition, Tata McGraw-Hill Publishing Ltd., New Delhi 3000.
2. Masch, 'Principles of Guidance and Counselling', Sarup and sons, New Delhi 3000.
3. Sitaram Jayaswal, 'Guidance and Counselling - An eclectic approach', Prakash kendra, Lucknow 1990.
4. Mukhopadhyaya, 'Guidance and Counselling', (A Manual), Himalaya Publishing house Ltd, New Delhi 1989.
5. Swadesh Mohan, 'Career Development in India', Vikas Publishing house Pvt.Ltd., New Delhi 1998.
6. Adams, James, F. 'Problems in Counselling', The Macmillan Co., New York 1970.
7. Hansen, James, C. 'Counselling Process and procedure', Macmillon Co., New york 1978.
8. Johnson Dorothy, E. and Mary Vestermark, J. 'Barriers and Hazards in counselling', Houghton Mifflin Co., Boston 1970.
9. Kaur, Surajit, 'Fundamentals of Counselling', Sterling Publishers, New Delhi 1971.
10. Kochhar, K 'Educational and Vocational guidance in Secondary Schools', Sterling Publishers, New Delhi. 1976.
11. Krumbeltz, John D. and Carl E. Tharasen, 'Counselling methods', Holt, Rinehart, Winston, New York, 1976.
12. Pepinsky, Harold B. and Pauline Nichols Pepinsky, 'Counselling, Theory and Practices', The Ronald Press Co., New York, 1954.
13. Shertzer, B. and Stones, C. 'Fundamentals of Guidance', Houghton Mifflin Co., Boston, 1976.
14. Shertzer, B. and Stones, C. 'Fundamentals of Counselling', Houghton Mifflin Co., Boston, 1976.
15. Waters, Jane, 'Techniques of Counselling', McGraw HillBookCo., New York, 1965.
16. Brammer, L.M. and Shatram, E.L. 'Therapeutic Psychology', New Delhi : Prentice – Hall of India : 1968.
17. Fuster, 'Counselling in India', New York: The Macmillan and Co. 1964.
18. Goldman, L. 'Using tests in counselling', New York, Appleton centry Crafts : 1971.
19. Jones, A.J. and Steward, N.B. 'Principles of Guidance', Tata-McGraw Hill, Bombay, 1970.
30. Kemp, Gratoon, C. 'Foundations of group counselling', McGraw Hill Book Co., New York, 1970.
21. Krumboltz, John D. Tharesen Carl, E. 'Behavioural Counselling', : Holt, Rinehart and Winston Inc., New York 1966.
22. Miler, F.W. 'Guidance Principles and Services', Charles Ohio, f. Merril Publishing Co., Columbus, 1968.
23. Miller, Carol, H. 'Foundations of Guidance', Harper and Row Publishers, New York, 1971.
24. Ohlsen, Merie, M. 'Group Counselling', Holt Rinchart and Winston inc. New York, 1970.
25. Parricha, Prem, 'Guidance and Counselling in Indian Higher Education', NCERT, New Delhi, 1976.
26. Tolber, 'Counselling for Career Development', Houghton Mifflin, Co., Boston, 1973.

## JOURNALS

1. British Journal of Guidance.
2. Counselling Psychologist.
3. Indian Journal of Clinical Psychology.
4. Journal of Counselling Psychology.
5. Personnel and Guidance.
6. The School Counsellor.
7. Journal of Community Guidance and Research.

## EMCT 402 : EXTENSION PROGRAMME PLANNING AND EVALUATION

### THEORY :

#### UNIT- I

- i. Programming Planning : Meaning and importance of programme planning in Extension - Principles of Programme Planning - Programme development cycle and its components; Identifying felt needs of people; Collection of baseline data.
- ii. Plan of work : Components of a plan of work - Techniques of developing a plan of work - factors to be considered in preparing the plan of work.

#### UNIT- II

Programme Implementation : Factors responsible for the successful conduct of the programme, use of effective teaching methods. Role of officials and non-officials in programme-building.

#### UNIT-III

- i. Programme evaluation : Concept, Definition, meaning, purpose of evaluation, types of evaluation, built-in evaluation, self evaluation, external evaluation.
- ii. Techniques of evaluation : Criteria of evaluation, tools of evaluation - interview schedule, observation schedule, rating scale, attitude, scale, score card, checklist, records, etc.
- iii. Follow up : Need for follow up. Methods of follow up, making the programme self-sustaining.

#### UNIT- IV

Documentation : Need for reporting and recording in extension. procedures involved, aspects to be stressed, records and requisites to be maintained in programme planning and implementation.

### PRACTICALS :

1. Preparation of a schedule to collect data.
2. Administration of the schedule and collection of data.
3. Analysis of data, location of needs and problems, fixing priorities and setting up objectives.
4. Developing a plan of work based on the needs located.
5. Discussion with field personnel - their experiences.
6. Developing evaluation techniques to be used.
7. Arranging for suitable follow up.
8. Conducting training programme for women.

### REFERENCES - BOOKS

1. Adivi Reddy, A. 'Extension Education', Sreelakshmi Press, Bapla, A.P. 1987.
2. Dhama, O.P. 'Extension and Rural Welfare', Ram Prasad and Sons, Agra, 1986.
3. Dhama, O.P. and Bhatnagar, O.P. 'Education and Communication for development', Oxford and IBH Publishing Company, New Delhi, 1985.
4. Ray G.L. 'Extension Communication and Management', Naya Prakash, Calcutta, 1991.
5. Directorate of Extension, 'Extension Education in Community development', Govt. of India, New Delhi.
6. Rudramoorthy, B. 'Extension in planning social change' - The Indian Experience, Allhad Publishers Pvt. Ltd., New Delhi.
7. Franklin, J.L. and Thrashes, J.M. 'An introduction to programme evaluation', John Weckly, 1976.
8. Desai, D.K. 'Management in Rural Development', Oxford and IBH Pvt. Ltd., New Delhi, 1983.
9. Haq, M.S. 'Community development through Extension', Changh Publication, 1979.
10. Krishna, M. 'Project Planning in India', IIPA, New Delhi, 1983.
11. Fernadezh and Tandon, R. 'Participation, Research and Evaluation', Indian Social Institute, 1981.
12. Singh, K.N. 'Research in Extension Principles', Indian Society of Extension Education, New Delhi, 1970.

### JOURNALS

1. Indian Journal of Extension Education.
2. Journal of Rural Development.
3. Kurukshetra
4. Future, UNICEF
5. The Indian Journal of Home Science
6. Grameena Vikas.
7. Behavioural Sciences and Community Development, NIRD, Hyderabad.
8. Indian Journal of Public Administration, IIPA, New Delhi
9. Yojana

## EMCT 403 : COMMUNITY HEALTH MANAGEMENT

### THEORY :

#### UNIT- I

##### **i. Concept of Health and Health care**

- Concepts of health and positive health, definitions of health. Health-disease continuum, factors affecting health, health as a human right. Concept of community health and global health, health for all. Primary Health Care – definitions, principles, components, comprehensive health care, levels of prevention, concept of reproductive health – ICPD declaration.

##### **ii. Health and Development Indices**

- Health indices and related indices in community health, fertility indicators, vital statistics, mortality, morbidity indicators, demographic indicators – sex ratio, indicators for social and mental health, Human Development index, Disability Adjusted life years (DALY) Reproductive Health Index.

#### UNIT-II

##### **i. Community Health Needs and Problems**

- Health needs and problems related to sanitation and environment, protected water, personal hygiene and pollution control.
- Ecology and environment, global warming-causes, effects and prevention, natural and man made disaster management.
- Health needs of special groups – women, infants, children. Health of adolescents, geriatric health needs and problems, tribal health, refugees.
- Major Health problems in India
- Communicable and non-communicable diseases, population problem and its impact, problems of malnutrition, reproductive health problems.

##### **ii. Health care services**

- Health administrative set up, peripheral, state, national – urban, rural, role of NGOs. National Health programmes, child survival and safe motherhood, reproductive and child health programme.
- Inter-sectoral co-ordination in health and development.
- National and International Health agencies
- Health information, education, communication.

#### UNIT- III:

##### **i. Management Information Systems in Health**

- Basic epidemiology, surveillance, health screening, health regulations and acts, health legislations, international health regulations
- Census, sample registration system, national family health surveys.
- Evaluation of health services, health system research

##### **ii. Ecology and Environment**

- Cause effects and prevention of global warming, natural and man made disasters.

#### UNIT -IV

##### **Health needs of special groups**

- Infants, young children and adolescents
- Women
- Elderly
- Tribal populations
- Migrant and refugee populations
- Urban and rural poor

## **PRACTICALS**

1. Planning community health programmes for different concepts
2. Conducting community health programmes Monitoring / Evaluation
3. Assessment of existing community health programmes in different communities / areas
4. Assessment of operation of a) Health care services, b) Information systems
5. Assessment of health needs of different family groups in a given area
6. Assessment of community health problems of different groups; Women, adolescent girls / Children / Geriatric people / Special groups
7. Survey of Major health problems / Conducting of health groups : Education programmes.

## **Reference:**

1. Dutt, P.R.(1993): Primary Health Care. Vol. 1-3. Gandhigram Institute of Rural Health and Family Welfare Trust. Ambathurai
2. Manelkar, R.K.(1997): Atextbook of Community Health for Nurses, Vora Medical Publication; Mumbai
3. Park, K (3000): Essentials of Community Health Nursing. M.S Banarsidas Bhanot; Jabalpur.
4. Park, K.(3000): Textbook of Preventive and Social Medicine. M/S Banarsidas Bhanot; Jabalpur.

## EMCT 404-A : SCIENCE AND TECHNOLOGY FOR RURAL WOMEN

### THEORY :

#### UNIT- I

Concept, Meaning of appropriate technology - Science and Technology for Rural Development - Appropriate technology Vs. Traditional Technology.

#### UNIT- II

Application of Science and Technology in the Home Science

- i. Fuels used in the home - Conventional and alternative - Consumption patterns and trends in energy consumption - Conservation of energy through labour saving devices in the home.
- ii. Biogas - Composition - Principles - types of plants - advantages, schemes for assistance.
- iii. Solar devices for cooking, heating and cooling, schemes for popularising solar devices.
- iv. Improved devices - Smokeless chulahs - Cooking equipments - pressure cooker - Improved Cookers - hay box - Janata refrigerator.

#### UNIT-III

- i. Health, Hygiene and environmental sanitation, Safe water supply - methods suitable for rural areas. Water purification devices, pot chlorination of wells, Sanitary toilets and Soak pit.
- ii. Hazards and accidents in the home - causes, prevention - Safety education.

#### UNIT- IV

Agencies involved - The various governmental and non-governmental agencies involved in research and application of science and technology for rural development, Department of Science and Technology (DST), Department of Indian Institutions of Technologies, Agricultural Universities, Krishi Vignan Kendras (KVK's) and private organisations.

### PRACTICALS:

1. Visit to units where biogas is in application.
2. Visit and Demonstration or use of Solar Cooker, Dyers, water heater and smokeless chulahs.
3. Study the activities of KVK's and Agricultural Universities.
4. Visit to Units for safe water supply and sanitary arrangements.
5. Use and care of selected labour saving equipment.

### REFERENCES-BOOKS :

1. Dagli Vadilal, 'Science and Technology in India', S. Chand and Company, New Delhi, 1982.
2. Daya Maheswar, 'Energy - Today and Tomorrow', Publications Rierman Government of India, New Delhi, 1983.
3. Halrey, D.S. 'The coming Age of Solar energy', sterling publishing, New Delhi, 1967.
4. Satsaugi, S. Prem and Gautam Vianykl, 'Management of Rural energy system' Gatgotia Publications, New Delhi, 1983.
5. The five Year Plan, Planning Commission, Government of India, New Delhi.
6. A citizens Report centre for science and environment, 'The State of India's environment', A citizens report centre for Science and Environment, New Delhi.
7. Myles, R.M. 'Biogas Technology', AFPRO (Action of Food Production), New Delhi.
8. 'Fuel Policy Committee', Report, Government of India, AFPRO, 1974.
9. Subramanian, S.K. 'Biogas System in Asia', Management Development Institute, 1977.
10. Smokeless Chulahs, 'Indian Institute of Technology', New Delhi, 1982.
11. Appropriate Technology from N.R.D.C. of India, Vol. I and II, National Research Development Corporation of India, New Delhi, 1979.

### JOURNALS :

1. Energy - Technical Notes, MCRC, Publication Tharamoni, Madras - 600 013.
2. Energy Management - a quarterly journal of National Productivity council.
3. Indian Journal of Home Science.
4. Khadhi gramodyog.
5. Kurukshetra.      6. Boiling Point.      7. Yojana      8. Rural India.

## EMCT 404-B : ENVIRONMENT MANAGEMENT

### THEORY :

#### UNIT-I

##### **i. Fundamentals of environment**

- a. Environment definition. Scope of environment studies.
- b. Life and the environment, Physico-chemical factors in the environment, changes in the environment – anthropogenic
- c. Environmental hazards and risks
- d. Natural resource-conservation and sustainable development

##### **ii. Eco-system-Earth, Man and Environment**

- a. Ecosystems of the world
- b. Forest ecology
- c. Pathways in ecosystem
- d. Environment implications of energy use
- e. Problems of sustainability of ecosystems

#### UNIT II :

##### **i. Population and Environment**

- a. Carrying capacity: Limits to population growth.
- b. Population growth and natural resources
- c. Impact of population growth on economic development and environment

##### **ii. Land and water Resources of the Earth**

- a. Land resources of the earth
  - b. Land use
  - c. Water resource of the earth
- iii. Factors affecting changes in ecosystem and environment (Socio, economic, cultural and geographic)

#### UNIT- III

##### **i. Pollution and Environment with reference to Air, Water, Soil, Noise**

- a. Sources of pollution
- b. Effects of pollution
- c. Remedies to control pollution

##### **ii. Environment and Public Health**

- a. Environmental pollution and community health
- b. Water borne diseases
- c. Air borne diseases
- d. Chemical insecticides and its impact on health
- e. Toxic actions of metal and biological substances

##### **iii. Waste Management**

- a. Types of waste
- b. Methods of waste management
- c. Water pollution and treatment of waste
- d. Solid waste management
- e. Air pollution control technology

#### UNIT- IV

##### **i. Environmental Control Measurement**

- a. Environmental legislation
  - b. Environmental policies
  - c. Human rights issues relating to environment
  - d. Environment movements
  - e. Environmental ethics
  - f. Women and Environment
- ii. Role of local municipal authority, government and non-governmental agencies in promoting better health environment.



## PRACTICALS:

1. Survey and Assessment of Ecosystem, Ecoenergy use, problems.
2. Estimation of population growth and Resources water resources, food resources, food sharing, trade, land uses, water and irrigation facilities.
3. Estimation of different types of pollution Air, Water, Soil, Noise etc.
4. Assessment of environment and public health problems – planning and conducting Intervention programmes
5. Assessment on water management
6. Water management visits to local Municipality or corporation offices – for assessing health services / Management approaches

## Reference:

1. Amit Khanna De et al (1998): Sustainable Development and Environment: Vol 1, Cosmo Publishers, New Delhi.
2. Basu, R.N.(3000): Environment, University of Calcutta.
3. Bhatia, H.S. (1998): A Textbook on Environmental Pollution and Control, New Delhi
4. Chauhan, I.S. and Chauhan, A (1998): Environmental Degradation: Socio-economic Consequences, Rawat Publishers, Jaipur
5. Chitkara, M.G. (1998): Encyclopaedia of Ecology, Environment and pollution; Vol.I to XIV:APH, New Delhi.
6. Goel, P.K. and Sharma, K.P. (1996) Environmental Guidelines and Standards in India, Jaipur: Techno Science.
7. Gupta, Sunit and Gupta, Mukta (1997): Water and Basic Environmental Technology: Resource Mangement and Pollution Control, Anmol, New Delhi.
8. Jadhav, H.V. (1977): Energy and Environment: Himalaya Publishers, Mumbai.
9. Joshi, Y.G. and Verma, D.K. (1998): Social Environment for Sustainable Development: Rawat Publishers, Jaipur.
10. Karpagam, M.(1993): Environmental Economics: A Textbook, Sterling Publishers, New Delhi.
11. Katiyar, V.S.(1997): Environmental Concerns, Depleting Resources and Sustainable Development, Pointer Publishers Jaipur.
12. Pal, C.(1999): Environmental Pollution and Development: Environmental law, Policy and Role of Judiciary Mittal Publishers, New Delhi
13. Diwan Paras and Diwan Parag (1998): Environmental Management, Law and Administration: Reading and Cases; Vanity Books International, New Delhi.
14. Pawar, S.N. and Patil, R.B. (1998): Sociology of Environment, Rawt Publishers, Jaipur.
15. Ramanan, P. (1998): Society Environment and Engineering, New Delhi: New Age Inernational.
16. Ghanta R. and Rao, B.D.(1998): Environmental Analysis: Water, Soil and Air, Agro Botanica: Bikaner.
17. Saxena, M.M. (1998): Environmental Analysis: Water, Soil and Air, Agro Botanica: Bikaner.
18. Trivedy, R.K. (1996): Handbook of Environmental Laws, Acts, Rules, Guidelines, Compliances and Standards: Enviro Media, Karad.
19. Trivedy, R.K., and Arvind Kumar (1998): Eco-technology for Pollution Control and Environmental Management; Enviro Media, Karad.
20. Trivedy, R.K. Goel, P.K. and Trisal, C.L. (1987): Practical Methods in Ecology and Environmental Science. Enviro Media Publishers, (Series in Methodology), Karad.
21. Viegas, Philip and Menon, Geeta (1989): The Impact of Environmental Degradation on People, Indian Social Institute, New Delhi.S

## **UNIT-I:**

Value Education- Definition - relevance to present day - Concept of Human Values - self introspection – Self-esteem - Family values-Components, structure and responsibilities of family- Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

## **UNIT-II:**

Medical ethics- Views of Charaka, Sushruta and Hippocrates on moral responsibility of medical practitioners. Code of ethics for medical and healthcare professionals. Euthanasia, Ethical obligation to animals, Ethical issues in relation to health care professionals and patients. Social justice in health care, human cloning, problems of abortion. Ethical issues in genetic engineering and Ethical issues raised by new biological technology or knowledge.

## **UNIT-III:**

Business ethics- Ethical standards of business-Immoral and illegal practices and their solutions. Characteristics of ethical problems in management, ethical theories, causes of unethical behavior, ethical abuses and work ethics.

## **UNIT-IV:**

Environmental ethics- Ethical theory, man and nature- Ecological crisis, Pest control, Pollution and waste, Climate change, Energy and population, Justice and environmental health.

## **Unit-V:**

Social ethics- Organ trade. Human trafficking. Human rights violation and social disparities, Feminist ethics. Surrogacy/pregnancy. Ethics of media- Impact of Newspapers, Television, Movies and Internet.

## **REFERENCES:**

17. John S Mackenzie: A manual of ethics.
18. "The Ethics of Management" by Larue Tone Hosmer. Richard D. Irwin Inc.
19. "Management Ethics' integrity at work' by Joseph A. Petrick and John F. Quinn. Response Books: New Delhi.
20. "Ethics in Management" by S.A. Sherlekar, Himalaya Publishing House.
21. Harold H. Titus: Ethics for Today
22. Maitra, S.K: Hindu Ethics
23. William Lilly: Introduction to Ethics
24. Sinha: A Manual of Ethics
25. Manu: Manava Dharma Sastra or the Institute of Manu: Comprising the Indian System of Duties: Religious and Civil (ed.) G.C.Halighton.

26. Susrpta Samh ita: Tr.Kaviraj Kunjanlal, Kunjalal Brishagratha. Chowkarnba Sanskrit series. Vol LII and III, Varnasi, Vol I 00,16'20,21-32 and 74-77 only.
27. Caraka Samhita :Tr.Dr. Ram Karan Sarma and Vaidya Bhagavan Dash, Chowkambha Sanskrit Series office. Varanasi I, 11.111 VolIPP 183-191.
28. Ethics, Theory and Contemporary Issues. Barbara Mackinnon Wadsworth/Thomson Learning, 2001.
29. Analyzing Moral.Issues, Judith A. Boss. May Field Publishing Company - 1999.
30. An Introduction to Applied Ethics (Ed.) John H.Piet and Ayodhya Prasad. Cosmo Publications
31. Text Book for Intermediate First Year Ethics and Human Values. Board of Intermediate Education- Telugu ~ Akademi, Hyderabad.
32. I.C Sharma Ethical Philosophy of India. Nagin & co Julundhar