

SHRI AGRASEN KANYA P.G.COLLEGE
PARMANANDPUR, VARANASI





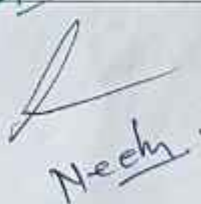
Outline of Curriculum for M.A.

CBCS SEMESTER SYSTEM

Home Science Extension & Communication

Shri Agrasen Kanya P.G. College, Varanasi
(An Autonomous Institutions)
Syllabus Scheme
M.A., Home Science
(Credit & Grading System)
Semester wise P.G. Programme Structure – Home Science
Extension & Communication

Course code	Paper/ Course	Paper title	Internal+ external= Total Marks	Load Allocation (L.T.P.)	Credi t
Year-I					
P.G. Semester-I					
ECA130701T	Core	Extension education systems	25+75=100	L-3, T-2, P-0	4
ECA130702T	Core	Community Organization and Development Theories	25+75=100	L-3, T-2, P-0	4
ECA130703T	Core	Science & Technology for women	25+75=100	L-3, T-2, P-0	4
H.Sc.A130704T	Core	Research Methods & Statistics	25+75=100	L-3, T-2, P-0	4
ECA130705P	Practical	Practical related to theory papers	25+75=100	L-0, T-0, P-8	4
ECA130706R	Research Proposal	Project work		L-0, T-4, P-4	4
P.G. Semester-II					
ECA130801T	Core	Extension Training Management	25+75=100	L-3, T-2, P-0	4
ECA130802T	Core	Gender Studies and women Empowerment	25+75=100	L-3, T-2, P-0	4
ECA130803T	Core	Programme Design and Evaluation	25+75=100	L-3, T-2, P-0	4
H.Sc.A130804T	Core	Scientific Writing	25+75=100	L-3, T-2, P-0	4
ECA130805T	Practical	Practical Related to Theory Paper	25+75=100	L-0, T-0, P-8	4
ECA130806R	Research Proposal	Project work	100 I + II Sem	L-0, T-4, P-4	4
C010806M A010806M	Open Minor Elective	E-Commerce Proyojanmulak Hindi	25+75=100	L-3, T-2, P-0	4
Total Credit (Year – I)					52

Course code	Paper/ Course	Paper title	Internal+ external= Total Marks	Load Allocation (L.T.P.)	Credi t
Year-II					
P.G. Semester-III					
ECA130901T	Core	Communication Technology in Extension	25+75=100	L-3, T-2, P-0	4
ECA130902T	Core	Community Health Management	25+75=100	L-3, T-2, P-0	4
ECA130903T-A ECA130903T-B	Elective	a-Environmental Management b-Sustainable Development	25+75=100	L-3, T-2, P-0	4
ECA130904T-A ECA130904T-B	Elective	a-Extension Administration and Supervision b-Indian socio Economic Environment & Policies	25+75=100	L-3, T-2, P-0	4
ECA130905P	Practical	Practical Related to Theory	25+75=100	L-0, T-0, P-8	4
ECA130906R	Research Project	Research Analysis and Report Writing		L-0, T-4, P-4	4
P.G. Semester-IV					
ECA130001T	Core	Entrepreneurship Management	25+75=100	L-3, T-2, P-0	4
ECA130002T	Core	Extension Technique	25+75=100	L-3, T-2, P-0	4
ECA130003T-A ECA130003T-B	Elective	a-Management of Human Service Organizations b-Life Long Learning	25+75=100	L-3, T-2, P-0	4
ECA130004T-A ECA130004T-B	Elective	a-Media Planning & Social Advertisement b-Rural Journalism	25+75=100	L-3, T-2, P-0	4
ECA130005P	Practical	Practical Related to Theory	25+75=100	L-0, T-0, P-8	4
ECA130006R	Project Report	Dissertation	25+75=100 III rd + IV th Sem	L-0, T-4, P-4	4
		Total Credit (Year – II)			48
		Grand Total for All 4 Semester			100

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ECA130703T	Core	Science & Technology for women	25+75=100	L-3, T-2, P-0	4
H.Sc.A130704T	Core	Research Methods & Statistics	25+75=100	L-3, T-2, P-0	4
ECA130705P	Practical	Practical related to theory papers	25+75=100	L-0, T-0, P-8	4
ECA130706R	Research Proposal	Project work		L-0, T-4, P-4	4
		Total Credit			24

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M.A. Semester-I
EXTENSION EDUCATION SYSTEM
Paper – I

Course code – ECA130701T

M.M. 25+75=100

Credit-4

Core

Objectives :

- To understand the changing concept of extension
- To get acquainted with the trends in extension approaches and models
- To identify the Support System development for extension education

UNIT-I

Conceptual Analysis :

- Meaning of Extension Education
- Changing concepts of Extension .
- Principal .Objectives & function of Extension

UNIT-II

Extension Models and Approaches :

- Model Technology-Innovation transfer Model Social Education Model, Social action Conscientization Models
- Approaches Agricultural Extension, Training & Visit Participatory Extension Approaches

UNIT-III

Support Structures And Their Function :

- ICAR (Indian Council Of Agriculture Research)
- SAU (State Agriculture University)
- KVK (Khadi Village Industries Cooperation)
- KVIC (Khadi Village Industries Cooperation)
- DRDA (District Rural Development Agencies)
- SHG (Self Help Groups)
- Panchayati Raj and Local level Voluntary Agencies

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UNIT-IV

National Extension System :

- Early Extension affords Community Development Programme-gensis and growth Objectives Principles
- Critical appraisal of the Community development programme

References :

- Dhama O. P-Extension and Rural Welfare, Ram Prasad and Sons, Agra
- Swanson B.E Bantos RP and Sofrenko AJ 1984 Improving Agriculture Extension - A Reference Manual FA O. Rome.
- Ray GL (1999) Extension Communication and Management Naya Prokash Calcutta
- Reddy. A (1999) Extension Education Sree Lakshmi Press Bapatia
- Chaubey B K. (1979) A Handbook of Education Extension Jyoti Prakashan, Allahabad

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M.A. Semester-I
COMMUNITY ORGANISATION AND DEVELOPMENT THEORIES
Paper – II

Course code – ECA130702T

M.M. 25+75=100

Credit-4

Core

OBJECTIVES:

- To understand the concept, structure and organization of different types of Communities.
- To understand the factors contributing to changes in community, organization and their mobilization for development goals

Unit-I

The Community :

- Definition concept and characteristics of a community
- Structure and organization of different types of communities Tribal Rural and Urban nature and interrelationship of socio-economic and political influences and different communities norms, mores and prevalent, customs of different communities

Unit-II

Social Groups and Organisations :

- Concept, types. Characteristics of different social groups, interests affiliation
- Dynamics of social group interaction in different types of communities- family and kinship groups class and class based groups.

UNIT-III

Dynamics of Change in Community :

- Social Organization-Family, School, Co-operatives and other organizations and their role in community. Factors contributing to change and Transition in the structure and organization as societal institutions
- Religion, social, political ideologies, imperialism mass – media and communication globalisation and their impact on community

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- Planned change, concept, solution and changes in the concept of planned social change
- People participation; Concept, types and barriers to participation in bringing About social change.

Unit IV

Community Leadership :

- Concept leadership theories; patterns and characteristics of leaders in different communities.
- Leadership in different organizations involved in development.
- Role of leadership in community development.

References :

- Burkey, Stan (1993) people first; A guide to Self Reliant participatory Development
- Hara Lambas – Sociology, Theme and perspectives.
- Korten. D. C (1990) People Centered Development – Getting to the 21st century.
- Edwards M and Hulme. D (1992) Making a difference NGOS and Development in a changing world.

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M.A. Semester-I
Science and Technology for Women
Paper – III

Course code – ECA130703T

M.M. 25+75=100

Credit-4

Core

Objectives : To enable the students to –

- Develop a Scientific temper to promote rural development
- Gain, knowledge in applied technologies for rural development with special reference to women

Unit – I

- Appropriate technology - meaning of appropriate technology, affordable technology, intermediate technology, criteria, need and classification of technology.
- Transfer of technology – Concept and factors affecting TOT
- Role of Science and technology in Empowerment of women, challenges face by rural women in accessing technology.
- women workload in changing context – economic changes, environmental changes and socio-culture changes.

Unit – II Technology for rural women and their management.

1. Food processing – Science and technology as applied to the field of nutrition – low cost, indigenous, fast and Convenience foods.
2. Food preservation
3. Vermi composting
4. Kitchen gardening

Unit – III Energy Management –

1. Biogas – Scope, Principles and applications
2. Solar Energy – Scope, advantages and solar energy devices.
3. Agencies involved in promoting Science and technology for rural development – institutions involved – DST, CAPART, Indian Renewable Energy Development Agency (IREDA) Ministry of non Conventional Energy Sources FAO, ICAR.

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Unit – IV Energy Management –

1. Fuel management – use of fuel wood- Present practice and problems, smokeless chulah, use of "alternate" non-conventional sources of energy including wind and wave.

Reference –

- Raj mohinis – Women in Agriculture Kaveri Printers, New Delhi (1991)
- Garg, H.P. and Prakash, J. Solar Energy - Fundamentals and Applications, Tata McGraw Hill Publishing Company Ltd., New Delhi, 1997.
- David Elliot, Energy, Society and Environment - Technology for a sustainable future, Routledge Publishers, London, 1997.
- Swaminathan, M., Advanced Textbook on Food and Nutrition, The Bangalore Printing and Publishing Co. Ltd., 2 Edition, 1985.
- Department of Science and Technology, Models for Rural Application, Progressive Printers, New Delhi, 1995.
- Prescott, B.C. and Proctor, B. K. Food Technology, McGraw Hill Book Company, New York, 1987.
- VinkataRamana. P. Rural and Renewable Energy: Perspectives from Developing Countries, Tata Energy Research Institute, New Delhi.
- Qasim, S.Z. Science and Quality of Life, The off setters, New Delhi, 1992.
- Centre of Science for Village, Wardha - Science and Technology for Women (A Compendium of Technologies), Department of Science and Technology, New Delhi, 1989.
- Siddappa, L. S. and Tandon, G. M. Preservation of Fruits and Vegetables, ICAR, New Delhi, 1984. Prescott, S.C. and Proctor, B. K., Food Technology, McGraw Hill Book Company, New York, 1987.

Journals

- Yojana
- CAPART Press Clippings.
- KhadiGramodyog
- Construction on Rural Technology

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M.A. Semester-I
Research Methodology and Statistics
Paper – IV

Course code – H.Sc.A130704T

M.M. 25+75=100

Credit-4

Core

Objectives :

- To understand the significance of statistics and research methodology in Home Science research
- To understand the types, tools and methods of research and develop the ability to construct data gathering instruments appropriate to the research design.

Contents

Unit I:

- a) **Research :-** meaning, objective, role and scope of research in the discipline of Home Science.
- b) **Statistics:-** introduction, definition, meaning, scope, uses and importance of statistics.

Unit II: Elements of research

- a) **Variables-** meaning, nature and types.
- b) **Hypothesis-** meaning, attributes of a sound hypothesis, stating the hypothesis and types of hypothesis, null hypothesis.

c) Research Design-

- Quantitative and Qualitative Research
- Descriptive Research Design
- Correlation Research Design
- Experimental Research Design
- Diagnostic Research Design
- Explanatory Research Design

d) Sampling –

- Meaning, characteristics, concept of population and sample
- Types of sampling and generalizability of results

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- Probability sampling- simple random, systematic random sample, stratified random sampling etc.
- Non probability sampling -purposive sample, incidental samples, quota samples, snow ball samples.
- General consideration in determination of sample size.

Unit 3: Source, tools and methods of Data Collection

- a) **Source**-Primary and Secondary field and documentary.
- b) **Tools**- Interview guide, Interview Schedule, observation and questionnaire.
- c) **Methods**- Interview, Questionnaire, observation, case study and projective techniques.

Unit 4: Statistical Analysis

- a) Measurement of Central Tendency.
- b) Parametric test (t test, f test-ANOVA)
- c) Non Parametric test (Chi square test)

References:

- Bhandarkar, P. L. and Wilkinson T.S. Methodology and Techniques of Social Research, Himalaya Publishing House Mumbai.
- C.R. Kothari, Research Methodology
- C.R. Kothari, Shodha Paddyati
- Manju Patni: Anusandhan Vidhiyan, Star Publications, Agra
- Mukherjee, R., The Quality of Life, Valuation in Social Research, Saga Publications, New Delhi
- Jain, Gopal, Research Methodology, Methods, tools and techniques, Mangal Deep Publication, Jaipur (1998)
- Srivastava, D. N., Anusandhaan Vidhiya, Sahitya Prakashan, Agra
- Paras Nath Rao, Anusandhaan Parichay.
- Anita Singh, Dr., Statistics and Computer Application, Star Publication, Agra.

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M.A. Semester-I
Practicals Related to theory
Paper – V

Course code – ECA130705P

M.M. 25+75=100

Credit-4

1. Plan and Prepare performa for identify need based Programme for rural families.
2. Role of Panchayat in rural development.
3. Study of socio-economic conditions of rural and urban community.
4. Visit to neighbouring village to study the characteristics and prepare report.
5. To study technologies that can be applied in the field of food Preservation/Kitchen Garden
6. To study recent technology that can be used by rural women.
7. Prepare a Data gathering Instrument
8. A case study on any one topic related to Home Science.

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M.A., Home Science
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ECA130802T	Core	Gender Studies and women Empowerment	25+75=100	L-3, T-2, P-0	4
ECA130803T	Core	Programme Design and Evaluation	25+75=100	L-3, T-2, P-0	4
H.Sc.A130804T	Core	Scientific Writing	25+75=100	L-3, T-2, P-0	4
ECA130805T	Practical	Practical Related to Theory Paper	25+75=100	L-0, T-0, P-8	4
ECA130806R	Research Proposal	Project work	100 (I + II Sem)	L-0, T-4, P-4	4
C010806M A010806M	Open Minor Elective	E-Commerce Proyojanmulak Hindi	25+75=100	L-3, T-2, P-0	4
		Total Credit			28

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M.A. Semester-II
Extension Training Management
Paper – I

M.M. 25+75=100

Course code – ECA130801T

Credit-4

Core

Objectives:

- To enable students to
 - Understand the concepts and processes of management.
 - Realize the importance of management for achieving organizational goals
 - Apply the principle of management to the management of extension Organization services.

UNIT-I

Concept of Extension Training Management :

- Meaning, definition, aims, function, need.
- Training Process, Types, Methods and Principles Of extension Management.

UNIT-II

Steps in Extension Management :

- **Planning** - Meaning and characteristics- elements, policies, strategies, procedures, rules, budgets- planning process, types of plan, decision making: meaning- forecasting and decision making- decision making under uncertainty.
- **Organising** - organisational structure, organizational chart, organizational relationship, formal and informal organization.
- **Co-ordination**- meaning, objectives
- **Staffing**- meaning, manpower planning, selection.
- **Directing**- methods-motivation theory.
- **Controlling**- meaning and process of control.

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UNIT-III

Personal Management :

- Recruitment of extension workers
- Classification of position

UNIT-IV

- Qualities of a good extension manager.

References :

- Banerjee, S. (1981). Principles and Practice of Management. Oxford and IBH publishing company. New Delhi.
- Basu, C.R. (1989). Organisation and Management. S. Chand & Co Ltd., New Delhi.
- Burton, Gene and Hanab Thakar (1997). Management Today. Tata McGraw Hill Publishing Company, New Delhi.
- Chandan, J.S. (1997). Management – Concepts and Strategies. Vikas Publishing House; New Delhi.
- Hersey, Paul and Kenneth, H Blanchar. (1996). Management of Organisational Behaviour. Utilising Human Resources. Prentice Hall of India, Private Limited; New Delhi.
- Koontz and Heinz Weihrich. (1990) Essentials of Management. McGraw-Hill: New Delhi.
- Prasad, M.L. (1999). Principles and Practice of Management. Sultan Chand & Sons, New Delhi.
- Ramasamy, T. Principles of Management. Himalaya Publishing House, Mumbai
- Rao, VSP and Narayana, P.S. (1987). Principles and Practice of Management Konark Publishe's Private Limited, New Delhi.
- Tripathi, P.C. and Reddy, P.N. (1993). Principles of Management: Tata McGraw Hill, New Delhi.

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M.A. Semester-II
GENDER STUDIES AND WOMEN EMPOWERMENT
Paper – II

Course code – ECA130802T

M.M. 25+75=100

Credit-4

Core

Objectives:

- To enable Student to
 - To understand the concept, need relevance and dimensions of gender empowerment
 - To get sensitized to gender disparities/imbbalances and Problems of women
 - To Understand the effort at different levels for empowering women
 - To know the support system in the country for women's development

UNIT-I

Gender and Development :

- Concept of Gender, gender role. Changing trends, gender analysis matrix gender and development.
- National and International efforts for gender empowerment

UNIT-II

Status of Women : Meaning Status of Women

- Situational analysis, demographic education, employment Political and health (general occupational and reproductive) Changing scenario

UNIT-III

Violence Against Women:

- Dowry, Divorce, Domestic Violence Female Foeticide and Infanticide Sexual harassment and exploitation
- Portrayal of women in mass media Efforts for elimination of all forms of discrimination

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UNIT-IV

Policies and Programmes for Women's Development in India:

- National Policy for women Empowerment - Economic empowerment. Social empowerment, Legal empowerment, Political empowerment
- **Support system** - Role and function of the Department of women and child Development, Central social welfare Board. State social welfare Board, Panchayati Raj

References :

- Black M. (1993): Girls and Women, A UNICEF Development Priority. UNICEF: New York.
- Country Report (1995): Department of Women and Child Development. Government of India. New Delhi.
- Desai, N. (1986). Indian Women - Change and Challenge to International Women's Decade.
- Laxmi Devi (1998). Women and Development. Institute for Sustainable Development and Anmol Publications Pvt. Ltd.; New Delhi.
- National Perspective Plan for Women (1988): Department of Women and Child Development; New Delhi.
- Sahay S. (1998) Women and Empowerment: Approaches and Strategies. Discovery Publishing House; New Delhi.
- Shamim Aleem (ed.). Women's Development Problems and Prospects. APH Publishing Corporation; New Delhi.
- Sharma, O.C. (1994). Crime Against Women. Sterling Publishers Private Limited; New Delhi.
- Subbama, M. (1985). Women, Tradition, Culture. Ashish Publishing House; New Delhi.
- Yadav, C.P. (2000). Empowerment of Women. Vol. & II. Laxmi Shikshan Sansthan and Anmol Publications Pvt. Ltd.; New Delhi.

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M.A. Semester-II
PROGRAMME DESIGN AND EVALUATION
Paper – III

M.M. 25+75=100

Course code – ECA130803T

Credit-4

Core

Objectives :

- To enable students to:
- To understand the process programme planning in extension.
- To develop ability in planning extension programmes.
- To learn the principles and procedures involved in programme planning Implementation and evaluation.

UNIT-I

Programme Planning :

- Need, Meaning and importance of programme planning in extension Education
- Principles of programme planning. Programme development cycle and its Components.

UNIT-II

Plan of Work :

- Meaning, importance, components of a plan of work, developing a plan of Work factors to be considered in preparing the plan of work.
- Pre-requisites for developing plan, guidelines for developing a written Annual plan, criteria for judging the plan of work.
- Resources for programme planning Meaning of resources, types of resources, Identification and appraisal of resources.

UNIT-III

Programme Implementation :

- Aspects of execution. Factors responsible for the successful conduct of programme Planning
- Role of Officials and non-official Worker in programme implementation.
- Linkage with other agencies. In Planning of different Programmes Problems in Implementation

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UNIT-IV

Evaluation , Follow-Up and Documentation :

- Meaning and purpose of evaluation, type of evaluation -Self evaluation and External evaluation criteria for evaluation
- Phases of evaluation, tools of evaluation, observation sheet, interview schedule, Rating scale and checklist.
- Follow-up: Need for follow-up, spot visit Meetings.
- Need for reporting and recording.
- Procedures for recording- aspects to be covered.
- Records and registers to be maintained in programme implementing institutions

References :

- Albrecht, H. et al (1989). Rural Development Series. Agncultural Extension Val. & II. Basic concepts and methods. Wiley Eastern Limited, New Delhi
- Chaubey, B.K. (1979). A Handbook of Extension Education: Jyoti Prakashan Allahabad,
- Danama, O.P. and Bhatnagar, O.P. (1987), Education and Communication for Development. Oxford and 18H Publishing Co. Pvt. Ltd.: New Delhi.
- Extension Education In Community Development. (1961) Ministry of Food and Agriculture. Government of India; New Delhi.
- Pankajam, G. (2000). Extension- Third Dimension of Education, Gyan Publishing House: New Delhi.
- Ray, G.L. (1999), Extension communication and Management. Naya Prokash: Calcutta
- Reddy, A. (1999). Extension Education. Sree Lakshmi Press, Bapatia.

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M.A. Semester-II
SCIENTIFIC WRITING

Paper – IV

Course code – H.Sc.A130804T

M.M. 25+75=100

Credit-4

Core

Objectives:

- To be able to appreciate and understand importance of writing scientifically.
- To develop competence in writing and abstracting skills.

Contents :

UNIT-I

Scientific writing as a means of communication :

- Different forms of scientific writing
- Articles in journals
- Research notes and reports
- Review articles
- Monographs
- Dissertation
- Bibliography
- Book chapter and articles

UNIT-II

Outlines:

- Concept, Importance, Objectives, Types

UNIT-III

General principle of writing:

- Preparing a text for submission and publication.
- Drafting
- Proof reading
- Brevity and precision
- Concepts of preface
- Appendix
- Notes (end and footnotes), glossary
- Prologue and epilogue

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- Bibliography (annotated) and references cited
- Review and index

UNIT-IV

Dissertation/Research reports/Thesis:

- Introduction
- Review of Literature
- Research design
- Results and discussion
- Summary
- Abstracts
- References/Bibliography
- Justification and recommendation

References:

- Dr. Manju Patni: Vagyanik Lekh, Star Publications, Agra.
- Prof. M.P. Gupta: Anusandhan Sandarshika, Sharda Pustak Bhavan, Allahabad
- Sternberg R.J.: The Psychologist's Companion: A Guide to Scientific Writing for Students & Researchers. Cambridge: Cup.

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M.A. Semester-II
Practicals Related to theory
Paper – V

Course code – ECA130805P

M.M. 25+75=100

Credit-4

1. Visit to training and development organizations.
2. Designing training programmes for different development goals.
3. Identification of women's problems in a community.
4. Preparation of an album on women's issues.
5. Assessing needs and problems of a target group in a community.
6. Development of a plan of action for the problem identified Conducting the planned programme.
7. Review of least five articles from five different Journals.
8. Write a Research Proposal.

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ECA130906R	Research Project	Research Analysis and Report Writing		L-0, T-4, P-4	4
		Total Credit			24

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M.A. Semester-III
COMMUNICATION TECHNOLOGY IN EXTENSION

Paper – I

Course code – ECA130901T

M.M. 25+75=100

Credit-4

Core

Objectives:

- To impart knowledge and understanding of various Communication Systems.
- To provide a Sound Knowledge base for the relevance and applicability of the various media used in human communication and their complementary role towards each other.
- To provide basis knowledge of concept of advertising and use of media.
- To impart skill in preparation of various computer aided media messages.

UNIT-I

Communication Systems:

- Types of Communication System
- Concept. Principles. Functions, and Characteristic Features of communication.
- Forms of Communication – One way and two way Communication.
- Mass Communication – Model and theories. Role of gatekeepers and Opinion leaders
- Elements and Scope of mass – communication.
- Visual Communication- elements of visual design – color, line, form, texture & space

UNIT-II

Media Systems, Trends and Techniques :

- Concepts, Scope and relevance of media in Society
- Functions, reach and influence of media.
- Women and media, human rights and media.
- Role of media in Extension education.
- Types of media.

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UNIT-III

Advertising:

- Definition concept & role of advertising in modern marketing system & national economy
- Inter-relation of advertising and mass media systems.
- Types of advertisement-commercial, non-commercial

UNIT-IV

Computer Graphic Designing:

- Introduction to Basic of computers
- Types of Computer-Micro, Mini, Main Frame and Super Computer
- Printer, CPU Output, Input.
- Memory, Hardware, Software, Floppy and Hard-disk.
- Concepts of multimedia.
- Multimedia Applications.

Reference :

- Comer, J. Communication Studies – In Introductory Reader.
- Defluers and Dennis (1994): Understanding Mass communication.
- Ravindran. R. K. (1999): Media and Society.
- Vivian, J. (1991): Media of Mass Communication.
- Gupta S.S.-Cases in advertising and communication management in India.

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M.A. Semester-III
COMMUNITY HEALTH MANAGEMENT
Paper – II

Course code – ECA130902T

M.M. 25+75=100

Credit-4

Core

Objectives :

- To understand the concept of health and health indices popularly used
- To realize the health problems of the community and the scientific intervention
- To know the supportive services and programmes for community health management
- To get sensitised to management information systems in health.

UNIT-I

Concept of Health and Health Care :

- Concepts of health and positive health, definitions of health
- 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

UNIT-II

Community Health Needs and Problems

- Health needs and problems related to sanitation and environment, protected water. Personal hygiene and pollution control.
- 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 it's impact
- Problems of malnutrition, reproductive health problems.

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UNIT-III

Health Care Services :

- Health administrative set up, peripheral, state, national – urban, rural
- role of NGOs.
- National Health programmes
- National and International Health agencies.
- Health information, education, communication.

UNIT-IV

Health needs of special groups :

- Infants young children and adolescents
- Women
- Elderly

Reference :

- Dutt P.R. (1993): Primary Health Care, Vol 1-3, Gandhigram Institute of Rural Health and family welfare trust Ambathurai
- Manelkar R.k. (1997): A Textbook of Community Health for nurses, Vora Medical publication Mumbai
- Park K. (2000) Essentials of Community Health Nursing, M/S Banarsidas Bhanot Jabalpur.
- Park K. (2000); Textbook of Preventive and Social Medicine, M/S Banarsidas Bhanot Jabalpur.

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M.A. Semester-III
ENVIRONMENT MANAGEMENT
Paper – III-A

Course code – ECA130903T-A

M.M. 25+75=100

Credit-4

Elective

Objectives :

- To be aware of the holistic ecological approaches to environment
- To be aware of the environmental problems, hazards and risks.
- To understand the aspects of environmental pollution and waste management.
- To be aware of the environmental policies, movements and ethics.

UNIT-I

Fundamentals of environment:

- Environment definition, Scope of environment studies.
- Environmental hazards and risks
- Natural resource-conservation and sustainable development
- Population growth and natural resources
- Impact of population growth on economic development and environment

UNIT-II

Pollution and Environment :

- Sources of pollution
- Effects of pollution
- Remedies to control pollution

Environment and Public Health :

- Environmental pollution and community health
- Water borne diseases
- Air borne diseases
- Chemical insecticides and its impact on health

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UNIT-III

Waste Management :

- Types of waste
- Methods of waste management
- Water pollution and treatment of waste
- Solid waste management

UNIT-IV

Environmental Control Measurement :

- Environmental legislation
- Environmental policies
- Human rights issues relating to environment
- Environment movements
- Women and Environment
- Role of local municipal authority, government and non-governmental agencies in promoting better health environment.

References :

- Basu RN. (2000) Environment, University of Calcutta.
- Bhatia. H.S.(1998): A Textbook on Environmental Pollution & Control. New Delhi.
- Chauhan I.S. and Chauhan A. (1998): Environmental Degradation Socio-economic Consequences, Rawat Publishers, Jaipur.
- Goal PK and Sharma, K.P. (1996) Environmental Guidelines and Standards in India. Jaipur Technoscience.
- Gupta, Sunit and Gupta, Mukta (1997): Water and Basic Environmental Technology. Resource Management and Pollution Control, Anmol, New Delhi.
- Jadhav, H.V. (1977) Energy and Environment: Himalaya Publisher Mumbai
- Trivedy, R.K. (1996): Handbook of Environmental Laws, Acts, Rules Guidelines, Compliances and Standards: Enviro Media, Karad.
- 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
- Viegas Philip and Menon. Geeta (1989): The impact of Environmental Degradation on People, Indian Social Institute, New Delhi

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M.A. Semester-III
Sustainable Development
Paper – III-B

Course code – ECA130903T-B

M.M. 25+75=100

Credit-4

Elective

Objectives :

To enable the students to –

- Understand the concept of Sustainable Development
- Get acquainted with community resources and their appropriate utilization for sustainable development.
- Understand inter-linkage of People's Participation and Sustainable Development.

Content -

Unit – I : Sustainability -

- Meaning, Concept and Implications for development.
- Dimensions of sustainable Development, Social, Spiritual, economic, educational.
- Linkage between environment & sustainable development.
- Lack of sustainability due to over exploitation and non judicious use of resources.

Unit – II : Environment & Resources -

- Biodiversity, Resource Utilization and waste generation.
- Air, Water, Land, Soil Pollution
- Local and Global environment impact.
- Nonrenewable and renewable natural resources and their exploitation, Soil, Water, Mineral, Energy, forest wealth.

Unit – III: Approaches for resources conservation and waste/utilization-

- Environmentally sound technologies and their impact on sustainable management of resources.
- Appropriate technologies for management of water, fuel and energy resources
- Sharing of Community resources for sustainable development, peoples participation.

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Unit – IV : Challenges & bottlenecks in the process of sustainable development -

- Role of community, government, Corporates, and non-government organization and environment protection programme
- ESG-Environment, Social, Governance framework.

References:

- Atkinson Giles, Simon Dietz, Eric Neumayer (2007) Handbook of Sustainable Development, Edward Elgar
- Dommen, E. (ed.) (1993) Fair Principles for Sustainable Development. Edward Elgar Publishing Ltd.
- Heap. B & J., Kent. (ed.) (2000) Towards Sustainable Consumption. The Royal Society, London
- Johnson Ayana Elizabeth and Katharine K. Wilkinson (Ed.) (2020) All We Can Save- Truth, Courage, and Solutions for the Climate Crisis, One World, New York.
- Kenny, M. & J. Medowcraft, (ed.) (1999), Planning Sustainability. Routledge, London
- Kumar, Surender, Managi. Shunsuke (2009) The Economics of Sustainable Development- The Case of India, Springer-Verlag New York.
- Mittal, K.M. (1997) Non-Conventional Energy Sources, Principles, Progress and Prospects, A.II. Wheeler and Co. Ltd, New Delhi.

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M.A. Semester-III
Extension Administration and Supervision
Paper – IV-A

Course code – ECA130904T-A

M.M. 25+75=100

Credit-4

Elective

Objectives :

To enable students to

- Understand the principles of administration co-ordination and supervision.
- Be aware of the administrative structure of the rural development Programme in India.
- Understand basic elements in extension management
- Understand the concept of national development.

UNIT-I

- Concept, meaning, nature and purpose of administration in extension and rural development.
- Public and Private administration.
- Principle of administration and increase efficiency in administration.

UNIT-II

- Authority and delegation of authority – need, principles and process of delegation of authority.
- Difference between authority and power, factors effecting for building of an extension organization.

UNIT-III

- Supervision – meaning, principles and characteristics or traits desirable in extension supervisor.
- Administrative set up and function – administrative structure and function of the rural development Programme in India MGNREGA, SGSY, PMGSY, ICDS, MID-DAV MEAL PROGRAMME etc.
- Role of public administration in development – Plans, Programmes, Policies
Difference in Planning Administration management.

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UNIT-IV

Development Administration –

- Village-Block-District-State-Union level agencies, organisations and institutions.
- Urban Planning and management, Role of municipalities corporations and urban agglomerations.
- Community and their role in their own development.

References-

- Sharma D.P. Public Administration in Theory and Practice, Kitab Mahal Publication, Patna, Bihar, 1976.
- Dahama, O.P. and Bhatnagar O.P. Education and Communication for Development. Oxford and IBH Publishing, New Delhi, 1980.
- Mishra, SN. and Verma, B.M. Evaluation of Training of Rural Youth for Self Employment (TRYSEM) in Rajasthan, 1982.
- Desi, D.K. Management in Rural Development, Oxford and IBH, New Delhi, 1983.

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M.A. Semester-III
INDIAN SOCIO-ECONOMIC ENVIRONMENT & POLICIES

Paper – IV-B

Course code – ECA130904-B

M.M. 25+75=100

Credit-4

Elective

OBJECTIVES:

- To understand socio-economic structure, organization and problems of rural urban and tribal areas
- To be knowledgeable about Policies of development and their impact
- To be aware of policies liberalization and globalization and their impact.

UNIT I

Indian economy- Structure and organization of rural, urban and tribal areas :

- Land ownership, occupational hierarchy, dependence on agriculture
- Caste, class and institution
- Roles and status of women in Empowerment
- Poverty inequality, unemployment, stagnation.
- Impact of Industrialization on urban & rural life, Socio economic Aspects of metropolitan life
- Historical overview of tribal welfare

UNIT-II

Socio Economic changes since independence :

- Economic planning and achievements
- Rural Development- Concept, objective importance and historical over view
- Special programme for Poors, Women & Children.
- Employment policy- Cottage and small industries
- Land reforms-Future Programmes
- New economic policy and its impact

UNIT-III

Co-operatives :

- Philosophy

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- Objectives
- Types and progress

UNIT-IV

Industry and agriculture :

- Industrial development and diversification
- Industrial policies since 1981

References :

- Ahluwalia, M.S. (2000): India's Economic Reforms and Development. Oxford University Press
- Bhattacharya B: Urban Development in India. Shree Publishing House Delhi
- Gulati, A.: Indian Agriculture and Open Economy.
- Hussain, N.: Tribal India Today, Hamam Publishing House.
- Krishan, K.L.: Industrial Growth and Diversification.
- M.B. Nanavati and Anjana, J.J.: Indian Rural Policies.
- Sen, A.K.: Growth Economics.
- Singh, A.K.: Tribal Development in India, Amar Prakashan. Delhi.

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M.A. Semester-III
Practicals Related to theory
Paper – V

Course code – ECA130905P

M.M. 25+75=100

Credit-4

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. Visit to primary health center/Health clinic/Health club.
4. Survey about health problem of Various Physiological groups such a – Infants, Women, Children, Adolescent, Geriatric.
5. Survey of method of household refuse disposal.
6. Role of Women in Prevention of environmental pollution.
7. Disposal and utilization of waste-Reduce, Reuse, Recycle.
8. Creating Community awareness about sustainable practices for specific community.
9. Impact of industrialization on urban life.
10. To study about cottage and small industries in urban or in rural area.

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Shri Agrasen Kanya P.G. College, Varanasi
(An Autonomous Institutions)
Syllabus Scheme
M.A., Home Science
(Credit & Grading System)
Semester wise P.G. Programme Structure – Home Science
Extension & Communication

Course code	Paper/ Course	Paper title	Internal+ external= Total Marks	Load Allocation (L.T.P.)	Credi t
P.G. Semester-IV					
ECA130001T	Core	Entrepreneurship Management	25+75=100	L-3, T-2, P-0	4
ECA130002T	Core	Extension Technique	25+75=100	L-3, T-2, P-0	4
ECA130003T-A	Elective	a-Management of Human Service Organizations	25+75=100	L-3, T-2, P-0	4
ECA130003T-B		b-Life Long Learning			
ECA130004T-A ECA130004T-B	Elective	a-Media Planning & Social Advertisement b-Rural Journalism	25+75=100	L-3, T-2, P-0	4
ECA130005P	Practical	Practical Related to Theory	25+75=100	L-0, T-0, P-8	4
ECA130006R	Project Report	Dissertation	25+75=100 III rd + IV th sem	L-0, T-4, P-4	4
		Total Credit			24

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M.A. Semester-IV
ENTREPRENEURSHIP MANAGEMENT

Paper – I

Course code – ECA130001T

M.M. 25+75=100

Credit-4

Core

Objectives :

- To provide conceptual inputs regarding entrepreneurship management.
- To sensitize and motivate the students towards entrepreneurship management.
- To orient and impart knowledge towards identifying and implementing entrepreneurship opportunities
- To develop management skills for entrepreneurship management.

UNIT-I

Conceptual Framework :

- Concept, need and process in entrepreneurship development
- Role of enterprise in national and global economy
- Types of enterprise-Merits and Demerits
- Government policies and schemes for enterprise development.

UNIT-II

The Entrepreneur :

- Entrepreneurial motivation dynamics of motivation
- Entrepreneurial competency-Concepts.
- Developing Entrepreneurial competencies - requirements a understanding the process of entrepreneurship development, s awareness, interpersonal skills, creativity, achievement, factors affecting entrepreneurs role

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UNIT-III

Launching and organising an enterprise :

- Environment scanning information, sources schemes assistance, problems
- Enterprise selection, market assessment
- Resource mobilization-finance, technology raw material, site and Manpower
- Costing and marketing management and quality control
- Feedback, monitoring and evaluation

UNIT-IV

Preparing Project Proposal to start on new enterprise & feasibility report :

- Enterprise Networking
- Concept and dynamics
- Methods

References:

- Meredith, Gg. Et al (1982) Practice of Entrepreneurship. ILO. Geneva.
- Patel, VC (1987) Women Entrepreneurship-Developing New Entrepreneurs. Ahmedabad EDII
- Akhauri, MMP (1990) Entrepreneurship for Women in India, NIESBUD, New Delhi
- Hisrich, R.D. and Petery, MP (1995). Entrepreneurship-Starting. Developing and Managing a Enterprise Richard D.. Irwin, INC USA
- Hisrich, R.D and Brush, CG (1986) The Women Entrepreneurs. D.C. Health & Co., Toranto.

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M.A. Semester-IV
EXTENSION TECHNIQUE
Paper – II

Course code – ECA130002T

M.M. 25+75=100

Credit-4

Core

UNIT-I Rapid and Participatory Rural Appraisal

- Meaning Concept Need, Scope, Method & Tools of PRA.
- Participatory methods for formal and non-formal Training.
- P.R.A.

UNIT-II

Formal Participatory Training Methods :

- Structured and Unstructured Interview.
- Case study, life History
- Sampling, real life Incidence and class, Laboratory, Individualized and Group training methods.
- Seminar and syndicates.

UNIT-III

Non Formal Participatory Training Methods :

- Interactive lectures and Interactive Demonstration.
- Team Contact.

UNIT-IV

Participatory Techniques :

- CPM
- PERT
- SWOT

References :

- Bandarkar, P.L. and T.S. (2000): Methodology and Techniques of Social Research, H Publishing House, Mumbai.
- Bhatnagar, O.P. (1990): Research Methods and Measurements in Behavioural and Sciences, Agri Cole Publishing Academy, New Delhi.
- Edwards, A.L. (1969): Techniques of Attitude Scale Construction, Wakils, Feffer and Private Limited, Bombay.

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- Haris Raj (1996): Theory and Practice in Social Research, Surjeet Publications, New Delhi.
- Krishnasamy, O.P. (1999): Methodology of Research in Social Sciences, Himalaya Pub House, Mumbai.
- Laxmi Devi (1998): Reporting in Social Research, Institute for Sustainable Development, Anmol publications Pvt. Ltd., New Delhi.
- Mikkelesen, B. (1995): Methods for Development Work and Research -A Guide Practitioner, Sage Publications, New Delhi.
- Mulay Sumati and Sabarathanam, V.E. (1980): Research Methods in Extension Education, Manasayan, New Delhi.
- Ray, G.L. and Mondal, S. (1999): Research Methods in Social Sciences and Extension Education, Naya Prokash, Calcutta.
- Singh, A.K. (1997): Tests, Measurements and Research Methods in Behavioural Science, Bharati Bhawan, Patna

Journals :

- Kurukshetra
- Rural India
- Journal of Rural Development
- Indian Journal of Extension Education

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M.A. Semester-IV
MANAGEMENT OF HUMAN SERVICE ORGANISATIONS

Paper – III-A

Course code – ECA130003T-A

M.M. 25+75=100

Credit-4

Elective

Objective:

- To enable the students to:
 - Understand the concept of human service.
 - Become aware of the human service organisations,
 - To understand and apply the principles of management of human service organisation.

UNIT-I

Concept of Service organisations :

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

UNIT-II

Management of service organisations :

- Concept and importance, functions of management, approaches to management.
- Planning personnel management, financial management, administration and monitoring of organisational activities.

UNIT-III

- Organisational structure of human service Organisations.

UNIT-IV

Organisations working for the service of various groups:

- Women, Children, Youth, groups and groups with special needs
Government and non government working for the services 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 service.

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- **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.

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M.A. Semester-IV
LIFE LONG LEARNING
Paper – III-B

Course code – ECA130003T-B

M.M. 25+75=100

Credit-4

Elective

Objectives :

To enable the students to:

- Know the concept of lifelong learning and its importance for holistic education.
- Be able to critically think and evaluate programmes and policies for lifelong learning and its contribution to the development of society.
- Evaluate impact of government programmes and suggest improvement strategies.
- Develop Skill Development programmes for selected target groups.

Contents

UNIT-I

- Meaning, importance and benefits, need, characteristics, scope of Learning
- Role of alternative learning. Formal education systems, Historical perspective of lifelong learning
- Learning theories- Four pillars of learning, Recognition Of Prior Learning of the learners- Methods and Approaches

UNIT-II

Policies and Programmes

- Lifelong learning policy of India- Pre-independence, Post-independence-
- Recommendations of different Commissions/Committees: Indian Education Commission (1964-66), Indian Education policy (1986), UGC Guidelines on Lifelong Learning.
- Extension during Ninth Plan period (2007), National Skill Development Mission (2015) New Education Policy (2020).

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UNIT-III

- Programmes- NIOS, Night schools, NSQC, functional literacy programme, TLC, JSS. Employment Programmes for youth, women and other groups
- Adult literacy, NFE, Sakshar Bharat Scheme, Role of State Resource Centers (SRCs) in material production

UNIT-IV

- Lifelong learning through different institutions and organisations
- Role and Strategies of government departments in lifelong learning
- Lifelong learning through universities, colleges and Corporates
- Role of NGOs and Corporate sectors in LLLE

References:

- www.unesco.org/education/aladin/paldin/pdf/course_01.pdf
- En.wikipedia.org/wiki/lifelong_learning
- Preece, J., Lifelong Learning and Development: A southern Perspective, London. Continuum International Publishing Groups, 2009
- Rajesh and Dixit, V.K. Life long Learning: Issues and Challenges, Global book Organisation, New Delhi. 2011
- Singh, Madhu, Life long Learning, Humbert: UNESCO Institute of Life Long Learning, (ed 2002),
- Rosengreen, K.E., Communication: an introduction, New Delhi: Sage Publication. 2000
- Armstrong, M., A hand book of Human Resource Management Practices, UK: Kogan Page Limited. 2007
- Klein, B.M and Osborne, M., The concepts and practices of Life long Learning, Taylor and Francis e-library, 2007
- Vle.du.ac.in

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M.A. Semester-IV
MEDIA PLANNING & SOCIAL ADVERTISING

Paper – IV-A

Course code – ECA130004T-A

Credit-4

M.M. 25+75=100

Elective

Objective :

- To Understand the process of social marketing and social advertising and its comparison with commercial and marketing of products and services
- To understand the theories modes and approaches to social marketing
- To identify the steps and considerations involved in media planning for different Target groups media types and issue types
- To analyse the policy framework of different mass media with respect to social Marketing and advertising
- To understand the role of each media type small and large group media in promoting social advertising
- To study the trends, needs and problems with respect to social advertising on different media types mass media and small and large group media

UNIT-I

Social Marketing and Advertising :

- Social advertising and commercial advertising definitions need, scope
- Similarities And differences between commercial marketing of products and Services and social marketing

UNIT-II

Media Planning for Social Advertising and Marketing :

- Programme design for social advertising
- Communication and steps in media planning for different target groups ,Types of issues, choice of media available, communication needs finance and time Consideration socio cultural factors and others, choice of media mix

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UNIT-III

Media in Social Marketing & Advertising: Global and Indian perspective :

- Role of small and large group media in social advertising , economic , technical and time consideration availability ,repeat value , exposure ,adaptability and others
- Economic aspects of media for advertising
- Layout policy on each mass media with respect to social advertising

UNIT -IV

Trends in Social Advertising: Global & Indian Scenario :

- Analysis of trends in social advertising on different media types for Different issues.
- Problems and future needs social advertising on different media Types.

References :

- Agarwal C. Binod and Rai Kumkum (1988) Women Technician and rural Development National Publishing House New Delhi
- Agne Dark, M. Brian O (1958) Television Advertising, McGraw Hill Television Sciences. McGraw Hill Co. Inc. New York
- Barry Lumand & L. Heusel James S.(1973) Marketing and Social Environment. Reading Test Petrocelli Books. New York.
- Bhasin K. and Agarwal B. (1984) Women Development and media New Delhi.
- Joshi PC (1985) Indian Personality for Television Vol. 1 , report of the Working Group of Software for Doordarshan , Ministry of information and broadcasting.

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M.A. Semester-IV
RURAL JOURNALISM
Paper – IV-B

Course code – ECA130004T-B

M.M. 25+75=100

Credit-4

Elective

Objectives: To enable students to understand-

- The basics of journalism and develop a relationship of development and journalism
- The challenges of development from the journalistic perspective
- The relevance and advocacy to promote development journalism

UNIT-I

- Journalism- concept, types, terminology and commandments
- Journalist-concept, role and responsibilities
- Collection and transmission of journalistic information
- Rural Journalism - nature, scope, importance, structure of villages, various problems or rural development, challenges of rural journalism, advances in farm or rural journalism

UNIT-II

- Development journalism-concept and challenges
- The media- Press, Radio and Television
- News: definition & type news value, qualities of good writing elements of news, 5W & 6 IH
- Concept of news structure of news story.
- Introduction, body (Inverted Pyramids) etc. news gathering & sources of news, qualities of reporter

UNIT-III

- Headline: meaning, significance
- Writing styles for news paper - Interview, Feature- Book Review, Film Review
- Types and Characteristics of News Article
- Photo journalism- principles and practices

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UNIT-IV

- Advertisement and Social marketing - concept, characteristics and role of advertisement
- Editor-, Role and responsibilities, editing symbols and editorial department
- Public relations- concept, principle, scope and methods
- Technology advances in journalism

References

- Kohli, V. The Indian Media Business, Sage, 2003.
- Ganaratne, S. Handbook of the media, Sage, 2000.
- Kothari, G.-Newspaper Management in India.
- Alexander., L. Beyond the fact- A guide to the art of feature writing. Delhi, Surjeet Publication. 1999
- Aster, J.J. Art of modern journalism. Series of lecture on the techniques of journalists. Delhi, Akashdeep Publications. 1992
- English, E and Hach, B. Scholastic journalism. Illinois State University Press. 1983.
- Finch, P. How to Publish Yourself: A Practical Guide. Allison & Busby, London. 1982
- Flesche, R. How to write, speak-& think more effectively. Harper & Row, New York. 1992
- Friendlander, E.J. & Lee J. Feature writing for newspapers and magazines: permit of excellence. London, Harper & Row. 1992
- Kamath, M.G., Writing for farm families. Allied, New Delhi, 1985
- Mehta, D.S., Mass Communication and Journalism in India. Vikas, New Delhi, 1981
- Montagues, J., Editing and Publication. A training Manual & A Handbook for trainers of Editing and Publications, IRRI, Philippines, 1991

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M.A. Semester-IV
Practicals Related to theory
Paper – V

Course code – ECA130005P

M.M. 25+75=100

Credit-4

1. Market Survey.
2. Presentation of Seminar on related topics.
3. Preparation of village profile using PRA technique.
4. Selection of three BPL families.
5. Identifying and visiting local human service organisations.
6. Discussion of case studies.
7. Study people's perception of trends, impact and need for social advertising on different media for different communities – rural, urban, slum.
8. Study the trends in social advertising on different mass media.
9. Evaluation of life long learning programme for a selected group.
10. Design a life long learning programme for dropout children/women/street children/unemployed youth.
11. To produce Rural/Development Journalism Materials for different media- News paper, Radio, Television.
12. To study about the advance Technology in Journalism.

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