

**CODE: 22LLEP0001      ADULT CONTINUING EDUCATION AND EXTENSION    CREDIT - 4**

**Objective:** Make the students to understand the basic concepts, programmes of Adult Continuing Education and Extension. The course provides inputs to the students on how to educate the Adult Learners in the context of Lifelong Learning.

**Specific Course Objectives**

- To understand basic concepts related to Education, Adult Continuing Education and Extension
- To familiarize the history of Adult Education including role of various organizations in development of Adult Education across various countries
- To know the process and methods involved in material preparation for Adult Learners
- To understand the planned efforts by various Institutions and Stakeholders
- To make known the existing institutional arrangements for Adult Continuing Education and Open Learning

**Learning Outcomes**

- Understand the importance and role of Adult Continuing Education and Extension in the development scenario
- Gaining the knowledge on role of various Institutions working for the Adult Continuing Education and Extension
- Have working knowledge on material preparation for Adult Learners
- Understand the Institutional framework for the development of Adult Continuing Education and Extension in the context of development
- Organize the community for gaining from adult, continuing education and extension

**Unit - 1: Theory and Concepts:** Andragogy, Pedagogy and Heutagogy – Illiteracy and Its Types, Literacy and Its Types – Traditional, Functional, Mass, Rapid, Legal, Technological – Adult Education Continuing Education, Lifelong Learning - Recurrent Education – Formal Education, - Non - Formal Education, Informal Education – Development and Its Indicators - Quantitative and Qualitative. Adult Education and Development – Social, Economic and Cultural – Extension Education.

**Unit - 2: History of Adult Education:** Adult Education in Pre – Independence India – Post Independence India From 1947 upto the Twelfth Five Year Plans –Farmers Functional Literacy – Gram Shikshan Mohim, National Adult Education Program –Mass Programme for Functional Literacy, Saakshar Bharat Mission, Centre Model versus Each-One Teach – One Model – Adult Education in China, Denmark, Vietnam, Tanzania, Nigeria – Role of NGOs with Special Reference to Bengal Social Service League, Literacy House, Seva Mandir, Sriniketan - Gandhian Approach on Literacy.

**Unit - 3: Curriculum Development:** Psychology of Adults – Characteristics of Adult Learners, Theories of Adult Learning – Motivational Aspects of Adult Learning – Developing Curriculum, Types of Curriculum - Foundational Literacy and Numeracy - Critical Life skills - Basic Education - Vocational Skills Development - Education for Health and Wellbeing - Education for Community Competence - Education for Self Fulfillment - Remedial Education – Different Teaching Methods, Teaching Learning Materials for Adults, Teaching Aids. Principles of Curriculum Development and Approaches of Curriculum Development - Identification and Preparation of Books for Illiterates, Literates (Neo), Publication And Marketing of Materials, Development of Materials – Print and Non – Print.

**Unit - 4: Current Trends in Adult Education / Lifelong Learning :** National Literacy Mission (NLM), Total Literacy Campaign (TLC), Post – Literacy Campaign (PLC) and Other Programmes

of NLM - Literacy Programme under The NEP 2020 - New India Literacy Programme 2022-27 - Education for All. Role of NGOs, Universities and Other Government Agencies in Support of the NLM – UNICCO's Efforts – Strategies for Bringing Extension as the Third Dimension of the University, System, Role and Functions of Department of Adult Continuing Education and Extension, Models for Extension Work. Role of Adult Education Teacher Educators in the Twenty First Century – Open Learning.

**Unit - 5: Continuing Education, Training, field organization:** Jana Shiksham Nilayam, Jana Shikshan Sansthan (Shramik Vidyapeeth), Continuing Education Courses, Continuing Education and Technology, NIOS, OBE, Continuing Education and Vocational Courses – Planning Forums, Legal Literacy Programmes – Application of Management Principles at Program, Project, Management Information System for Programme Efficiency – Educational Technologies, Participatory Communication Methods – Training for Functionaries in ACE, NGOs, Participatory Approach - Current Trends in Adult Education Research - Online Education Learning system.

### References Books:

Aggarwal, J.C., Adult and Social Education in India, Global Perspective, New Delhi, 1989.

Grover, R.P. Rita Chopra, Adult Education, The Indian Publications, Ambala Cantt, 1998.

Kundu, C.L., Adult Education, Principles, Practice and Prospects, Sterling Publishers Pvt. Ltd., New Delhi, 1984.

Madan Singh, Adult Education in 21<sup>st</sup> Century, The Associated Publishers, Ambala Cantt, 2001.

Mohanty J., Adult and Non - Formal Education, Deep & Deep publications Pvt. Ltd., New Delhi, 2002.

N Hema Sarat & Gajanand Palve Chandra (2020), Adult Continuing and Extension Education at a Glance, Daya Publishing House

Parashar B.P., A Text Book of Adult Education, Dominant Publishers and Distributors, New Delhi, 2005.

Rajendra Singh Yadav, Adult Education Concept Theory and Practice, The Associated Publishers, Ambala Cantt, 2002.

Sharan B. Merriam & Laura L. Bierema: San Francisco, Adult Learning: Linking Theory and Practice, Jossey-Bass (Wiley), 2014

Stephen D. Brookfield, Understanding and Facilitating Adult Learning: A Comprehensive Analysis of Principles and Effective Practices, Jossey-Bass (Wiley), 1991

### Journals

- Indian Journal of Adult Education, Published by Indian Adult Education Association, New Delhi,
- Journal of Adult and Continuing Education - SAGE Journals, New Delhi
- Indian Journal of Educational Research, University of Calcutta, Kolkata
- International Journal of Lifelong Education, Published Taylor and Francis Group, UK
- International Journal of Adult Education and Technology (IJAET), USA

### Websites

- <https://dsel.education.gov.in/dsel> Government of India Programmes on Literacy
- <https://www.msde.gov.in/> Government of India Programmes on Skill Development
- <https://journals.sagepub.com> › home › aeq
- <https://journals.sagepub.com> › home › adu
- <https://www.igi-global.com> › journal › international-journal
- <http://www.dae.mhrd.gov.in>
- <http://iaea-india.in>
- <https://www.nios.ac.in>

## New Course introduced in 2022-23

**CODE: 22LLEP0002**

**CORPORATE SOCIAL RESPONSIBILITY**

**CREDIT: 3**

**Objective:** Make the students to understand the basic concepts on Corporate Social Responsibility (CSR). The purpose of the Course is to educate the students on the role of Corporate Social Responsibility (CSR) in the sustainable development with stakeholders participation.

### **Specific Course Objectives:**

- To make students understand the concept, theories and application of Corporate Social Responsibility (CSR) for the sustainable development.
- To develop students understand on role of Corporates / Industry with various stakeholders participation
- To know the impact of contribution by the Corporate Social Responsibility (CSR) in the context of social issues and community needs
- Show case the achievements of CSR through experiential learning through Industry Visit, Exposure Visit, Case Studies.

### **Learning Outcomes:**

- Understand the key features of Corporate Social Responsibility (CSR)
- Apprise the relationship between business ethical values and Gandhian perspective
- Have knowledge on legal procedures and stakeholders' participation under CSR
- Understand the contribution and impact of Corporate Social Responsibility (CSR) in the field level

**Unit - 1: Introduction and Concept:** Objectives and Definition of Corporate Social Responsibility (CSR)- History and Evolution of CSR- Need for CSR- Theoretical Perspectives- Corporate Citizenship- Business Practices- Strategies for CSR- Challenges and Implementation of CSR- CSR through Triple Bottom Line and Sustainable Business- Relation between CSR and Corporate Governance- Environmental Aspect of CSR- Chronological Evolution of CSR in India- Models of CSR in India- Carroll's Model- Drivers of CSR- Major Codes on CSR- Initiatives in India- Gandhian Perspectives of Business - Trusteeship

**Unit - 2: Sustainable Development and CSR:** Concept and Meaning of Sustainability- Sustainable Development Goals (SDG)- The Iron Law of Social Responsibility- Relevance of CSR in SDG. Efforts Under CSR for Improvement of Health, Education, Infrastructure, Skill Development, Environment, Poverty Elevation for Achieving SDG.

**Unit - 3: Legislation for CSR:** CSR and Social Legitimacy- Section 135 of Companies Act 2013- Scope for CSR Activities under Schedule VII- The Regulatory Environment in India- Latest Legislations. Role of Non-Profit and Local Self-Governance in Implementing CSR- Role of Public Sector Corporates / Companies In CSR

**Unit - 4: Stakeholders of CSR:** Concept of Sustainability and Stakeholder Management- Key Stakeholders of CSR and their Roles - Different Stakeholder's Different Perspective- Success and Failure with CSR Initiatives- Corporate Response to Citizen Demands via CSR- The Five Stages of Organizational Growth with CSR- Roles and Responsibilities of Corporate Foundations.

**Unit - 5: Exposure Visit/ Study Tour and Internship:** Exposure Visit for Experiential Learning, Documenting, Discussing Case Studies on CSR Initiatives and Issues, Assignments/ Presentation After Field Visits to CSR Projects.

## References Books :

- Baxi C. V., Ajit Prasad, Corporate Social Responsibility: Concepts and Cases : the Indian Experience, Excel Books India, 2005
- Dongyong Zhang, Stephen Morse, Uma Kambhampati ,Sustainable Development and Corporate Social Responsibility, Routledge, 2017
- George Pohle and Jeff Hittner, Attaining Sustainable Growth through Corporate Social Responsibility, IBA Global Business Services, 2008
- Mark S. Schwartz, Corporate Social Responsibility: An Ethical Approach, Broadview Press, 2011
- Philip Kotler, François Maon, Adam Lindgreen, A Stakeholder Approach to Corporate Social Responsibility, Pressures, Conflicts, and Reconciliation, Routledge, 2012
- Post, J.E., A.T. Lawrence, and J. Weber. *Business and Society*. 10th ed. Boston: McGraw-Hill, 2002
- Quaddus, Muhammed Abu B. Siddique M.A, Handbook of Corporate Sustainability: Frameworks, Strategies and Tools , Edward Elgar, 2011
- Sanjay K Agarwal, Corporate Social Responsibility in India, Sage Publication, New Delhi, 2008
- Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, NewDelhi, 2019
- Srinivasan T N Growth, Sustainability, and India's Economic Reforms, Oxford University Press, 2011
- William B. Werther Jr. and David Chandler, Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Second Edition, Sage Publications, 2006

## Journals

- The CSR Journal: CSR in India, Mumbai
- International Journal of Corporate Social Responsibility, UK
- Corporate Social Responsibility and Environmental Management, Bangkok
- International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility (IJSECSR), Italy,
- The Asian Journal of Sustainability and Social Responsibility, Korea

## Websites

- <https://www.unido.org> › our-focus › what-csr
- <https://www.businessnewsdaily.com> › ... › Strategy
- <https://corporatefinanceinstitute.com>
- <https://hbr.org> › 2015/01 › the-truth-about-csr
- <https://www.india-briefing.com> › news › corporate-social-...
- <https://www.csr.gov.in> › csr › global › master › home
- <https://thecsrjournal.in> › what-is-csr-corporate-social-res

## NEW COURSE INTRODUCED IN 2022-23

CODE: 22LLEP0003

LIFE SKILLS EDUCATION

CREDIT - 3

**Objective:** To impart knowledge on Life Skill Education and its application among the students. Make the students to understand the basic concepts, applications of various Life Skill Education.

### Specific Course Objectives

- To provide basics of Life Skills Education to the students
- To enhance the knowledge on the Employability Skills
- To enable the students to understand the process of Goal setting and Decision Making
- To provide opportunity for hand-on-experience in relating to Life Skills

### Learning Outcomes

- Understand the concepts and techniques of the Life Skills
- Have managerial strategies and knowledge of Group, Team and Individual behaviour
- Improve the operational/ functional ability to perform in the public forum
- Have hand-on-experience in relating to Life Skills

**Unit - 1 : Introduction to Life Skills:** Concept, Meaning, Definitions, Objectives and Importance of Life Skills –Survival Skills and Livelihood Skills, Life Skills Education, Life Skills Approach.

**Unit - 2: Communication Skills:** Intra-personal Communication and Inter Personal Communication in a Group / Team. Features of an Effective Communication. Verbal and Non-Verbal Communication - Importance, Issues, Interpreting Non-Verbal Cues. Barriers in Communication. Listening and Active Listening.

**Unit - 3: Decision Making Skills:** Future Studies, Careers Choosing – Time for Work and Studies – Problem Solving Skill – Identify Individual Problems, Occupational Problems, Time Management, Stress Management, Managing Health Related Problems.

**Unit - 4: Personality Development:** Self-Awareness, Self-Assessment, Self-Confident, Attitude, Goal Setting, Managing Interpersonal Relationship - Group and Team Dynamics - Leadership traits, Leadership Styles, Public Speaking, Negotiation and Conflict-Resolution.

**Unit - 5: Employability Quotient:** Resume building - art of participating in Group Discussion - Facing the Personal Interview - Case Study Analysis - Presentation Skills: Writing Memos, Preparation of Circulars and Notices, Report Writing - Becoming a Professional, Role of Body Language.

**Modules to be Administered:** Opportunities for Hands-on-experiences - Role Play - Team Work-Group Discussion - Mock Interview - Presentation of Curriculum Vitae (CV) and Resume Exercise.

### Reference Books:

Dahama O.P., Bhatnagar O.P, Education and Communication for Development, (2nd Edn.), Oxford& IBH Publishing Co. Pvt. Ltd. New Delhi, 2005.

Goldberg, David, Life Skills and Leadership For Engineers. New Delhi: Tata Mc Graw Hill Publishing Company, 1997.

Mangal S.K., An Introduction to Psychology, Sterling Publishers Pvt. Ltd., New Delhi, 2008.  
Nair .V. Rajasenan, Life Skills, Personality and Leadership, Rajiv Gandhi National Institute of Youth Development, Tamil Nadu, 2010.  
Pandey, Shiv Pujan, Life Skill Education for Adolescents. New Delhi: Global Research Publications, 2012.  
Prakash B. (Ed), Adolescence and life skills Common Wealth Youth Program, Asian Center, Common wealth Secretariat. New Delhi: Tata McGraw Hill, 2003.  
Rao P.L, Enriching Human Capital through Training and Development, Excel Books, Delhi, 2008  
Santrock W.John, Educational Psychology. (2nd Edn.) New Delhi: Tata McGraw-Hill Publishing Company Ltd, 2006.  
Singh Madhu, Understanding Life Skills, Background paper prepared for Education for All: The Leap to Equality, 2003.  
Stella Cottrell, Critical Thinking Skills: Developing Effective Analysis and Argument, Palgrave Macmillan Ltd., New York, 2005.  
Thomas, Gracious, Life Skill Education & Curriculum . Delhi: Shipra Publications, 2010.

### **Journals**

- Publications - Indian Association of Life Skills Education, Chennai, Tamil Nadu
- Life Skills Education for Youth - Critical Perspectives, Springer Link, USA.
- Procedia - Social and Behavioral Sciences, Elsevier Ltd.
- Indian Journal of Life Skills Education,

### **Websites**

- <https://www.ialse.net> › publications
- <http://ncrb.gov.in/National/Crime/Records/Bureau/report>
- [http://en.wikipedia.org/wiki/Life\\_skills](http://en.wikipedia.org/wiki/Life_skills)
- [http://www.cbse.nic.in/cce/life\\_skills\\_cce.pdf](http://www.cbse.nic.in/cce/life_skills_cce.pdf)
- <http://www.unicef.org/lifeskills/>
- [http://www.ficci.com/sector/74/Project\\_docs/SectorProfile](http://www.ficci.com/sector/74/Project_docs/SectorProfile).

## NEW COURSE INTRODUCED IN 2022-23

CODE: 22LLEP0004

SOCIAL ENTREPRENEURSHIP

CREDIT- 4

**Objective:** To make the students to understand the scope of social entrepreneurship and to develop skills in managing social enterprises in the context of sustainable development

### Specific Course Objectives

1. To sensitize on the structure and role of third sector in the sustainable development
2. To provide basic understanding about the concept of social entrepreneurship and the portfolio of social enterprises
3. To educate on the managerial knowledge and skills on social enterprises
4. To provide hands-on-training and field level experience on real time basis
5. To gain the knowledge on social entrepreneurs issues and challenges and developing problem solving strategies

### Learning Outcomes

1. Able to analyze the third sector role in development process
2. Able to apply the concept of Social Entrepreneurship and Enterprises
3. Can design managerial applications for effective scaling up the Social Enterprises
4. Can develop collaborative strategies and techniques for various stakeholders involved for societal development
5. Have skill for networking of social marketing and provide possible solutions for problem

**Unit - 1: Voluntary Sector:** Concept, Meaning, Definition, Scope, Type, Need and Importance of Third Sector in Development. Typologies of Third Sector – Voluntary, NGO, NPO, CBO, and CSO - Growth of Third Sector in India – Performance and Environment of Third Sector- Third Sector Relationship to State and Civil Society.

**Unit -2: Social Entrepreneurship:** Concept, Definition, Importance of Social Entrepreneurship – Social Entrepreneurship Vs Business Entrepreneurship – Social Entrepreneurs and Social Change – Qualities and Traits of Social Entrepreneurs – Social Capital Promotion through Voluntary Sectors.

**Unit - 3: Social Enterprises:** Concept, Definition and Importance of Social Enterprises – Similarities and Differences between Social Enterprises and Nonprofit Organization – Types of Social Enterprises – Concept of Triple Bottom Line- Bottom of the Pyramid – Corporate Social Responsibility – Select Case Studies of Indian Social Enterprises.

**Unit - 4: Management of Social Enterprises:** Global and National Environment to Promote Social Enterprises and Social Entrepreneurship. Financial Management of Social Enterprises – Venture Capital for Social Enterprises – Corporate and Government Support for Social Enterprises – Community Participation in Social Enterprises.

**Unit - 5: Social Marketing:** Marketing of Social Services- Application of Marketing Principles in Welfare and Development Field – Problems and Remedies in Social Marketing.

## Reference Books

- Alex Nicholls, Social Entrepreneurship: New Models of Sustainable Social Change, New York: Oxford University Press, 2006.
- Archana Singh, Edakkandi Meethal Reji, Social Entrepreneurship and Sustainable Development, Taylor & Francis, 2021
- David Bornstein, How to Change the World: Social Entrepreneurs and the Power of New Ideas, New York: Oxford University Press, 2007.
- Gregory Dees, Jed Emerson, Peter Economy Enterprising Non Profits - A Toolkit for Social Entrepreneurs, New York: John Wiley and Sons, 2002.
- Madhukar Shukla, Social Entrepreneurship In India : Quarter Idealism And A Pound Of Pragmatism, SAGE Publications India Pvt Ltd, India, 2020
- Muhammad Yunus, Building Social Business – the New kind of Capitalism that Serves Humanity's Most Pressing Needs, 2006
- Naveen Shamsudhin, Nilanjana Das, Pratyush Das Kanungo, Social Entrepreneurs and Change Makers, Bose Creative Publishers, India, 2020
- Paramasivam C, Social Entrepreneurship, New Century Publications, New Delhi, 2010.
- Peter Drucker, Managing the Non Profits Organizations: Practices and Principles, New York: HarperCollins, 1990.
- Teresa Chahine, Introduction to Social Entrepreneurship, CRC press, 1st edition, 2016

## Journals

- Journal of Social Entrepreneurship | Taylor and Francis online
- International Journal of Social Entrepreneurship and Innovation
- Social Enterprise Journal | Emerald Publishing

## Websites

- <https://www.tandfonline.com>
- <https://www.inderscience.com>
- <https://www.emeraldgrouppublishing.com> › journal › sej
- <https://www.schwabfound.org>
- <https://www.msde.gov.in>
- <https://www.nimsme.org> › Social-Entrepreneurship
- <https://www.ediindia.org>
- <https://www.un.org> › world-youth-report › wyr2020



## NEW COURSE INTRODUCED IN 2022-23

**CODE: 22LLEP0005**

**RURAL LIVELIHOOD PROMOTION**

**CREDIT - 3**

**Objective:** To make the students to understand the rural livelihood programmes and the development opportunities for the promotion of rural community.

### **Specific Course Objectives**

- To provide knowledge on Rural Livelihood programme related and its promotion
- To provide understanding on relevance and application of Information and Communication Technology for livelihood in rural areas
- To understand the stakeholders involvement in rural livelihood development process at grassroots level

### **Learning Outcomes**

- Gaining knowledge of rural settings and its livelihood development process.
- Able to understand on the use of ICT as source of information and livelihood; issues involved in such process.
- Able to understand the stakeholders commitment on enablement of livelihood opportunities for rural community

**Unit - 1: An overview of Rural Livelihood:** – Introduction - Meaning & Definitions –Evolution- Significance of Rural Livelihood – Approaches and Strategies for Rural Livelihood promotion - Sustainable Rural Livelihood: Concept and Framework -Framework of livelihood analysis.

**Unit - 2: Institutional Arrangement:** Government Programmes for Rural Livelihood - Policies to promote rural livelihoods - Issues and Challenges. Rural Livelihood: Institutional Arrangement and Programme Intervention for Rural Livelihood - National Rural Livelihood Mission - State Rural Livelihood Mission.

**Unit - 3: Diversification of Rural Livelihood:** Issues and Strategies for livelihood and Alternative livelihood; Livelihood Promotion by different agencies and Challenges; Livelihood Mapping and uses.

**Unit - 4: Sustainability and Rural Livelihood:** Meaning of Sustainability – Concept and Issues of Sustainable Rural Livelihood and Sustainable livelihood approaches.

**Unit - 5: Role and Efforts by Various Stakeholders:** Role of Panchayat Raj Institutions - Role of Banks - Role of NGOs in promoting Livelihood - Skill Development Training for Livelihood - Field Exposure on Livelihood Promoting Institutions - Case study Analysis.

### **References Books**

Duncombe R. and R. Heeks (1999) 'Information, ICTs and Small Enterprise: Findings from Botswana', IDPM Manchester Working Paper No. 7, 1999.

Purushotham P, Institutional Credit for Rural Livelihoods: A Study of SGSY in the Regions of High Poverty, National Institute of Rural Development, Ministry of Rural Development, Government of India, 2009.

Robert chambers and Gordon R. Conway; sustainable Rural Livelihoods practical concept for the 21<sup>st</sup> century IDS discussion paper.

Shree Chandra Jha, Poverty, Unemployment And National Rural Livelihood Mission (nrlm),  
Abhijeet publication; 1st edition, 2013

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- Gurumurthy A., Singh, P.J.; Kasinathan, G., (2005) Case Study 5: The Akshaya Experience: Community Driven: Local Entrepreneurs in ICT Services
- Kuriyan, R., I. Ray and K. Toyama (2006) "Integrating Social Development and Financial Sustainability: The Challenges of Rural Kiosks in Kerala" in Proceedings of the 2006 International Conference on Information and Communications Technologies and Development, Berkeley
- Mansell & Wehn (1998:115) Mansell, R. and U. When (1998) Knowledge Societies: Information Technology for Sustainable Development. Prepared for the United Nations Commission on Science and Technology for Development. Oxford University Press.
- Rasheed Sulaim V, and N J Kalaivani, and Nimisha Mittal, ICTs and Empowerment of Indian Rural Women, Centre for Research on Innovation and Science Policy (CRISP), Hyderabad, India, 2011.
- Samii Roxanna, Mobiles for Development, Information for Development, Volume VII, 2010.
- Shradha H. Budhedeo, Issues And Challenges in Bringing ICT Enabled Education To Rural India, IJSRE Volume 4 Issue 1 2016
- Vikram Gopinath, "Role of Information and Communication Technology in the Rural Development: Study of Thangachimadam Village Resource Center and its Village Knowledge Centers, 2007.

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- <https://rural.nic.in/en>
- <https://darp.gov.in/sites/default/files/National%20Rural%20Livelihood%20Mission.pdf>
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