



# SDGS COLLEGE HINDUPUR

B.A. ECONOMICS

I B.Sc. / B.A. Paper – I – Micro Economics

## Unit 1 : INTRODUCTION

Nature, Definition and scope of Economics – Methodology in Economics – Micro and Macro, Static and Dynamic, Normative and Positive – Indicatives and Deductive Analysis – Partial and General Equilibrium – Choice as an economic problem.

## Unit 2: CONSUMER BEHAVIOUR

Utility Analysis – Cardinal and ordinal approaches – Law of Diminishing marginal utility, Law of Equi-marginal utility, Indifference curves – Properties of indifference curves – Price (Budget) line – Equilibrium of the consumer with the help of indifference curves. Demand Analysis – Law of demand – Elasticity of Demand – Price, Income and cross elasticities, Demand forecasting – Meaning and factors influencing demand forecasting – Consumer surplus – Engel curve.

## Unit 3: THEORY OF PRODUCTION AND COSTS

Objectives of a firm – Production function – Concept of Cobb-Douglas production function – Isoquant – Factor substitution – Law of variable proportions, law of Returns to Scale – Expansion path – Different Concepts – of Revenue and Costs and their interrelation – Equilibrium of the firm – Break – Even analysis.

## Unit 4: MARKET STRUCTURE

Market forms – Perfect and Imperfect markets. Price Determination and Equilibrium of a firm and industry under perfect competition – Monopoly – Price determination under monopoly – Price discrimination – Monopolistic competition – Price determination. Oligopoly (Kinked demand curve).

## Unit 5: FACTOR PRICING

Marginal productivity theory of distribution – Theories of wage determination – Wages and collective bargaining: Minimum Wage – Rent – Scarcity rent, Differential rent – Quasi rent. Interest – Classical, Neo-Classical and Keynesian theories – Profit – Dynamic, Innovations, Risk and Uncertainty theories.

## REFERENCE:

1. R.G. Lipsey and K.A. Chrysal – “ECONOMICS” Oxford University Press, 10/e 2004.
2. P.A. Samuelson & W.D. Nordhaus – “ECONOMICS” Tata mc.Graw Hill, 18/e, 2005.
3. N.Gregory Mankiw – “Principles of Economics”, Thompson, 4/e, 2007.
4. H.L. Ahuja – “Advanced Economic Theory”, S Chand, 2004.
5. M.L.Seth-“Micro Economics”, Laxmi Narayana Agarwal, 2007.
6. D.M. Mithani & G.K. Murthy – “Fundamentals of Business Economics”, Himalaya Publishing, 2007.
7. Telugu Academy Publications







# SDGS COLLEGE HINDUPUR

B.A. ECONOMICS

II B.Sc. / B.A. PAPER – II MACRO ECONOMICS

## Unit 1: NATIONAL INCOME

Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI) – Methods of Estimation of National Income (NI) – Measurement of National Income in India.

## Unit 2: THEORIES OF EMPLOYMENT

Classical theory of employment – Say's law of markets – Keynesian theory of employment – Consumption function – APC, MPC, factors influencing consumption function – Investment function – MEC and Rate and Rate of Interest and the concept of Multiplier – Accelerator – Applicability of the Keynesian theory to the developing countries.

## Unit 3: MONEY AND THEORIES OF MONEY

Meaning, functions and classification of Money – Gresham's law – R.B.I. Classification of Money – M1, M2, M3, M4 Theories of Money – Fisher's quantity theory of Money, Cambridge approach (Marshall, Pigou, Robertson and Keynes).

## Unit 4: TRADE CYCLE AND INFLATION

Trade cycles – Meaning and definition – Phases of a trade cycle – Inflation – Definition – Types of Inflation – Causes and effects of inflation – Measures to control inflation.

## Unit 5: BANKING, STOCK MARKET AND INSURANCE

Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs) – Concept of SEBI Stock Market – Meaning, functions and importance of Stock Market – Primary and Secondary Markets, Concepts of (a) Shares (b) Debentures, Insurance – Types of Insurance – Life Insurance and General Insurance – Functions of the Reserve bank of India – Methods of credit control – Quantitative and Qualitative Methods.

### References:

1. G.Ackley – "Macro Economics Theory and Policy" Collier Macmillan, 1978.
2. E.Shapiro – "Macro Economic Analysis" Galgotia Publications, 1999.
3. M.L. Seth – "Macro Economics" Lakshmi Narayana Agarwal, 2006.
4. K.P.M. Sundaram – "Money, banking & International Trade" Sultan Chand, 2006.
5. M.N. Mishra & S B Mishra – "Insurance Principles & practice" S Chand 2007.
6. Bharati V. Pathak "The Indian Financial System, Market, Institutions & Services", Perarson 2008.







# SDGS COLLEGE HINDUPUR

## B.A. ECONOMICS

### III B.Sc / B.A. PAPER – III – INDIAN ECONOMY

**NOTE:** In this paper organizing a field study, or project work or assignment or Viva-Voca with a weightage of 20 marks is recommended. The theory paper should consist of 80 marks only.

#### Unit 1: CONCEPTS OF DEVELOPMENT:

Meaning of Economic growth and development – Measures of Economics Development – GNP, PCL, PQLI and HDI, Factors influencing Economic development – Sustainable development – Balanced and unbalanced growth – Choice of Techniques Labour intensive and capital intensive methods.

#### Unit 2: STRUCTURE OF THE INDIAN ECONOMY

Basic features – Natural Resources – Land, Water and Forest resources, Basic demographic features – Size and growth of the population – Age and sex composition Rural and Urban population – Occupational distribution – Population policy, National income in India – Trends and Composition – Poverty, Inequalities and unemployment Causes and consequences – Current Five Year Plan – Objectives, Mobilization and Allocation of Resources – New Economic Reforms – Liberalization, Privatization and Globalization in India – Inclusive Growth.

#### Unit 3: INDIAN AGRICULTURE

Nature and importance, Trends in agricultural Production and Productivity: factors determining productivity. Rural Credit – Micro Finance and Self Help Groups (SHGs) Agricultural price policy, Crop insurance, Agricultural Infrastructure and food security. (1) Agricultural Marketing in India, (2) Inspect of Land, informs in India, (3) Provision of Agricultural credit to the tenants.

#### Unit 4: INDIAN INDUSTRY AND SERVICES

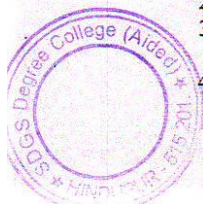
Structure and Growth of Indian Industry-Industrial policies of 1956 and 1991, Growth and problems of Small Scale Industry. Foreign Exchanges Management Act (FEMA): Disinvestment Policy in India – Foreign Direct Investment – Growing important of Service Sector in India – Banking Insurance, Information Technology, Education and Health.

#### Unit 5: ANDHRA PRADESH STATE ECONOMY

GSDP – Sectoral Contribution and Trends; Human Resources – Population Trends, Regional differentials – Demographic Dividend, Agricultural Sector – Land use and Cropping pattern = Impact of hand reforms in A.P. Income and employment in Agricultural sector. Industrial Sector – Small Scale industries, Investment and employment in industrial sector, SEZs; Service Sector – Growth of income and employment in the service sector, Information, Technology (IT).

#### REFERENCES:

1. Dhingra, I.C.- "Indian Economy", Sultan Chand, 2007.
2. Ruddar Dutta and K.P.M. Sundaram – "Indian Econmy", S Chand & Co, 2008.
3. R.S. Rao, V Hanumantha Rao & N Venu Gopal (Ed.) – Fifty Years of Andhra Pradesh (1956-2006), Centre for Documentation, Research and Communications, Hyderabad, 2007.
4. Telugu Academy Publications.







# SDGS COLLEGE HINDUPUR

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B.A. ECONOMICS

III B.Sc. / B.A. PAPER-IV(b) QUANTITATIVE TECHNIQUES (OPTIONAL)

## Unit 1: MATRIX ALGEBRA

Matrices – Addition, Subtraction, Multiplication and equality of Matrices – Minors, Co-factors of a matrix – Determinants – Properties – Inverse of a matrix – Solution of simultaneous equations by matrix – Inverse method and Cramer's rule – Depiction of inter industry relationship by matrices.

## Unit 2: CALCULUS

Definition of a function – Differentiation of a Function: Maxima and Minima, Elasticities, Equilibrium of a consumer and a firm, Inter relationships among total, marginal and average cost and revenues: Constrained optimization problem: Integration of a function, Consumer and producer surplus.

## Unit 3: CENTRAL TENDENCY AND DISPERSION

Primary and Secondary Data – Graphic and diagrammatic representation of data, Techniques of data collection, Sampling and Census Methods. Measures of Central Tendency – Mean, Median, Mode, Geometric mean and Harmonic Mean. Measures of Dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, concept of Skewness.

## Unit 4: CORRELATION AND REGRESSION

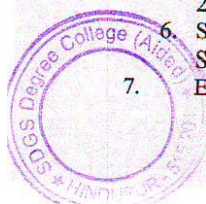
Simple Correlation, Coefficient of Correlation: Karl Pearson and Spearman, Regression analysis – Estimation of regression line in a bivariate distribution – Ordinary Least Squares (OLS) Method – Interpretation of regression coefficients – Demand forecasting.

## Unit 5: TIME SERIES AND INDEX NUMBERS

Time series analysis–Concept and Components – Determination of Trend, Simple and Compound Growth Rates – Index numbers: concept, price relative, quantity relative, value relative, Laspey's Paasche's and Fisher's. Time Reversal Test and Factor Reversal Test – Constructing Wholesale Price Index and Consumer Price Index.

## REFERENCES:

1. K Sydsater & P.J.Hammond – 'Mathematics for Economic Analysis', Pearson Education, Delhi, 2002.
2. A.C. Chiang – "Fundamental Methods of Mathematical Economics", Mc Graw Hill, 1984.
3. Yamane Taro – "Mathematics for Economics", Prentice Hall of India, New Delhi, 1988, 2/e.
4. A. Mizrahi and M. Sullivan – "Mathematics for Business and Social Sciences – Applied Approach", John Wiley, 1985.
5. S.P. Gupta & V.K. Kapoor – "Fundamentals of Mathematical Statistics", S. Chand & Co., 2005.
6. Stephen Bernstein & Ruth Bernstein – "theory & Problems of Elements of Statistics", Schaum's Outlines Series, Tata Mc Graw Hill, 2005.
7. E. Dowling – "Mathematical Economics", Schaum's Outline Series, 2007.





**Note:** Student Activities like Data/picture analysis, Seminars, Assignments, Group Discussions, Case studies, Fieldwork, Surveys, Study Projects, Models are Part of Curriculum in all papers. The teacher shall identify appropriate activities for each unit and assign them to all the students for improving domain skills.

**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

**BA Economics Syllabus under CBCS**

w.e.f. 2015-16 (Revised in April 2016)

**I Year B. A. Programme (UG) Courses – Under CBCS**

**Semester – I**

**Paper – I (Core Paper)**

**Micro Economics – Consumer Behavior**

**Module -1**

Nature, definition and scope of Economics - Wealth, Welfare, Scarcity and modern definitions.

**Module -2**

Methodology in Economics - Micro & Macro; Static and Dynamic analysis; Normative and positive science, Inductive & Deductive methods; Partial and general Equilibrium.

**Module - 3**

Utility analysis: - cardinal approach-The Law of diminishing Marginal utility- The Law of Equi-Marginal Utility- concept of consumer's surplus

**Module - 4**

Demand analysis - Law of Demand - Elasticity of Demand - Measurement of Elasticity of Demand - Price, Income & Cross Elasticities of Demand.

**Module - 5**

Ordinal Approach: Indifference Curve analysis - Properties of Indifference curves - Price or budget line - Equilibrium of the Consumer with the help of Indifference curves - Samuelson's Revealed preference theory.

**REFERENCES:**

1. R.G. Lipsey and K.A.Chrysal - "Economics", Oxford University Press, 10/e, 2004.
2. P.A.Samuelson & W.D. Nordhaus-"Economics", Tata Mc.Graw Hill, 18/e, 2005.
3. N.Gregory Mankiw-"Principles of Economics", Thompson 2015 .
4. H.L.Ahuja-"Advanced Economic Theory" S.Chand.
5. M.L.Seth-"Micro Economics", Laxmi Narayana Agarwal, 2015.
6. Bilas, A.-"Micro Economic Theory", International Student Edition, Mc.Graw Hill, 1971.





**B. A. ECONOMICS**  
**I Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – I**  
**Paper – II (Core Paper)**  
**Micro Economics - Production and Price Theory**

**Module - 1**

Production function-Concept of homogeneous production function-Cobb- Douglas Production function- Law of variable proportions-Law of Returns to Scale - Different Concepts of Costs – & its Relationship. Concept of Revenue – Total, Marginal & Average Revenue and Break-Even Point

**Module - 2**

Analyse different types of Market structures - Perfect Competition - Price determination and equilibrium of firm and industry under perfect competition - Monopoly - Price determination - Price discrimination.

**Module - 3**

Monopolistic competition - price determination - Oligopoly - Kinked demand curve approach.

**Module - 4**

Marginal Productivity theory of distribution - Theories of wage determination Subsistence theory of wages, Standard of living theory of wages, Modern theory of wages Wages and collective bargaining - concept of minimum wage.

**Module - 5**

Theory of Rent: Ricardian theory of rent - Quasi rent concept of Alfred Marshall. Theories of interest - Classical, Neo-classical and Keynes Liquidity Preference theory - Profit - dynamic, innovations, Risk and Uncertainty theories.

**REFERENCES:**

1. R.G. Lipsey and K.A.Chrysal - "Economics", Oxford University Press, 10/e, 2004.





**B. A. ECONOMICS**  
**II Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – III**  
**Paper – III (Core Paper)**  
**Macro Economics - National Income, Employment and Money**

**Module - 1**

Meaning, definition of Macro Economics - Importance of Macro Economics- Difference between Micro and Macro Economics - Paradox of Macro Economics -Limitations

**Module - 2**

National Income - Definitions, Concepts of National Income- Measurement of National Income- Circular flow of Income in Two, Three and Four Sector Economy.

**Module - 3**

Classical theory of Employment - Say's Law of Markets.

**Module - 4**

Keynesian Theory of Employment - Consumption function – Investment Function - Marginal Efficiency of Capital (MEC)- Concepts of multiplier and accelerator

**Module - 5**

Meaning and Functions of Money - Classification of money - Gresham's Law - RBI classification of Money. Theories of Money - Fisher's Quantity theory of Money Cambridge approach (Marshall, Pigou, Robertson & Keynes).

**REFERENCES:**

1. G.Ackley - "Macro Economics Theory and Policy", Collier Macmillan, 1978.
2. E.Shapiro - "Macro Economic Analysis", Galgotia Publications, 1999.
3. Central Statistical Organisations - "National Accounts Statistics".
4. R.Dornbush, s.Fisher and R.Startz - "Macro Economics", Tata Mc.Graw Hill, 9/e, 2004.
5. M.L.Seth-"Macro Economics", Lakshmi Narayana Agarwal, 2015.
6. K.P.M. Sundaram - "Money, banking & International Trade", Sultan Chand, 2010.
7. Dillard, D - "The Economics of John Maynard Keynes", Crossby Lockwood & Sons.
8. M.N.Mishra & S.B.Mishra - "Insurance Principles & Practice" S.Chand 2012.
9. Bharati V.Pathak "The Indian Financial System Markets. Institutions & Services". Pearson 2008.
10. Telugu Academy Publication





**B. A. ECONOMICS**  
**II Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – IV**  
**Paper – IV (Core Paper)**

**Banking and International Trade**

**Module - 1**

Trade Cycles - meaning and definition - Phases of a Trade Cycle - Inflation - definition - types of inflation - causes and effects of inflation measures to control inflation.

**Module - 2**

Banking: Meaning and definition - Functions of Commercial Banks - Concept of Credit creation - Functions of RBI - Recent developments in banking sectors.

**Module - 3**

Non-Bank Financial Institutions – Types of NBFIs - Factors contributing to the Growth of NBFIs – Money market – Defects of Indian money market

**Module - 4**

Concepts of Shares-Debentures - Stock Market - Functions - Primary and Secondary Markets - SEBI - Insurance - Life Insurance and General Insurance.

**Module - 5**

Macro Economic Policy - Fiscal, Monetary and Exchange rate policies  
Objectives and Significance - Importance of International Trade - Regional and International Trade – Defining Balance of Trade and Balance of Payment.

**REFERENCES:**

1. G.Ackley - "Macro Economics Theory and Policy", Collier Macmillan, 1978.
2. E.Shapiro - "Macro Economic Analysis", Galgotia Publications, 1999.
3. Central Statistical Organisations - "National Accounts Statistics".
4. R.Dornbush, S.Fisher and R.Startz - "Macro Economics", Tata Mc.Graw Hill, 9/e, 2004.
5. M.L.Seth - "Macro Economics", Lakshmi Narayana Agarwal, 2015.
6. K.P.M. Sundaram - "Money, banking & International Trade", Sultan Chand, 2010.
7. Dillard, D - "The Economics of John Maynard Keynes", Crossby Lockwood & Sons.
8. M.N.Mishra & S.B.Mishra - "Insurance Principles & Practice" S.Chand 2012.
9. Bharati V.Pathak "The Indian Financial System Markets. Institutions & Services".
10. Pearson.
11. D.M.Mithani & G.K.Murty - "Business Economics", Himalaya Publishing House, 2015.
12. M.L.Jhingan - Economic Development - Vikas, 2012.
13. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
14. Agarwal, V. (2010) Macroeconomics: theory and Policy, Dorling Kindersley (India) Pvt. Ltd., New Delhi
16. Ahuja, H.L. (2012) Macro Economics, Theory and policy, S. Chand and Company Ltd., New Delhi
17. New Delhi





**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – V**

**Paper – V (Core Paper)**

**Economic Development and Indian Economy**

**Module - 1**

Concept of Economic Growth - Distinction between economic growth and development - Measurement of economic development - Theories of Economic Growth: Adam Smith, Rostow, Karl Marx and Harrod & Domar Models.

**Module - 2**

Sustainable development - Balanced and unbalanced growth-choice of techniques  
Labour intensive and capital intensive methods.

**Module - 3**

Basic features of the Indian Economy - Natural Resources - Important  
Demographic features- Concept of Population Dividend - Population Policy.

**Module - 4**

National Income in India - trends and composition-poverty, inequalities and  
Unemployment - Measures taken by the Government. - MGNREGS

**Module - 5**

Economic reforms - liberalization, privatization and globalisation - concept of  
inclusive growth.

**REFERENCES:**

1. Dhingra, I.C - "Indian Economy", Sultan Chand, 2014.
2. Ruddar Dutt and K.P.M. Sundaram - "Indian Economy", S.Chand & Co., 2015.
3. G.M.Meier - "Leading Issues' in Economic Development", Oxford University Press, New York,.
4. M.P.Todaro - "Economic Development", Longman, London 6/e, 1996.
5. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
6. S.K.Misra & V.K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
7. R.S.Rao, V.Hanumantha Rao & N.Venu Gopal (Ed) - Fifty Years of Andhra Pradesh (1956-2006), Centre for Documentation, Research and Communications, Hyderabad, 2007.
8. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
9. Benjamin Higgins - Economic Development
10. Telugu Academy Publications.
11. Dr. Ch.S.G.K. Murthy, Indian Economy - Gitam University





**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – V**  
**Paper – VI (Core Paper)**

**Indian and Andhra Pradesh Economy**

**Module - 1**

Indian Agriculture - Importance of Agriculture in India - Agrarian structure and relations- Factors determining Productivity- Agricultural Infrastructure - Rural credit - Micro Finance - Self Help Groups (SHGs) - Agricultural Price policy- concept of Crop Insurance - Food Security.

**Module - 2**

Structure and growth of Indian Industry - Industrial policies of 1956 & 1991      Meaning of Micro small and Medium Enterprises (MSMEs)- Problems and Prospects of small scale Industries in India.

**Module - 3**

Disinvestment in India - FEMA - Foreign direct investment - Services Sector in India – Reforms in Banking and Insurance -, IT, Education and Health.

**Module - 4**

Planning in India Economy - Objectives of Five year plans - Review of Five year Plans - Current Five year plan- NITI Aayog

**Module - 5**

Andhra Pradesh Economy - Population - GSDP - Sector Contribution and trends - IT – Small Scale Industry - SEZs.

**REFERENCES:**

1. Dhingra, I.C - "Indian Economy", Sultan Chand, 2014.
2. Ruddar Dutt and K.P.M. Sundaram - "Indian Economy", S.Chand & Co., 2015.
3. G.M.Meier - "Leading Issues in Economic Development", Oxford University Press, New York, 3/e.
4. M.P.Todaro - "Economic Development", Longman, London 6/e, 1996.
5. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
6. S.K.Misra & V,K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
7. R.S.Rao, V.Hanumantha Rao & N.Venu Gopal (Ed) - Fifty Years of Andhra Pradesh (1956-2006), Centre for Documentation, Research and Communications,Hyderabad, 2007.
8. G.Omkarnath - Economics - A Primer for India - Orient Blackswan, 2012.
9. Telugu Academy Publications.
10. Dr.Ch.S.G.K.Murthy, Indian Economy - Gitam University.





**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**Paper – VII (F) (Elective Paper VII (F))**  
**Public Finance**

**Module - 1**

Meaning and scope of Public Finance - Distinction between Public and Private Finance.  
Principle of maximum social advantage

**Module - 2**

Source of Public Revenue - Taxes - administrative revenues - commercial Revenues - Gift and grants - Concept of VAT. Canons of taxation (Adam Smith's and Modern Economists).

**Module**

Meaning and classification of public expenditure - principles of public Expenditure Wagner's Law - Peacock - Wiseman Hypothesis.

**Module - 4**

Public debt - classification of public debt - methods of debt redemption

**Module - 5**

Budget - Meaning and Definition - Components of Budget - Concepts of Budget Deficits - Indian Union Budget.

**References:**

1. B.P.Tyagi - "Public Finance", Jai Prakash Nath, 2012.
2. H.D.Bhatia - "Public Finance" Vikas Publishing House 2013.
3. Reserve Bank of India - Hand book of Statistics on Indian Economy (Latest).
4. S.K.Misra & V.K,Puri - "Indian Economy", Himalaya Publishing House, 2015.
5. Budget at a Glance
6. Economic and Functional Classification of the Budget
7. Telugu Academy Publications.





**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**  
**VIII-D - Cluster Elective –D: Rural Economy**

**Paper VIII-D-1: Rural Economy**

**Module-I**

*Concept and Nature of Rural Economy; characteristic of rural Economy; Factors affecting rural Economy.*

**Module- II**

*Basic Needs of Rural Economy; Housing; Health, education, Training, drinking water supply; Electricity, sanitation, rural Roads, transport and communication, rural statilisation, Utilization of Local Human & Natural Resources.*

**Module- III:**

*The Role of Rural Technology – need & important of rural Technology, appropriate rural Technology, Technology for Rural Women, difficulties in adoption of rural technology.*

**Module-IV**

*Rural roads and Rural Transport system (Bus, Railways):- Importance of rural roads and transportation problems, various schemes of rural road development. Rural Health and sanitation:- Need of rural health and sanitation, problems, remedies. Rural Electrification:- Sources of energy/ power, progress, problems, policy.*

**Module- V**

*Need, sources of rural communication, government policies. Rural Education:- Overview of the education system in India; need, solutions, future agenda. Training and Rural Development:- Meaning of training, types of training, need of rural development training, national training policy.*

**Reference Books:**

Chaudhari, C.M. **Rural Economics**, Jaipur: Subline Publication, 2009

1. Datt, Rudra & Sundharam **Indian Economy** New Delhi: S. Chand, 2008.

2. Deogirikar, A. B. **W.T.O and Indian Economy**, Jaipur: ShriNiwas Publications, 2004

4) Acharya, S.S. & **Agricultural Marketing in India** N.L. Agarwal New Delhi: Oxford & IBH Ltd., 2004.

5) Khanna, Sulbha & **Rural Development Strategies and Planning** Upna Diwan New Delhi: Sonali Publications, 2003.

6) Prasad, B.K. **Rural Development Concept Approach and Strategy**





New Delhi: Sarup and Sons, 2003.

**B. A. ECONOMICS**

**III Year B. A. Programme (UG) Courses – Under CBCS**

**Semester – VI**

**VIII-D: Cluster Elective –D: Rural Economy**

**Paper VIII-D-2: Rural Industrialization**

**Module-I:**

*Rural Industrialisation :- Need, rural Infrastructure and industrialization, progress and problem of rural industrialization in Andhra Pradesh. Rural Approach. Potential areas for rural self-employment with special reference to agro industries. The role of co-operation in Rural Industrialization*

**Module-II:**

*The policies & programmes for rural industrial development during planning era.. Important programmes for Industrial development of rural areas, micro, small and medium industries in Andhra Pradesh.*

**Module-III**

*Rural Environment & Resources - Rural Environment in Andhra Pradesh( water, soil) :-Causes, effect, status of rural environment, rejuvenating rural environment. Rural Human Resources Utilization Programmes.*

**Module - IV**

*Industrial Development - Large and Small scale industries Andhra Pradesh - Agro-base Industries-Agro-processing industries:- Importance, problems, solutions. Rural technology:- Need, effect, advantages.*

**Module - V:**

*Rural Employment - Rural employment in Andhra Pradesh, characteristics of rural employment -Incidence and type of Unemployment in rural area. Need based education and training for rural youth -Development of Entrepreneurship abilities among rural students*

**Reference Books:**

1. Desai, Vasant. **Rural Development in India.**  
New Delhi: Himalaya, 2005.
2. IGNOU. **Rural Development: Indian Context.**  
New Delhi: IGNOU, 2005.
3. Narwani, G. S. **Training for Rural Development,**  
New Delhi: Rawat Publications, 2002.
4. Rao K. Hanumantha **Rural Development Statics – 2007-08,** National Institute of Rural Development Ministry of R. D., Govt. of India, Rajendra Nagar, Hyderabad – 30 July, 2008





**B. A. ECONOMICS**  
**III Year B. A. Programme (UG) Courses – Under CBCS**  
**Semester – VI**

**Paper VIII-D: Cluster Elective –D: Rural Economy**

**Paper VIII-D-3: *Rural Marketing***

**Module– I**

*Meaning, concept, definitions, objects, need of Rural Marketing, classification, Structure of Rural Marketing.*

**Module– II**

*Marketing Functions:- Meaning, classifications- Packaging, transport, grading, storage and warehousing, buying and selling. Demand and supply meaning, factors affecting demand and supply for farm products.*

**Module–III**

*Government intervention and role in rural marketing, characteristics of traditional marketing system. Directorate of Marketing and Inspection. Regulation of Agricultural Marketing:- Definition, objectives, history of Market regulation, progress, quality control, Government Sponsored National Organizations and their role.*

**Module– IV**

*Co-operative Marketing:- Meaning, function, history types, structure, membership, source of finance. NAFED :- Objectives, activities, other National co-operative organizations- National co-operative Development corporation ( NCDC), Tribal co-operative marketing federation (TRIFED) state level co-operative marketing organization.*

**Module– V**

*.Data sources in Agricultural Marketing:- Coverages, Agencies, publications of market statistics. Dissemination of Market statistics, new emerging problems in Agricultural marketing in Andhra Pradesh*

1. Acharya, S.S. **Agriculture Marketing in India**, New Delhi : Ford, IBH Publishing Co. Ltd., 2004
2. Chaudhari, C.M. **Rural Economics**, Jaipur: Subline Publication, 2009
3. Desai, Vasant **Rural Development in India**, New Delhi: Himalaya Publication House, 2005
4. Desai, Vasant **Fundamentals of Rural Development**, New Delhi: Rawat Publications, 1991
5. Narwani, G.S. **Training for Rural Development**, New Delhi: Rawat Publications, 2002

