B.A. PUBLIC ADMINISTRATION

SRI VENKATESWARA UNIVERSITY

B.A. PUBLIC ADMINISTRATION FIRST YEAR - SECOND SEMESTER (Under CBCS W.E.F. 2020-21)

The aims and objectives of the B. A. General Public Administration are

- Provide students with learning experiences that develop broad knowledge and understanding of key concepts of Public Administration and equip them with advanced knowledge and understanding for analyzing and performing the tasks concerning Public Affairs and Public System;
- Nurture ability among students to apply the acquired knowledge and skills to find solutions to specific theoretical and applied problems in Public Administration settings;
- Develop abilities in students to come up with innovative prescriptions/solutions for the benefit of society by diligence, leadership, team work and lifelong learning;
- Provide students with skills that enable them to get employment in public, private and non-governmental sectors pursue higher studies or research assignments.

DIRECTOR
Centre for Distance and
Online Education (CDCS)
Sri Venkateswara University
TIRUPATI - 517 502.

S.V. University
Tirupati

SRI VENKATESWARA UNIVERSITY

B.A. PUBLIC ADMINISTRATION FIRST YEAR - SECOND SEMESTER (Under CBCS W.E.F. 2020-21)

Course – 2: THEORIES OF PUBLIC ADMINISTRATION (PA-2)

UNIT - I

Classical Approaches: Classical Approaches- Henry Fayol, Luther Gullick and Lyndall

Urwick

Scientific Management Approach- F.W. Taylor.

UNIT – II

Bureaucratic Approach: Bureaucratic Approach – Max Weber and KarlMarx

Human Relations Approach: Elton Mayo.

UNIT - III

Behavioral Approach: Behavioural Approach – H. A Simon

Socio-Psychological Approach: Hierarchy of Needs: Abram Maslow.

Theory X and Theory Y - Douglas Mc Gregor.

UNIT – IV

Ecological Approach: Comparative Public Administration

Ecological Approach – F.W. Riggs

UNIT - V

Systems Approach: Systems Approach, Development Administration.

Learning outcomes

- 1. Understanding the theoretical background of public administration.
- 2. Theory is as important as practice

3. Understanding the contributions of different social science thinkers to the theory of

Tirupati

public administration.

4. Learning public administration function in an environment.

DIRECTOR
Centre for Distance and
Online Education (CDCS)
Sri Venkateswara University
TIRUPATI - 517 502.

Recommended Readings:

- 1. Prabutva Palana Sastram:Bhavanalu, Siddantalu, Telugu Academy
- 2. D. Raveendra Prasad and Y. Partha sarathi (EDS) Public Administration concepts, theories and principles (English), Telugu Academy, Hyderabad (2011)
- 3. Avasthi, Amareswar and Maheswari, SriRam, Public Administration (30th) Edition, Lakshmi Narayana Agrawal, Agra. 2010.
- 4. RumkiBasu, Public Administration concepts and theories (5th revised) Publishers, New Delhi 2004.
- Nicholas, Henry, Public Administration and public affairs (10th) Edition, PHI, New Delhi 2007.

Approved by: Board of Studies (B.O.S.) in Political Science, S.V. University, Tirupati.

A-Nagegnagrafan

Chairman: Sri.A. NAGESWARA RAO, Department of Political Science, Govt. Degree College,

Karvetinagaram.

Members: 1. Sri. B. NAGAIAH, Department of Political Science, S.V.A. Govt. Degree College, Srikalahasti (M).

- 2. Dr. V.M. RAJASEKHAR, Department of Political Science, NTR Govt. Degree College, Valmikipuram.
- 3. Smt.Y. VANAJA, Department of Political Science, Govt. Degree College for Women, Srikalahasti.
- 4. Dr. T.SREENIVAS, Department of Political Science, Govt. Degree College, Kuppam.

5. Sri. R. Roshanna, Department of Political Science, Govt. Degree College, Pakala.

DIRECTOR
Centre for Distance and
Online Education (CDO©)
Sri Venkateswara University
TIRUPATI - 517 502.

S.V. University
Tirupati

Tirupati

SRI VENKATESWARA UNIVERSITY B.A. PUBLIC ADMINISTRATION FIRST YEAR - SECOND SEMESTER (Under CBCS W.E.F. 2020-21)

THEORIES OF PUBLIC ADMINISTRATION (PA-2)

(ప్రభుత్వ పాలనా శాస్త్రం - సిద్ధాంతాలు)

Max. Marks: 75 Time: 3 Hrs.

MODEL QUESTION PAPER

SECTION A (Total: 5x5=25 Marks)

Answer any five questions. Each question carries 5 marks ఈ క్రిందివానిలో ఏపైనా ఐదు ప్రశ్నలకు జవాబులు వ్రాయండి. ప్రతీ ప్రశ్నకు 5 మార్కులు.

- 1. POSDCoRB పోస్ట్ కార్బ్
- 2. Lyndall Urwick రిండాల్ ఉర్విక్
- 3. Max Weber మేక్స్ పెబర్
- 4. Bureaucracy ఉద్యోగస్వామ్యం
- 5. Behavioural Approach ప్రవర్తనావాద దృక్పదము
- 6. Hierarchy of Needs అవసరాల క్రమానుగత శ్రేణి
- 7. Ecological approach ఆవరణ దృక్పదము
- Bazaar Canteen Model
 బజార్ కేంటీన్ పద్ధతి
- 9. Systems Approach

ຽລ່స్టల ထိုနောင်းပြု Centre for Distance and Online Education (CDC∷)

10. Development Apprinistration

ప్రగతి పాలన



SECTION B (Total: 5x10 = 50 Marks)

Answer all questions. Each question carries 10 marks ఈ క్రిందివానిలో ఏపైనా ఐదుప్రశ్నలకు జవాబులు వ్రాయండి. ప్రతీ ప్రశ్నకు 10 మార్కులు

11. A. Write an essay on Henry Fayal's classical approach. హెన్రీ ఫేయాల్ యొక్క సాంప్రదాయ దృక్పదము పై ఒక వ్యాసము వ్రాయుము.

(Or) (ಲೆದಾ)

B. Explain F. W. Taylor's Scientific Management Approach. F.W. టేలర్ యొక్క శాస్త్రీయ నిర్వహణా దృక్పదమును వివరింపుము.

12. A. Examine Karl Marx Bureaucratic Approach. ఉద్యోగస్వామ్యము పై కార్ల్ మార్క్స్ దృక్పదమును పరిశీలింపుము

(Or) (ಲೆದಾ)

- B. Explain Human Relations Approach of Elton Mayo. ఎల్టన్ మేయో యొక్క మానవ సంబంధాల దృక్పదమును వివరింపుము.
- 13. A. Elucidate Hierarchy of Needs approach of Abram Maslow. అట్రహాం మాన్లో యొక్క అవసరాల క్రమానుగత శ్రేణి దృక్పదమును వివరింపుము.

(Or) (ಲೆದಾ)

- B. Write an essay on Douglas Mc Gregor's Theory X and Theory Y. డగ్లస్ మెక్ గ్రైగర్ యొక్క X సిద్ధాంతము, మరియు Y సిద్ధాంతము పై ఒక వ్యాసము వ్రాయుము.
- 14. A. What is Comparative Public Administration? Explain. తులనాత్మక ప్రభుత్వ పాలనాశాస్త్రం అనగాసేమి? వివరింపుము.

(Or) (ಲೆದಾ)

- B. Write an essay on F. W. Riggs Ecological Approach. F. W. రిగ్స్ యొక్క పాలనా ఆవరణ దృక్పదము పై ఒక వ్యాసము వ్రాయుము.
- 15. What is Systems Approach? Explain. వ్యవస్థల దృక్పదము అనగానేమి? వివరింపుము.

(Or) (ಲೆದಾ)

B. Write an essay on Development Administration. stance and

ప్రగతి పాలన పై ఒక వ్యాసము వ్రాయుము.

Prepared by Rear Studies (B.O.S.) in Political Science Sty Implementation of Studies (B.O.S.) Prepared by Rear Studies (B.O.S.) in Political Science of Studies

Centre for Distance and Online Education (CDOS)
Chairmanenkateswara University

Sri.A. NACESWARSAT RAO, Department of Political Science, Govt. Degree College, Karvel Rayaran.

Members:

- 1. Sri. B. NAGAIAH, Department of Political Science, S.V.A. Govt. Degree College, Srikalahasti (M).
- 2. Dr. V.M. RAJASEKHAR, Department of Political Science, NTR Govt. Degree College, Valmikipuram.
- 3. Smt.Y. VANAJA, Department of Political Science, Govt. Degree College for Women, Srikalahasti.
- 4. Dr. T.SREENIVAS, Department of Political Science, Govt. Degree College, Kuppam.
- 5. Sri. R. ROSHANNA, Department of Political Science, Govt. Degree College, Pakala.

DIRECTOR
Centre for Distance and
Online Education (CDC®)
Sri Venkateswara University
TIRUPATI - 517 502.



B.A(HISTORY)

HISTORY AND CULTURE OF INDIAN UP TO AD 1526

I- B.A(HISTORY) / I - Semester

As per Choice Based Credit System (CBCS)

Authors

Dr. M. Deenadayal
Dr. R. Jyothi
Dr. P. Venu
Dept. of History
Sri Venkateswara University
Tirupati - 517 502 AP

Central For Distance and Online Education
Online Education (CDC)
Sri Venkates (CDC)
Sri Venkates (CDC)
TIRUPARD 11 1507 Enkates wara University

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.

Centre for Distance and Online Education (CDC)
Sri Venkateswara University
TIRUPATI - 517 502.

Contre for Distance and Online Education (CDC)
Sri Venkateswara University
TIRUPATI - 517 502.

TIRUPATI

TIRUPATI

TIRUPATI

CONTENTS

	UNIT-1	Page No.	
1.0	Aims and Objectives	2	
1.1	Introduction	2	
1.2	Influence of Geography on History	2	
1.3	Survey of Sources	10	
1.4	Prehisotric Period	11	
	1.4.1 Paleolothic	12	
	1.4.2 Mesolithic	15	
	1.4.3 Neolithic Culture	17	
1.5	Role of Technology	19	
1.6	Indus Valley Civilization	20	
	1.6.1 Characteristic Features	21	
1.7	Vedic Culture	22	
	1.7.1 Early Vedic Period	23	
	1.7.2 Later Vedic Period	26	
1.8	Religious Movements in 6th century B.C	39	
	1.8.1 Jainism and Buddhism in 6th century B.C	41	
	1.8.2 Causes for the growth of Jainism and Buddhism	43	
	1.8.3 Impact on society	43	
	1.8.4 Impact on Culture	44	
	1.8.5 Influence of Jainism on Sculpture	44	
1.9	Summary	45	
1.10	Keywords	45	
1.11	Review Questions	46	
	UNIT - II		
2.0	Aims and Objectives	47	
2.1	Introduction	47	
2.2	Political Conditions in Ancient India	48	
2.3	Magadha Empire	49	
	2.3.1 Rise of Magadha	50	
	2.3.2 Magadha Dynasties	50	
2.4	Alexanaders Invasion	52	
	2.4.1. Political Conditions	52	
	2.4.2 Political Conditions Beyond the Index	53	
	2.4.3 The Taxila $\sqrt{2}$	53	1
	1 The Kingdom of Porus	53	
		53 REGISTR	
	the for Distance 2019 Porus and the Gransan Time no Education (CDC) between the Ravi and the Beas RUBAT 7517.507 and the Empire	53 8.V. UNIVE	- 7
TI	2.4.7 The Magadha Empire	53 TIRUPA	11
	2.4.8 Tribes of the southern Punjab	53	

	2.4.9 Tribes in the Indus Valley	54
	2.4.10 Social Condition	54
	2.4.11 Economic Condition	54
	2.4.12 Religions Condition	54
	2.4.13 Alexander's Invasion of India& its Results	54
	2.4.14 Causes of the Defeat of the Indians	55
	2.4.15 Invasion	56
	2.4.16 Results of Alexander's Invasion	58
2.5	Mauryas	60
	Ashokas Dhamma	72
	2.6.1 Need for Asoka Dharma	72
	2.6.2 Success of his Dharma	74
	2.6.3 Propogation of Ashoka's Dhama	75
	2.6.4 Asoka and Buddhism	75 75
	2.6.4.1 Action taken to Spread Buddhism	75 76
	2.6.4.2 A State Religion	76
	2.6.4.3 Administrative Measures	76
	2.6.4.4 Wide Publicity	76
	2.6.4.5 The Third Buddhist Council and Religious Exhibition	on 77
	2.6.4.6 Dharma Yatras or Pilgrimage to the Buddhist Holy	y Places 77
	2.6.4.7 Appointment of Dharma Mahamatras	77
	2.6.4.8 Building of Viharas and Stupas	77
	2.6.4.9 Inscriptions of Asoka	77 70
	2.6.4.10 Defender of the faith	78 78
	2.6.4.11 Works of public welfare 2.6.4.12 Foreign Missions	78 78
	2.6.4.13 Successor of Asoka	78 79
271	Mauryan Administration System	79
2.71	2.7.1 Mauryan Centralized Administration	79
	2.7.2 Mauryan Provincial Administration	80
	2.7.2 Mauryan Provincial Administration	81
	2.7.3 Mauryan Administration Revenue System	81
	2.7.4 Mauryan Judicial System	81
	2.7.5 Mauryan Municipal Administration System	82
	2.7.6 Mauryan Military Administration	82
	2.7.7 Economy	82
	2.7.8 Agriculture	83
	2.7.9 Crafts and Industries	84
	2.7.10 State Control	84
2.8]	2.7.9 Crafts and Industries 2.7.10 State Control Mauryan Art and Archicecture 2.8.1 Trade Routes 5 (S.V. University)	85
\sim	2.8.1 Trade Routes (S.V. University)	M /88/
DIRECTOR South	2.8.2 Ship-Building	REGISTRAR
Centre for Distance and Online Education (CDOE)	2.8.3 Trade and Commerce	. UNIVERSIT
Sri Venkateswara University TIRUPATI - 517 502.	2.8.2 Ship-Building 2.8.3 Trade and Commerce 2.8.4 Textiles	TIRUBATL
	2.8.5 Mining and Metal Work	89

	2.8.6 Other Industries	89
	2.8.7 State's Control on Industry and Trade	89
	2.8.8 Labour	90
	2.8.9 Currency	90
	2.8.10 Social Condition	90
	2.8.11 Religious Conditions	92
2.9	Summary	93
2.10	Keywords	93
2.11	Review Questions	94
	UNIT - III	
3.0	Aims and Objectives	95
3.1	Introduction	95
3.2	Post Mauryan Period	95
	Kushans	97
	3.3.1 Political Survey of Kushans	97
	3.3.2 Kushans Administration	98
3.40	Guptas	99
	3.4.1 Main Gupta Rulers	100
	3.4.2 Administrative System	101
	3.4.3 Socio Economic Conditions	105
	3.4.4 Caste System	106
	3.4.5 Status of Women under the Gupta's	107
	3.4.6 Economic Conditions	107
	3.4.7 Art 3.4.8 Architecture	110 113
	3.4.9 Education	115
	3.4.10 Science and Technology	116
3.5 F	Rajputs	117
	3.5.1 The Gahadvalas	123
	3.5.2 Vijaichandra	124
	3.5.3 Jaichand	125
	3.5.4 The Chauhans	125
	3.5.5 Fall of the Chauhan Dynasty	127
	3.5.6 Solankis or Chalukyas of Gujarat3.5.7 Chamundaraja	127 127
	3 5 8 Jayasimha Siddharaia	127
	3.5.9 Ajayapala (1172-11/6/A.Dr)	128
	3.5.10 Mulraja II	129
	3.5.7 Chamundaraja 3.5.8 Jayasimha Siddharaja 3.5.9 Ajayapala (1172-1176 A.Dt) 3.5.10 Mulraja II 3.5.11 Bhimadeva II	129/
56 3.6	The Chandeles and the kinds of Chadi	M (1/29_
Centre for Distance and	3.6.1 Yasovarman 3.6.2 Dhanga	REGISTRAR
Online Education (CDO®) Sri Venkateswara University	3.6.2 Dhanga	8.V. UNIVERSIT
TIRUPATI - 517 502.		TIRUPATL
	3.6.4 Vijaipala	130

	3.6.5 Kirtivarma	130
	3.6.6 Paramardideva	130
3.7	The Paramaras	131
	3.7.1 Sindhuraj	131
	3.7.2 Bhoja	131
	3.7.3 Flourishment of Art, Literature and Learning	132
	3.7.4 Civilization and Culture of the Rajputs3.7.5 Political Condition of India or Political Organisation of the Rajputs	132
	3.7.6 Social Condition	133
	3.7.7 Religious Condition	134
3.8	Rajput Society	134
	3.8.1 Art, Literature and Education	135
3.9	Summary	137
3.1	0 Keywords	137
3.1	1 Review Questions	138
	UNIT - IV	
4.0	Aims and Objectives	139
4.1	Sangam Age	139
4.2	2 Sathavahanas	144
	4.2.1 Andhra Sathavahan Identity	145
	4.2.2 Original Home	147
	4.2.3 Chronology	148
	4.2.4 The Early Satavahanas	149
4.3	3 Pallavas	160
	4.3.1 Pallava Administration	161
	4.3.2 Pallava Art	164
4.4	1 Cholas	164
	4.4.1 Rule of the Chalukya Cholas	167
	4.4.2 The Velanati Chiefs	167
	4.4.3 Administration	168
4.5	5 Chalukyas	170
	4.5.1 Eastren Chalukyas of Vengi	173
4.6	5 Rashrakutas	181
	4.6.1 Administration	182
	4.6.2 Economy	182
	4.6.3 Society	183
	4.6.4 Literature	184
	4.6.4 Literature 4.6.5 Architecture 4.6.6 Language S.V. Universit	185
		189
DIRECTOR 4.	Kakatiyas (5) Tirupati	1/187
Centre for Distance and Online Education (CDC)	471 Art and Architecture	INIVERSIT
Sri Venkateswara Univers TIRUPATI - 517 502.	4.7.2 Economic Conditions uoli	RUPATL
	4.7.3 Religious Conditions	194
4.8	8 Vijayanagara	195

	4.8.1 History	196
	4.8.2 Economy	197
	4.8.3 Culture	198
	4.8.4 Religion	199
	4.8.5 Literature	200
	4.8.6 Architecture	201
4.9	Summary	201
4.10	Keywords	202
	Review Questions	202
	UNIT - V	
5.0	Aims and objectioves	203
5.1	Invasion of Arabs	204
J.1		205
	5.1.1 Significance 5.1.2 Covers for the Arch Investion of India	
<i>5</i> 2	5.1.2 Causes for the Arab Invasion of India	206
5.2	Ghaznavids	207
. .	5.2.1 Political Challenges and his Death	212
5.3	Ghori foundations of muslim rule in india	216
5.4	Delhi Sultanates	218
	5.4.1 Administration	218
	5.4.2 Government	221
	5.4.3 Society	222
	5.4.4 Religion	224
	5.4.5 Literature	226
	5.4.6 Art and Architecture	227
5.5	Industry and Trade	228
5.6	Downfall of the Delhi sultanate	229
	5.6.1 Hindu-Muslim Contacts	230
5.7	Summary	231
5.8	Keywords	231
5.9	Review questions	232
	UNIT - VI	
6.0	Aims and objectives	233
6.1	Impact of Impact on Indian society and culture	233
6.2	Bhakti Movement	234
	6.2.1 Chief Principles of Bhakti Movement	234
	6.2.2 Some Important Bhakti Reformers	234
	Bhakti Movement 6.2.1 Chief Principles of Bhakti Movement 6.2.2 Some Important Bhakti Reformers 6.2.3 Effects of the Bhakti Movement 6.2.4 Paralla of Planti Management 6.2.5 V. University	235
63	DIRECTOR	236 237 REGISTRAR
62 Coplin	re of blancement le Education (CDC) nkaleswara University DUDAN	240 8.V. UNIVERSITY
SriVe	nkateswara Oniversity RMPST v517 c52.	240 TIRUPATL
6.6	Review Questions	240

History and Culture of Indian up to AD 1526

Unit I:

Influence of Geography on History – Survey of the Sources – pre-historic period Paleolithic. Moselithic and Neolithic cultures – Role of Technology. Indus valley Civilization –Its characteristic features – Vedic culture – Early and later Vedic Period – Post-Vedic period Emergence of Varna and caste system – Rise of new Religious Movements-Jainism and Buddhism in 6th Century B.C. Impact on Society and culture.

Unit II:

A brief survey of political conditions in ancient India – Magadha, Alexander's Invasion and Mauryas – Ashoka's Dhama, Its nature and propagation – Mauryan Administration – Economy – Art and Architecture:

Unit III:

Post-Mauryan period in North India-A brief political survey of Kushans, Guptas, Puswabuthi and Rajputs: Polity and Administration-SocialConditions-Caste System – position of Women-Economy,-Indian Feudalism Art-Architecture-Education, Literature, Philosophy, Science and Technology.

Unit IV:

A brief political survey of South India-Sangham Age-Satavahanas-Pallavas-Cholas-Chalukyas, and Rashtrakutas-Kakatiya and Vijayanagara-Polity and Administration, Society, Economy-Art and – Architecture.

Unit V:

Invasions of Arabs, Ghaznavids and Ghoris and Delhi Sultanate – A brief Political Survey, Polity and Administration under Delhi Sultanate, society, Composition of rural Society, Nobility-Status of Women, Economic and Technological developments. Agriculture-Industry-Trade and Commerce-Urbanisation, Art and Architecture-Fine Arts-Education and Literature.

Unit VI:

Impact of Islam on Indian Society and culture-Bhakti and Sufi Movements Emergence of Composite culture.

DIRECTOR
Centre for Distance and
Online Education (CDOS)
Sri Venkateswara University
TIRUPATI - 517 502.

S. V. University
Tirupati

HISTORYAND CULTURE OF INDIA(1526-1946AD)

I-B.A(HISTORY) / II - Semester

As per Choice Based Credit System (CBCS)

Authors

Dr. M. Deenadayal
Dr. R. Jyothi
Dr. P. Venu
Dept. of History
Sri Venkateswara University
Tirupati - 517 502 AP

Centre Distance and Online Education
Online Education (CDC)
Sri Venkates Cara Sin Venkates Wara University
TIRUPARD 1150 Enkates Wara University

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.

DIRECTOR
Centre for Distance and Online Education Control of Contr

CONTENTS

Page No.

Lesso	on - 1		01 - 80
1.0	Aims an	d objecti	ves
	1.1	Introdu	ction
	1.2	History	of Mughal Empire
		1.2.1	Mughal dynasty
		1.2.2	Influence on the Indian subcontinent
		1.2.3	Urdu language
		1.2.4	Mughal society
	1.3	Brief S	urvey of Political history up to 1707AD
		1.3.1 A	ccession (February 14, 1556)
		1.3.2 E	xpansion of the Moghul Empire under Akbar
		1.3.3 R	leign of Aurangzeb and decline of empire
		1.3.4 N	Moghul miniatures: 16th - 17th century AD
	1.4	Polity a	and Administration
		1.4.1 L	and Revenue System of SherShah and Akbar.
		1.4.2 C	Changes introduced by Akbar in the Land Revenue System
	1.5	Social	Composition
		1.5.1 N	obility
		1.5.2 F	Peasantry
		1.5.3 S	lavery and Status of Woman
		1.5.4 E	conomy during Mughal period:
	1.6	Religio	n
		1.6.1	Hindu
		1.6.2	Muslim
			1.6.2.1 Effects on the fortunes of the Moghul empire
			1.6.2.2 Conditions of the Moghul period
		1.6.3	Composite culture
		1.6.4	Education
		1.6.5	Literature
		1.6.6	Art
		1.6.7	Architecture
		1.6.8	Fine Arts
		1.6.9	Decline and Disintegration of Moghal Empire
			1.6.9.1 History of Moghal Empire
		1.6.10	Rise of Regional powers- Marathas-Sikhs
			1.6.10.1 Rise of Marthas
			1.6.10.1 Rise of Marthas 1.6.10.2 Career and achievements of Shive in 1.6.10.3 Powers of Marthas Tirupati
	50	ECTOP	1.6.10.4 Sills
	Centre fo	r Distance a	
		ucation (CI SUIDING swara Unive	
		TIK517v50	Brds

Review Questions

1.9

Lesson - 2		81 - 126
2.0	Introduction	
2.1	Advent of European Powers	
2.2	Fall of Portuguese Power in India	
2.3	Expansion and Consolidation of British Empire:	
	2.3.1 Expansion of British Empire:	
2.4	Wars	
	2.4.1 Achievements of Robert Clive	
	2.4.2 Anglo- Marthas war	
	2.4.3 Anglo- sikh war	
2.5	Subsidiary Alliance:	
2.6	Doctrine of Lapse:	
2.7	Economic policies and Changes	
	2.7.1 Mercantilism	
	2.7.2 Free Trade policies	
	2.7.3 Land Revenue System	
	2.7.3.1 Permanent Revenue Settlement	
	2.7.3.2 Ryotwari System	
	2.7.4 Mahalwari systems	
2.8	Commercialization of Agriculture	
2.9	Condition of Peasants	
2.10	Famines	
2.11	Decline of Cottage Industries (De-Industrialization)	
2.12	Summary	
2.13	Keywords	
2.14	Review Questions	
Lesson - 3		127 - 148
3.0	Aims and objectives	
3.1	Introduction	
3.2	Peasant Revolt	
	3.2.1 The Peasants Revolt of 1381	
	3.2.2 The Peasants Revolt - Wat Tyler meets King Richa	ard-II
3.3	Tribal Revolt	
	3.3.1 Tamar Revolts (1789-1832)	
	3.3. 2 The Kherwar Movement of the Santhals (1833)	
	3.3.3 Santhal Revolt of 1855	
	3.3.4 Bokta Rising, Sardari Larai or Mukti Larai Move	ment of 1858-95
3.4	The revolt of 1857	
	3.4.1 East India Company Expansion in India	
3.5	Causes of the revolt	
	3.5. 1 Causes of The Failure of the Revolt	1.01
3.6	Results of the revolto $S.V.$ University	M (1//_
DIRECTOR 3.7 Centre for Distance and	Summary Tirupati	REGISTRAF
Online Education (@DSC) Sri Venkateswara University	Keywords Review questions	8.V. UNIVERS
TIRUPATI - 517 5029	Review questions	TIRUPATL

Lesson - 4	149 -184
4.0	Aims and objectives
4.1	Introduction
4.2	Meaning of social change
4.3	Factors for social change
4.4	Christian Missionaries
4.5	Western Education
	4.5.1 Impact of English education on Indian Life and thought
4.6	Emergence of New Middle Classes 4.6.1 Emergence of Middle class during British rule
4.7	Growth of press
1.7	4.7.1 Impact of press on the religious, social and political arenas of India
4.8	Socio-Religion Reform Movements
	4.8.1 Brahma Samaj
	4.8.2 Arya Samaj
	4.8.3 Theosophical Society
	4.8.4 Ramakrishna Mission
	4.8.5 Aligarh Movement
4.9	Summary
4.10	Keywords
4.11	Review questions
Lesson - 5	185 - 224
5.0	Aims and objectives
5.1	Introduction
5.2	2 Indian National Movement
5.3	Factors for the growth of Nationalism
5.4	Indian National congress
5.5	28
5.6	•
5.7	
5.8	•
5.9	•
Lesson - 6	225 - 236
6.0	Aims and objectives
6.1	Introduction
6.2	Emergence of Communal trends
	6.2.1 Factors that led to Hindu Communalism
6.3	Partition of India
	6.3.1 India's Partition was Inevitable
6.4	Integration of Princely States to Indian Union
6.5	Summary ance and o
6.6	Keywords
6.7	Review Questions
	Summary Keywords Review Questions DIRECTOR Summary S.V. University Tirupati
	Inter for Distance and ne Education (CDC®) enkateswara University IRUPATI - 517 502.
	IRUPATI - 517 502.

Unit - I

Survey of Sources

Establishment of Mughal Emprie – Sur Interrugnam – Brief Survey of Political History up to 1707 AD - Polity and administration - Society-Social Composition-Uleme-Nobilitypeasantry – artisans – Slaves-Status of Women – Economy: Agriculture Industries, Trade and Commerce Economic and Technology development.

Religion – Hindu – Muslim relations – Composite Culture. Education, Literature, Art, Architecture and Fine Arts.

Decline and Disintegration of Mughal Empire – Rise of Regional Powers-Marathas – Sikhs

Unit-II

Advent of European powers-Portuguese, Dutch, English and French Expansion and consolidation of British Empire-Wars-Diplomacy-Policies Pursued-Subsidiary Alliance Doctrine of Lapse.

Economic policies and changes-Mercantilism and Fee-trade policies-L and Revenue Steelements-Permanent-Ryotwari-Mahalwari Systems-Intrigation Commercialization of Agriculture-Condition of peasants-Famines-Decline of Cottage industries (deindustrialization)

Unit-III

Anti-Colonial Upsurga-Peasant and Tribal Revolts-1857 Revolt - Causes - Results and Nature.

Unit-IV

Factors for Social Change-Christian Missionaries-Western Education-Emergence of New Middle Classes-Growth of press-Socio-Religion Reform Movements-Brahma Samaj-Arya Samaj-Theosophical Society-Ramakrishna Mission-Aligarh Movement-Self-Respect movements, Jyotiba Phule – Narayana Guru, Periyar and Dr. B.R. Ambedkar.

Unit-V

Indian National Movement – Factors for the growth of Nationalism – Indian National congress-Three Phases of Freedom struggle-revolutionary Movements-Left-Wing movement-Peasant and workers movements

Unit VI

Emergence of Communal Trends-partition

Centre for Distantadran Union. Online Education (CD) Sri Venkateswara University

TIRUPATI - 517 502.

India-Integration of P

HISTORYAND CULTURE OF ANDHRA PRADESH

(from Satavahanas to 1956 A.D.)
II- B.A(HISTORY) / III - Semester

As per Choice Based Credit System (CBCS)

Authors

Dr. M. Deenadayal
Dr. R. Jyothi
Dr. P. Venu
Dept. of History
Sri Venkateswara University
Tirupati - 517 502 AP

Centre Distance and Online Education
Online Education
Srl Venkates State Control on the Control of the Control

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.

Contro for Distance and Online Education (COUNTY TIRUPATI - 517 502.

Contro for Distance and Online Education (COUNTY TIRUPATI - 517 502.

Contro for Distance and Online Education (COUNTY TIRUPATI - 517 502.

Sri Venkateswara University TIRUPATI

TIRUPATI - 517 502.

CONTENTS

Unit - I

1.0	Aims and Objectives	1.1
1.1	Introduction	1.2
1.2	Influence of Geographical Features on History	1.2
	1.2.1 Divisions	1.3
	1.2.2 Demographics	1.3
	1.2.3 History	1.4
	1.2.4 Culture	1.5
	1.2.5 Literature	1.7
1.3	A Brief Survey of Political history from, Satavahanas to	
	Vijaynagara period.	1.7
1.4	Socio-Economic Cultural conditions under Satavahans	1.16
1.5	Under Kakatiyas	1.21
	1.5.1 Conditions of Kakatiya Period	1.24
	1.5.2 Kakatiyas arts and Letters	1.26
1.6	The Vijayanagara Empire	1.27
	1.6.1 Features of Vijayanagara Administration	1.27
	1.6.2 Conditions of Vijayanagara Period	1.29
1.7	Growth and Spread of Jainism and Buddhism and their contribut	ion
	to Art and Architecture	1.31
1.7.1	Jainism in South India	1.31
_	Jainism in South India 1.7.2 Growth of Buddhi	1.36 MA/
Centre Online	for Distance and thism Contribution to Art and Architecture	1.38 REGISTRAR 8.V. UNIVERSIT
Sri Venk TIRU	ateswara University IPATI- 517 502. IPATI- 517 Decline of Jainism and Buddhism	1.47 TIRUPATL

1.8	Summary	1.50
1.9	Keywords	1.50
1.10	Review Questions	1.52
	Unit - II	
2.0	Aims and Objectives	2.55
2.1	Introduction	2.55
2.2	Qutub Sahis Political History	2.55
2.3	Culture under Qutb sahis:	2.60
	2.3.1 Administrative system of Qutub Shahi	2.63
	2.3.2 Steps in the fall of Golkonda	2.65
	2.3.3 Socio conditions of Qutub Shahi	2.67
2.4	The Asaf Jahis	2.71
	2.4.1 Conditions of Telangana rule of Asaf Jahi	2.76
2.5	Salarjung Reforms	2.78
2.6	Summary	2.81
2.7	Keywords	2.81
2.8	Review Questions	2.82
	Unit-III	
3.0	Aims and Objectives	3.83
3.1	Introduction	3.83
3.2	Andhra under Colonial Rule	3.84
	3.2.1 Company Rule (1766-1857) 3.2.2 Crown Rule (1858-1917) S.V. University Tirupati	3.84
	3.2.2 Crown Rule (1858-1917)	3.85
3.3	Coming of Figure Page Merchant Companies Online Education (CDC)	3.REGISTRAR 8.V. UNIVERSITY
3.4	Conquestant Andora by the British	3.87TIRUPATL

	3.4.1 British Acquire Northern Circars	3.87
	3.4.2 Influence of British established in Andhra	3.90
3.5	Administration	3.92
3.6	Land Revenue Settlements	3.93
3.7	Famines	3.95
3.8	Impact of Industrial revolutions on Andhra Economy	3.97
3.9	Sir Thomas Munroe	3.98
3.10	Impact of 1857 Revolt in Andhra	3.100
3.11	Summary	3.104
3.12	Keywords	3.104
3.13	Review Questions	3.106
	Unit-IV	
4.0	Aims and Objectives	4.107
4.1	Introduction	4.108
4.2	Social Reforms	4.108
	4.2.1 Causes for the Reform Movements	4.110
4.3	Kandukuri Veeresalingam	4.110
	4.3.1 Pre-Veerasalingam Era	4.110
	4.3.2 Veerasalingam Era	4.112
4.4	Sri Raghupati Venkataratnam Nayudu	4.116
4.5	Gurazada Venkata Apparao	4.117
4.6	Komarraju Venkata Lakshmana Rao	4.120
4.7	Non Brahmin S.V. University Tirupati	4.121
4.8	DIRECTOR And for Distance and Tirupati Tirupati Tirupati	REGISTRAR
	A DIRECTOR Sente for bledding and nline Education (CDCS) Venkateswara University That tental ten	. UNIVERSITY TIRUPATL
4.10	New Literary Movements	4.132

4.11	Gurram Jashua	4.134
4.12	Boyi Bhimanna	4.137
4.13	Viswanatha Satyanarayana	4.138
4.14	Rayaprolu Subba Rao	4.140
4.15	Sri Sri	4.141
4.16	Summary	4.142
4.17	Keywords	4.142
4.18	Review Questions	4.143
	Unit-V	
5.0	Aims and Objectives	5.145
5.1	Introduction	5.145
5.2	Vande Mataram	5.149
	5.2.1 Home Rule	5.151
	5.2.2 Non-Cooperation Movement	5.152
5.3	Alluri Sita Rama Raju	5.158
5.4	Rampa Rebellion	5.159
5.5	Civil Disobedience Movement	5.162
5.6	Quit India Movement	5.166
5.7	Political Consequences in Telangana	5.170
5.8	Nizam Andhra Maha Sabha	5.176
5.9	Hyderabad State Congress	5.178
5.10	Razakar Movement	5.179
DIRECTSR 2 Centre for Distance a Online Education (CD Srl Venkateswara-Unive TIRUPATI - 517 502	Police Action and Accession of Telangana Tollindian Union Summary Tirupati Tirupati	5.180 REGISTRAR 8.V. UNIVERSITY 5 TIRUPATL
5.14	Review Questions	5.186

Unit-VI

6.0	Aims and Objectives	6.187
6.1	Introduction	6.188
6.2	Peasant Armed Struggle	6.188
6.3	Tribal Uprisings	6.192
	6.3.1 Tribal Classification Criteria and Demands	6.196
6.4	Komaram Bhimu	6.201
6.5	Bhoodan Movement	6.204
6.6	Movement for Separate Andhra State	6.207
6.7	Andhra Mahila Sabha	6.209
6.8	Sree Bagh Pact	6.210
6.9	The Martyrdom of Potti Sree Ramulu	6.213
6.10	The Formation of Andhra Pradesh	6.216
6.11	1953 Vishalandra	6.218
6.12	States Reorganization Commission	6.220
6.13	Gentlemen's Agreement	6.223
6.14	Andhra State1956.	6.226
6.15	Summary	6.228
6.16	Keywords	6.228
6.17	Review Questions	6.230

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



History and Culture of Andhra Pradesh

Unit-I:

Influence of Geographical features on History, Sources-A Brief Survey of Political history from Satavahanas to Vijayanagara period-Socio-Economic-Cultural conditions under Satavahana, Kakatiya and Vijayanagara rulers-Growth and Spread of Jainism and Buddhism and their contribution to Art and Architecture.

Unit-II:

The Qutb Sahis-A Brief Survey of Political History-Society, Economy and Culture. The Asaf Jahis-A Brief Survey of their political history-Society, Economy and Culture-Salarjung's Reforms.

Unit-III:

Andhra Under Colonial Rule: Coming of European Merchant Companies-Conquest of Andhra by the British-Early Uprising-Administration-Land Revenue Settlements-Agrarian Conditions-Famines-Impact of Industrial Revolutions on Andhra Economy-Sir Thomas Munroe-Impact of 1857 Revolt In Andhra.

Unit-IV:

Social Reform and Literary Movements: Veeresalingam, Raghupathi Venkata-Ratnam Naidu, Gurajada Appa Rao, Komarraju Venkata Lakshmana Rao, Non-Brahmin, Adi Andhra, Dalit, Self-Respect Movements-New Literary Movements-Gurram Jashua, Boyi Bhimanna, Viswanatha Satyanarayana, Rayaprolu Subba Rao, Sri Sri.

Unit-V:

Freedom Movement in Andhra : Vandemataram, Home Rule, Non Co-Operation

Alluri Sitarama Raju – Rampa Rebellion 1922-24-Civil Disobedience and Quit India Movements.

Political Consciousness in Telangana : Nizam Andhra Maha Sabha, Hyderabad

State Congress, Razakars, Police Action and Accession of Telangana into Indian Union.

Unit-VI:

Leftist Movements in Andhra and Telangana : Peasant Armed Struggle – Tribal Uprisings-Komaram Bhimu-Bhoodan Movement.

Movement for Separate Andhra State, Andhra Mahila Sabha-Sree Bagh pact-Martyrdom of Potti Sree Ramika-Formation of Andhra State, 1953-Vishalandhra Movement-State's Re-organization Commission-Gentlemen's Agreement-

Tirupati

Formation of Andhra Praclesh In Uno Sesity

DIRECTOR
Centre for Distance and
Online Education (CDCC)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR 8.V. UNIVERSITY

TIRUPATI

HISTORY OF MODERN WORLD (1453-1945 AD) II- B.A(HISTORY) / IV- Semester

As per Choice Based Credit System (CBCS)

Authors

Dr. M. Deenadayal
Dr. R. Jyothi
Dr. P. Venu
Dept. of History
Sri Venkateswara University
Tirupati - 517 502 AP

Centre for Distance and Online Education

Online Education (CDC)

Sri Venkates Company Company

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.

DIRECTOR
Centre for Distance and Online Education Control of Contr

CONTENTS

Unit - I

1.0	Aims and Objectives	1.2
1.1	Introduction	1.2
1.2	Causes of Renaissance	1.2
1.3	Main Characteristics of Renaissance	1.5
	1.3.1 Reformation and Rise of Protestantism	1.7
	1.3.2 Importance and Influence of Intellectual Renaissance	1.9
1.4	Reformation	1.10
	1.4.1 Meaning of Reformation	1.11
	1.4.2 Causes of the Reformation Movement	1.11
	1.4.3 Counter reformation in Europe	1.14
	1.4.3.1 Causes of Counter Reformation	1.15
	1.4.3.2 Causes of the Success of Counter Reformation (Cath	olicism)
		1.18
	1.4.3.3 Results and Consequences of the Counter Reformation	n 1.19
1.5	Geographical Discoveries	1.21
	1.5.1 Influence of the Geographical Discoveries	1.25
1.6	Rise of Colonialism	1.25
	1.6.1 Types of colonialism	1.26
	1.6.2 Role of companies in early colonialism	1.30
1.7	Mercantilism	1.32
	1.7.1 Period of Mercantilism	1.33
	1.7.2 Factors Responsible for the Birth of Mercantilism	1.34
	1.7.3 Merchantilists Theory of State	1.35
	1.7.4 Criticism of Merchantilists	1.35
1.8	Commercial Revolution	1.36
	1.8.1 Origins of the term	1.36
	1.8.2 Factors of Commercial Revolution	1.36
	1.8.3 Key Features 1.8.4 Economic theory Emergence of Modern World Economy V. University	1.38
	1.8.4 Economic theory	1.41
1.9	The result of th	1.42 MM
dentre	Tirupati Tirupati	1.48 REGISTRAR
Srl Venk	DIRECTOR TO HIS LANGUAGE Education (CDC) autis W W W W W W W W W W W W W W W W W W W	1.48 8.V. UNIVERSIT TIRUPATL
	Review Questions	1.50

Unit - II

2.0	Aims and Objectives	2.51
2.1	Introduction	2.51
2.2	Emergence of Nation states in Europe	2.51
	2.2.1 Characteristics of the Absolute Monarchies	2.52
	2.2.2 Causes of the Rise of Absolute Monarchies:	2.53
2.3	Nature of Feudalism in Europe	2.55
	2.3.1 Nature of Feudalism	2.55
	2.3.2 History of Feudalism	2.56
2.4	History of Feudalism in Europe	2.58
	2.4.1 The Development of European Feudalism	2.59
	2.4.2 Feudalism in Germany	2.60
	2.4.3 Feudalism in Asia	2.63
2.5	Summary	2.65
2.6	Keywords	2.65
2.7	Review Questions	2.68
	Unit-III	
3.0	Aims and Objectives	3.69
3.1	Introduction	3.70
3.2	Age of Revolution	3.70
3.3	Glorious Revolution	3.74
	3.3.1 Revolt of Monmouth	3.75
	3.3.2 Causes of Revolution	3.76
	3.3.3 Consequences of the Glorious Revolution	3.79
3.4	American Revolution (1776)	3.80
	3.4.1 American alliances after 1778	3.81
	3.4.2 The British move South, 1778–1783	3.81
	3.4.3 Yorktown 1781	3.82
	3.4.4 The war winds down 3.4.5 Peace treaty	3.82
	3.4.5 Peace treaty	3.82
3.5		M3/83/
	DIRECTOR 3.5cdn amortivam armies and militias	REGISTRAR
	American Revolution DIRECTOR 3.5clandamentocan armiles and militias Online Education (CDCC) 3.5clundate Ware University TIRUPATI - 517 502.	8.V. UNIVERSITA TIRUPATI
	3 5 3 British armies and auxiliaries	3.84

3.6.1 Mental Revolution 3.6.2 Causes of French Revolution 3.95 3.7 Summary 3.100 3.8 Keywords 3.101 3.9 Review Questions Unit-IV 4.0 Aims and Objectives 4.104 4.1 Introduction 4.104 4.2 Industrial Revolution 4.104 4.2.1 Causes of the Industrial Revolution 4.107 4.3 Rise of Capitalism impact on Asia and Africa 4.3.1 Capitalism 4.3.2 Types of Capitalism 4.3.3 The rise of Capitalism 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.4.1 Causes of Meiji restoration Internal Discontentment 4.4.1 Causes of Meiji restoration Internal Discontentment 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.6 Unification Movements in Germany 4.122 4.6.1 The Beginning of the National Movement in Germany 4.125
3.7 Summary 3.100 3.8 Keywords 3.101 3.9 Review Questions 3.102 Unit-IV 4.0 Aims and Objectives 4.104 4.1 Introduction 4.104 4.2 Industrial Revolution 4.104 4.2.1 Causes of the Industrial Revolution 4.107 4.3 Rise of Capitalism impact on Asia and Africa 4.107 4.3.1 Capitalism 4.107 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.115 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.118 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.119 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.122
3.8 Keywords 3.101 3.9 Review Questions 3.102 Unit-IV 4.0 Aims and Objectives 4.104 4.1 Introduction 4.104 4.2 Industrial Revolution 4.104 4.2.1 Causes of the Industrial Revolution 4.107 4.3 Rise of Capitalism impact on Asia and Africa 4.107 4.3.1 Capitalism 4.107 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.115 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.118 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.119 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.122
3.102 Unit-IV 4.0 Aims and Objectives 4.104 4.1 Introduction 4.104 4.2 Industrial Revolution 4.104 4.2.1 Causes of the Industrial Revolution 4.107 4.3 Rise of Capitalism impact on Asia and Africa 4.107 4.3.1 Capitalism 4.107 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.115 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.118 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.119 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.122
Unit-IV
4.0 Aims and Objectives 4.104 4.1 Introduction 4.104 4.2 Industrial Revolution 4.2.1 Causes of the Industrial Revolution 4.2.2 Effects of Industrial Revolution 4.107 4.3 Rise of Capitalism impact on Asia and Africa 4.3.1 Capitalism 4.107 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.112
4.1 Introduction 4.104 4.2 Industrial Revolution 4.104 4.2.1 Causes of the Industrial Revolution 4.104 4.2.2 Effects of Industrial Revolution 4.107 4.3 Rise of Capitalism impact on Asia and Africa 4.107 4.3.1 Capitalism 4.108 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.115 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.118 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.119 4.5 Novements in Military System 4.119 4.6 Unification Movements in Germany 4.122
4.2 Industrial Revolution 4.2.1 Causes of the Industrial Revolution 4.2.2 Effects of Industrial Revolution 4.107 4.3 Rise of Capitalism impact on Asia and Africa 4.3.1 Capitalism 4.107 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.115 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.122
4.2.1 Causes of the Industrial Revolution 4.2.2 Effects of Industrial Revolution 4.107 4.3 Rise of Capitalism impact on Asia and Africa 4.107 4.3.1 Capitalism 4.108 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.115 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.118 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.122
4.2.2 Effects of Industrial Revolution 4.3 Rise of Capitalism impact on Asia and Africa 4.3.1 Capitalism 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.112
4.3 Rise of Capitalism impact on Asia and Africa 4.3.1 Capitalism 4.107 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.122
4.3.1 Capitalism 4.3.2 Types of Capitalism 4.108 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.115 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.122
4.3.2 Types of Capitalism 4.3.3 The rise of Capitalism 4.109 4.4 Meizi Restorarion 4.114 4.4.1 Causes of Meiji restoration Internal Discontentment 4.115 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.122
4.3.3 The rise of Capitalism 4.4.4 Meizi Restorarion 4.4.1 Causes of Meiji restoration Internal Discontentment 4.4.2 Conflict between Chausu and Shogun Nobles 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.109 4.114 4.115 4.117 4.118 4.119 4.119
 4.4 Meizi Restorarion 4.4.1 Causes of Meiji restoration Internal Discontentment 4.4.2 Conflict between Chausu and Shogun Nobles 4.117 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.119 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.112
4.4.1 Causes of Meiji restoration Internal Discontentment 4.4.2 Conflict between Chausu and Shogun Nobles 4.5 Modernisation of Japan 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.122
4.4.2 Conflict between Chausu and Shogun Nobles 4.5 Modernisation of Japan 4.5 Modernisation of Japan 4.5 Modernisation of Japan 4.5 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.122
4.5 Modernisation of Japan 4.5 Modernisation of Japan 4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.122
4.5.1 Decline of Shogun Government and rise of Meiji Emperor 4.118 4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.119 4.6 Unification Movements in Germany 4.122
4.5.2 End of the Feudal System 4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.119
4.5.3 Reforms in Military System 4.6 Unification Movements in Germany 4.122
4.6 Unification Movements in Germany 4.122
·
4.6.1 The Beginning of the National Movement in Germany 4.125
4.6.2 The Revolution of 1848 4.128
4.6.3 Causes of the Failure of the Unification of Germany 4.129
4.6.4 Methods and achievements of Bismark as the architect of Germany. 4.130
4.6.5 Rise of Controversy. 4.131
4.6.6 The Result of Austro-Prussian War 4.6.7 The Treaty of Frankfort 4.133 4.7 Uniformial S.V. Universit
4.6.7 The Treaty of Frankfort 4.133
DIRECTOR Control for Degenerating of the National Movement in Italy Online Education (CDC) Srl Verikans Fried Revortes of 1820 REGISTRAR 8.V. UNIVERSITY
TIRUPATI - 517 502. 4.7.3 Count Cavour 4.138

	4.7.3.1 Contribution of Cavor to the Unification of Italy	4.139
4.	8 Complete Unification of Italy	4.142
4.	9 Summary	4.143
4.	10 Keywords	4.143
4.	11 Review Questions	4.144
	Unit-V	
5.	0 Aims and Objectives	5.146
5	1 Introduction	5.146
5	2 World between 1914-1945	5.146
	5.2.1 The Steps Toward War	5.163
	5.2.2 Human Costs	5.167
5	3 Causes and consequences of first world war	5.167
	5.3.1 Lack of International Institution	5.170
	5.3.2 The Immediate Cause of the War	5.170
5	4 Beginning of the War	5.171
	5.4.1 Main events of the war	5.172
5.	5 League of nations	5.183
	5.5.1 Formation of the League of Nations	5.184
	5.5.2 The Covenant of the League of Nations	5.184
	5.5.3 Aims and Objects of the League of Nations	5.184
	5.5.4 The Organization of the League of Nations	5.185
	5.5.5 Bodies of the League of Nations	5.185
5.	6 Facism in Italy	5.188
	5.6.1 Formation of the Fascist Party	5.191
	5.6.2 The principles of fascism	5.191
	5.6.3 Home policy of Mussolini	5.194
5.	7 Nazism in Germany	5.198
	5.7.1 An introduction of adolf Hitler	5.198
	5.7.2 End of Democracy in Germany	5.201
	5.7.3 The causes of the rise of Hitler and Nazi party 5.7.4 Home policy of Hitler	5.202
	/0/ \31	5.204
50	8 Militarism in Japan $\left(\bigcirc \left(S.V. University \right) \bigcap_{m} \right)$	5,209
DIRECTO Centre for Distar	5.8.1 Rise of militarism of Tirupati (CDC) 8.2 Economic factors niversity 502. 5.8.3 Opposition to militarism	REGISTRAR
Sri wenkateswara C	ce and (CDCS 8.2 Economic factors 100 100 100 100 100 100 100 100 100 10	.V:.UNIVERSIT/
TIRUPATI - 517	Tresident de la constant de la const	5.213
	5.8.4 End of Japanese militarism	5.214

5.9	Communist movements in Russia and china	5.216
	5.9.1 Communists movement in China	5.218
	5.9.2 The Chinese Communist Party	5.220
5.10	Summary	5.221
5.11	Keywords	5.222
5.12	Review Questions	5.222
	Unit-VI	
6.0	Aims and Objectives	6.225
6.1	Introduction	6.225
6.2	Causes and Consequences of Second World War	6.226
	6.2.1 Diplomatic Alliances	6.227
	6.2.2 Immediate Cause of War : Hitler's Assault upon Poland	6.229
	6.2.3 Consequences of the Second World War	6.230
6.3	United Nations Organization	6.231
	6.3.1 The Atlantic Charter	6.232
	6.3.2 Aims of the United Nations Organization	6.233
	6.3.3 Organization of the UNO	6.232
	6.3.4 Achievements of the United Nations Organization	6.233
	6.3.5 Critical Evaluation	6.239
6.4	Summary	6.240
6.5	Review Questions	6.240

DIRECTOR
Centre for Distance and
Online Education (CDOS)
Srl Venkateswara University
TIRUPATI - 517 502.



DIRECTORATE OF DISTANCE EDUCATION

Unit-I:

Characteristic features of Renaissance-Significance of Reformation and Counter Reformation movements in Europe-Geographical Discoveries and Rise of Colonialism, Mercantilism and Commercial Revolution-Emergence of Modern World Economy.

Unit-II:

Emergence of Nation States in Europe – Nature of Feudalism in Europe and Asia.

Unit-III:

Age of Revolutions-Glorious Revolution (1688)-American Revolution (1776)-French Revolution (1789)

Unit-IV:

Industrial Revolution and Rise of Capitalism-Impace on Asia and Africa-Meizi Restoration and Modernisation of Japan-Unification Movements in Germany And Italy.

Unit-V:

World between 1914-1945 Rivalry among colonial powers Imperialist Hegemony-Causes and consequences of first World War – World between the Wars – league of Nation, Fascism in Italy, Nazism in Germany, Militarism in Japan – Communist Movements in Russia and China.

Unit-VI:

Causes and consequences of Second World War – UNO.

DIRECTOR

Centre for Distance and
Online Education (CDOS)
Srl Venkateswara University
TIRUPATI - 517 502.

S.V. University
Tirupati

REGISTRAR 8.V. UNIVERSITY

B.A(POLITICAL SCIENCE)

POLITICAL SCIENCE CONCEPTS, THEORIES AND INSTITUTIONS

I-B.A(POLITICAL SCIENCE) / I - Semester

As per Choice Based Credit System (CBCS)

Authors

Dr. I. Subramanyam

Dr. B. Venkatesulu Reddy

Dept. of Political Science

S.V. University, Tirupati - 517502 AP



Tirupathi, AP-517 502.

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.

Centre for Distance and Online Education

Sri Venkateswara Universitys. Universitys. Universitys.

Tirupathi, AP -517 502

CONTENTS

UNIT - I

Lesson -	1	Page No.	
1.0	Aims and Objectives	3	
1.1	Introduction	3	
	1.1.1 Meaning of Politics	4	
1.2	Meaning of Political Science	5	
	1.2.1 Definition	6	
1.3	Nature and Scope	7	
	1.3.1 Meaning and Scope of Art	7	
	1.3.2 Scope of Political Science	9	
1.4	Relationship with Social Sciences	10	
	1.4.1 Political Science and History	11	
	1.4.2 Political Science and Economics	11	
`	1.4.3 Political Science and Sociology	12	
	1.4.4 Political Science and Public Administration	13	
	1.4.5 Political Science and Ethics	14	
	1.4.6 Relevance of Political Science to the study of Law	14	
1.5	Importancea of Political Science	16	
1.6	Summary	17	
1.7	Keywords	17	
1.8	Review Questions	18	
1.9	Suggested Readings	18	
Lesson	- 2		
2.0	3	19	
2.1	Introduction	20	
2.2	Meaning	20	
2.3	Definition	20	
2.4	Traditional Approaches	20	
	2.4.1 Legal Approach	22	
	2.4.2 Institutional Approach	22	
2.5	2.4.2 Institutional Approach Modern Approaches Post Behavioral Approach	22	
2.6	Modern Approach Post Behavioral Approach Methods of Study of Political Sciences	26	NIA
DIRE	Methods of Study of Political Science	27	198/2
	is three of Growth atton (CDC)	28	REGISTRAR 8.V. UNIVERSIT
Fri Venkatesw TIRUPATI	- 517 502.	29	TIRUPATL
	2.9.1 Achievements and Limitations	29	
	2.9.2 Liberal Approach to Politics	29	

2.9.	.3 Marxist Approach to Politics	31
2.9.	.4 Materialistic Conception of History	32
2.10 Sun	nmary	33
2.11 Key	ywords	33
2.12 Rev	view Questions	33
2.13 Sug	ggested Readings	34
	UNIT - II	
Lesson - 3		
3.0 Ain	ms and Objectives	38
3.1 Intr	roduction	38
3.2 Mea	aning	38
3.3 Def	finition of State	39
3.4 Ele	ments of State	39
3.4.	.1 Population	40
3.4.	.2 Territory	40
3.4.	.3 Government	41
3.4.	.4 Sovereignity	41
3.4.	.5 International Recognition	42
3.5 Soc	riety	42
3.6 Dis	stinction between State and Society	43
3.7 Cor	mmunity and Association	43
3.7.	.1 Association	44
	3.7.1.1 Characteristics or Essential elements of an Association	45
3.7.	.2 Association and Community	45
	3.7.2.1 Characteristics of Community	46
	3.7.2.2 Types of Communities	46
3.8 Dif	ference between State & Associations	48
3.9 Nat	tion and Nationality	48
3.10 Dis	tinction between Nation & Nationality	49
3.10	0.1 Factors responsible for the rise of Nationalism	50
3.10	0.2 The Theory of "one Nation-one State" (Nation State)	51
3.11 Ele	ments of Nationality	53
3.12 Sun	mmary vance and o	54
3.13 Key	/2/	55
3.14 Rev	view Questions [5] S.V. University [7]	<i>5</i> /5//
DIRECTOR 3.15 Sug	ggested Readings \ \oldot\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	STRAR
Online Educations (CDA 1) 4 Sri Venkateswara University		IVERSIT/
	ms and Objectives	JATL
4.1 Intr	roduction	57

4.2	Meaning	58
4.3	Definitions	58
4.4	Basic Features of Sovereignty	59
4.5	Kinds of Sovereignty	60
4.6	Monistic Theory of Sovereignty	61
4.7	Pluralistic Theory of Sovereignty	62
	4.7.1 Characteristics of Pluralistic theory of sovereignty	63
	4.7.2 Advantages of Pluralistic theory of sovereignty	64
	4.7.3 Criticism on Pluralistic theory of sovereignty	64
4.8	Summary	65
4.9	Keywords	65
4.10	Review Questions	66
4.11	Suggested Readings	66
	UNIT - III	
Lesson	- 5	
5.0	Aims and Objectives	70
5.1	Introduction	70
5.2	Theory of the Origin of State	71
	5.2.1 Divine Theory of the Origin of State	71
	5.2.2 The Natural Theory of the Origin of State	72
	5.2.3 The Genetic Theory is one of the theories that explains the	
	origin of the State.	73
	5.2.4 The Horde Theory or the Matriarchal Theory of the Origin of State	e 75
	5.2.5 The Evolutionary or Historical Theory of the Origin of State	75
	5.2.6 Social Contract Theory of the Origin of State	77
5.3	Social contract theory	79
	5.3.1 Thomas Hobbes (1588-1679)	79
	5.3.1.1 Hobbes' view of State of Nature	79
	5.3.1.2 The Laws of Nature	81
	5.3.1.3 The Social Contract	81
	5.3.1.4 Criticism	81
	5.3.2 John Locke (1632-1704)	82
	5.3.2.1 Locke Views on Human Nature	82
	5.3.2.2 Locke on State of Nature	82
50	5.3.2.3 The Social Contract Theory	83/
DIRECTOR Centre for Distance and	5.3.2.4 Salient Features of the Contract Theory	088 STRAR
Online Education (CDC®) Sri Venkateswara University	5.3.2.5 Evaluation of Locke's Theory	/
TIRUPATI - 517 502.		JBATL '
	5.3.3.1 Rousseau Views on Human Nature	84

	5.3.3.2 The State of Nature	85
	5.3.3.3 Rousseau's Social Contract	85
	5.3.3.4 Criticism	86
	5.3.3.5 Importance of the Theory	87
	5.3.4 Marxist Theory of the Origin of State	87
5.4	General Will	88
	5.4.1 Characteristics of General Will	89
	5.4.2 Importance of the Concept of the General Will	90
	5.4.3 Criticism of the Social Contract Theory	90
5.5	Evolutionary or Historical Theory	90
	5.5.1 Natural and Social Instinct	91
	5.5.2 Kinship	91
	5.5.3 Religion	91
	5.5.4 Economic Activities	92
	5.5.5 Force	92
	5.5.6 Political Consciousness	92
5.6	Summary	92
5.7	Keywords	93
5.8	Review questions	93
5.9	Suggested Readings	
Lesson	- 6	
6.0	Aims and Objectives	96
6.1	Introduction	96
	6.1.1 Meaning of Law	97
	6.1.2 Definition of Law	97
	6.1.3 Characteristics of Law	98
	6.1.4 Evolution or Development of Law	99
	6.1.5 Different Schools of Law	100
	6.1.6 Sources of Law	102
	6.1.7 Classification of Laws	104
	6.1.8 Law and Morality	105
	6.1.8.1 Difference between Law and Morality	106
	6.1.8.2 Relation between Law and Morality	106
	6.1.9 Rule of Law	107
DIRECTOR	6.1.9.1 Decline of the Rule of Workity	M (1.5/8)
Centre for Distance and Online Education (CDC)		REGISTRAR
Sri Venkateswara University TIRUPATI - 517 502.		8.V. UNIYERSIT
,	6.2.2 Types of Liberty	109
	6.2.3 Conditions for the Realisation of Liberty	111

	6.2.4 Relationship between Liberty and Law	111
	6.2.5 Safeguards of Liberty	112
	6.2.6 The concept of Equality	113
	6.2.6.1 Kinds of Equality	114
	6.2.7 Relation between Liberty and Equality	115
6.3	Theories of rights and kinds of rights	116
	6.3.1 Definitions	116
	6.3.2 Nature of Rights [Features of Rights]	117
	6.3.3 Classification of Rights	118
	6.3.4 Fundamental Rights	122
	6.3.5 theories of rights	123
	6.3.5.1 National Theory of Rights [Theory of Natural Rights]	123
	6.3.5.2 The Legal Theory of Rights	124
	6.3.5.3 The Idealist Theory of Rights [Personality Theory of Rights]125
	6.3.5.4 Green's Theory	126
	6.3.5.5 Historical Theory of Rights	127
	6.3.5.6 Liberal Theory of Rights	127
	6.3.5.7 Social Welfare Theory of Rights [Laski's Theory of Rights]	129
	6.3.5.8 Marxian Theory of Rights	130
6.4	Power and Authority	131
	6.4.1 Kinds of Power	132
	6.4.2 Concept of Authority	134
	6.4.2.1 Classification of Authority	134
	6.4.3 Difference between Power and Authority	135
	6.4.4 Concept of Legitimacy	135
	6.4.4.1 Characterstics of Legitimacy	137
6.5	Summary	137
6.6	Keywords	138
6.7	Review questions	139
6.8	Suggested Readings	140
	UNIT - IV	
Lesson	- 7	
7.0	Aims and objectives Introduction	143
7.1	Introduction Individualism	144
7.2	Individualism (5. V. University) m	144 MM
Cen	7! Development of Individualistic Theory Legati	144 REGISTRAR
Onli Sri Ve	ne Education (GPFn Individualism	1498.V. UNIVERSITY
7.3	IR บาที II เล็กโลก์ เรา	150 TIRUPATI
	7.3.1 Development of Utilitarianism	151

		7.3.2 Criticism of Utilitarianism	153
	7.4	Socialism	155
		7.4.1 Marxism or Scientific Socialism or Communism	158
		7.4.2 Lenin (1870-1924)	166
		7.4.3 Lenin and Marx	174
	7.5	Collectivism or State Socialism or Democratic Socialism	174
	7.6	Anarchism, Syndicalism, Guild Socialism, Fascism and Nazism	177
		7.6.1 Anarchism	177
		7.6.2 Distinction Between Communism and Anarchism	179
		7.6.3 Syndicalism	179
		7.6.4 Guild Socialism	182
		7.6.5 Fascism	184
	7.7	Nazism	187
	7.8	Gandhism and Sarvodaya	188
	7.9	Summary	189
	7.10	Keywords	190
	7.11	Review Questions	191
Less	son -	· 8	
	8.0	Aims and Objectives	193
	8.1	Introduction	193
	8.2	Democracy	194
		8.2.1 Concepts of Democracy and its Development	195
		8.2.2 Conditions for Success of Democracy	198
		8.2.3 Kinds of Democracy	200
		8.2.4 Criticism	203
	8.3	Unitary and Federal	204
		8.3.1 Unitary Government	204
		8.3.2 Federal Government	206
		8.3.3 Difference between Unitary and Federal form of Governments	209
	8.4	Parliamentary Form of Government	210
	8.5	Presidential Form of Government	213
		8.5.1 Difference between Parliamentary and Presidential forms of	
		Government S.V. University	215
.50	8.6	Summary O Marversity III	121/
DIRECTOR Centre for Distance a	8.7		TRAR
Online Education (CD ri Venkateswara Unive)Çုသ္က	Review Question Review Question TIRU	/
TIRUPATI - 517 502		Suggested Readings TIRU	PATL 218
		•	

UNIT - V

Lesson ·	. 9		
9.0	Aims and Objectives	220	
9.1	Introduction	220	
9.2	Meaning	221	
9.3	History of the Theory	221	
9.4	Importance of the Theory	221	
9.5	Theory of Separation of Powers—Montesquieu	222	
9.6	Arguments in Favour of Separation of Powers	222	
9.7	Criticism of the Theory	223	
9.8	Summary	225	
9.9	Keywords	225	
	Review Question	226	
	Suggested Readings	226	
Lesson -			
	Aims and Objectives	227	
	Introduction	228	
	Legislature	228	
10.2	10.2.1 Structure of Legislature	229	
	10.2.2 Committee System	230	
	10.2.2 Committee System 10.2.2.1 Types of Committees	231	
	• •	232	
	10.2.3 Functions of Legislature		
10.2	10.2.3.1 Decline of Importance of Legislature	233	
10.3	Executive 10.3.1 Types of Executive	233 233	
	10.3.1 Types of Executive 10.3.2 Functions and Powers of Executive	235	
	10.3.3 Growth and Significance of Executive	236	
	10.3.4 Role of Executives in Modern States	237	
10.4	Judiciary	237	
	10.4.1 Structure of Judiciary	239	
	10.4.2 Functions of Judiciary	239	
	10.4.3 Judicial Review	240	
	10.4.4 Rule of Law 10.4.5 Role of Judiciary in Democracy S.V. University	241 242	
	10.4.3 Judicial Review 10.4.4 Rule of Law 10.4.5 Role of Judiciary in Democracy 10.4.6 Independence of Democracy S.V. University	242	11/
10.5		/ (SISTRAR
Centr Online	e for Bistande and p Education (CDC:) kines War Order esity UPATI - 517 502		NIVERSIT
TIR	REVIEW Questions	245 TIS	RUPATL
	Suggested Readings	245	
11/10	THE ELMINAL INCHHIES	4	

I- B.A. POLITICAL SCIENCE

PAPER - I: Political Science: Concepts, Theories and Institutions

- 1. Introduction: Definition, Scope and Importance of Political Science
- 2. Approaches to the Study of Political Science: Liberal and Marxist
- 3. State Nation and Civil Society
- 4. Sovereignty: Monism and Pluralism
- 5. Theories of Origin of the State; Social Contact and Evolutionary (Historical)
- 6. Concepts:
 - 6.1 Law: Sources of Law and Concepts of Rule of Law
 - 6.2 Liberty and Equality Their Relationship
 - 6.3 Theories and Kinds of Rights
 - 6.4 Power and Authority
- 7. Ideologies: Individualism, Anarchism, Fascism and Socialism
- 8. Forms of Government:
 - a. Democracy: Direct and Indirect
 - b. Unitary and Federal
 - c. Parliamentary and Presidential
- 9. Theory of Separation of Powers
- 10. Organs of Government
 - a) Legislature: i. Unicameral and Bi-cameral

ii. Powers and Functions

b) Executive: i. Powers and Functions.

c) Judiciary: i. Powers and Functions

ii. Independence of Judiciary and Judicial Review.

Books Recommended:

- 1. Principals of Political Science: Prof.A.C. Kapoor.
- 2. Grammar of Politics: Laski H.J.

3. Substance of Politics: A. Appadorai stance and

4. Political Theory: Ashirvadam

5. Political Idelogies: Their Origins and Impact, Baradar, Prentice Hall of Inida

DIRECTOR Centre for Distance and Online Education (CDC®) Sri Venkateswara University

TIRUPATI - 517 502.

INDIAN GOVERNMENT AND POLITICS I- B.A(POLITICAL SCIENCE) / II - Semester

As per Choice Based Credit System (CBCS)

Authors

Dr. I. Subramanyam

Dr. B. Venkatesulu Reddy

Dept. of Political Science

S.V. University, Tirupati - 517502 AP

Centre for Distance and Online Education

Online Education (eDe at LES VV all Control of the Control of the

Tirupathi, AP -517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.

Director

DIRECTOR
Centre for Distance and
Online Education (CDO©)
Sri Venkateswara University
TIRUPATI - 517 502.

Centre for Distance and Online Educati

Sri Venkateswara Universits. Universit

Tirupathi, AP-517 502

CONTENTS

Page No.

UNIT-1 01 - 08

- 1.0 Aims and Objectives
- 1.1 Introduction
- 1.2 Essential qualities or requirements or Characteristics of a good Constitution
- 1.3 Evolution of Constitutionalism
- 1.4 Classification or Types of Constitutions
 - 1.4.1. Written and Unwritten Constitutions
 - 1.4.2. Unitary, Federal, Quasi-Federal and Confederal Constitutions
 - 1.4.3. Semi-federal Constitution
 - 1.4.4. Confederal Constitution
- 1.5 Difference between Indian Constitution and Others
- 1.6 Summary
- 1.7 Keywords
- 1.8 Review Questions
- 1.10 Suggested Readings

UNIT-2 09 - 32

- 2.0 Aims and Objectives
- 2.1 Introduction
- 2.1 Rise of Nationalism causes of the growth of National Consciousness
- 2.2 Foundation of the Indian National Congress
 - 2.2.1 Genesis of the Congress: Contribution of A.O. Hume
 - 2.2.2 Congress the Child of British Raj
 - 2.2.3 Popularity of the Congress: Was the Congress a National Organisation

S.V. University

vement

- 2.2.4 Methods of Early Congress
- 2.2.5 Objects of Early Congress
- 2.2.6 Early Congress: An Estimate
- 2.3 Moderate Nationalists: Their Demands, Ideology and Principal
- 2.4 Moderate Leaders
- 2.5 Extremist nationalism

2 stille of Chisters of the Growth of Extremist And Online Education (CDC)

2.6 SE Verbateistara diversiism TIRUPATI - 517 502.

2.6.1 The Political Ideology and Principles of the Extremists

2.6.2 Differences between moderates and extremists

REGISTRAR
8.V. UNIVERSITY
TIRUPATL

$\overline{}$	$\overline{}$	3.7.1	O 11 '	1 . 1	1
1	1	Manatma	Crandini	and national	i movemen

- 2.7.1 Non Co-operation Movement
- 2.7.2 Non-Co-operation Movement: An Evaluation
- 2.7.3 Civil Disobedience Movement
- 2.8 Philosophy of the Constitution
- 2.9 Summary
- 2.10 Keywords
- 2.11 Review Question

33 - 44 UNIT-3

- 3.0 Aims and Objectives
 - 3.1 Introduction
 - 3.2 Union–State Relations
 - 3.2.1 Legislative Relations and Division of Powers
 - 3.2.2 A Strong Centre
 - 3.3 Center-State Relations
 - 3.4 Summary
 - 3.5 Keywords
 - 3.6 Review Questions

UNIT-4 45 -68

- 4.0 Aims and Objectives
- 4.1 Introduction
- 4.2 Fundamental Rights
 - 4.2.1 Types of Rights
- 4.3 Important Cases
- 4.4 The Right to Constitutional Remedies
 - 4.4.1 A Note on Writs
- 4.5 Directive Principles of State Policy
- 4.6 The Need to Balance Fundamental rights with Directive Principles
- 4.7 Summary
- 4.8 Keywords
- 4.9 Review Questions

Centre for Distance and

Online Education (CDAims and Objectives Sri Venkateswara University
TIRUPATI - 5\$7, \$02. Introduciton

5.2. The Union executives



- 5.2.1 The Presiden
- 5.2.2 Vice President
- 5.2.3 The Prime Minister & Council of Ministers
- 5.2.4 The Council of Ministers
- 5.3 Cabinet System of Government
 - 5.3.1 Cabinet Dictatorship
 - 5.3.2 Importance of Cabinet Committees
 - 5.3.3 Cabinet Committees Organization and Functions
 - 5.3.4 Working of the Cabinet Committee
- 5.4 Role of prime ministers office in union administration
 - 5.4.1 Composition of the FMO in 2001
 - 5.4.2 Role and Functions of the PMO
- 5.5 Review Question

UNIT-6 83 - 100

- 6.0 Aims and Objectives
- 6.1. Introduciton
- 6.2. Composition of Council of State
 - 6.2.1 Composition of the House of People
- 6.3. Priviliges of MPS
- 6.4 Speaker of Lok Sabha
 - 6.4.1 Deputy Speaker
- 6.5 Procedure of Parliamentary Business
- 6.6 Powers and Functions of Parliament
- 6.7 Rajya Sabha
- 6.8 Lok Sabha
- 6.9 Law Making process in India
- 6.10 Working System of Committees
- 6.11 Summary
- 6.12 Keywords
- 6.13 Review Question

UNIT-7

7.0 Adminstantism (CDC)

7.1. Shiptenicites warm University

7.2. Function of Judiciary

S.V. University
Tirupati

101 - 112



- 7.2.1 Independence of Judiciary
- 7.2.2 Importance of Independent Judiciary
- 7.2.3 Organisation of Judiciary
- 7.2.4 Integrated Judiciary
- 7.3 Judicial Review
 - 7.3.1 Maxims of Judiial Review
 - 7.3.2 Judicial Activism
- 7.4 Supreme Court of India (Art 124-147)
 - 7.4.1 Composition
 - 7.4.2 Role of Supreme Court as guardian of Constitution
- 7.5 The High Court (Art 214-237)
 - 7.5.1 Critical Assessment of the Role of The Supreme Court
- 7.6 Summary
- 7.7 Keywords
- 7.8 Review Question

113 - 146 UNIT-8

- 8.0 Aims and Objectives
 - 8.1 Introduciton
 - 8.2 Nature of the Indian Party System
 - 8.2.1 Classification of Political Parties in India
 - 8.2.2 Salient Features of The Party System in India
 - 8.3 Energizng Bipolar Party System
 - 8.3.1 The Problems of Political Parties in India
 - 8.4 The Party System in Indian National Parties
 - 8.4.1 The Bharatiya Janata Party: Ideology and Social Base
 - 8.4.2 BJP-RSS Relationship
 - 8.4.3 The Bahujan Samaj Party (BSP) Ideology and social bases
 - 8.4.4 The Communist Party of India (CPI): Ideology and Social Base
 - 8.4.5 The CPI (Marxist) Ideology and Social Base
 - 8.4.6 The Nationalist Congress Party (NCP)
 - 8.4.7 Rashtriya Janata Dal
 - 8.5 The Party System in India [Role of Regional and State Parties]

8.5.2 National Conference 3 and

8.6 India's Experiment with Costinion Government at the Federal Level

8.6.1 Coalition Governments in Other Countries

Centre for Distance and Online Education (Consummary Sri Venkateswara University
TIRUPATI - 516-502Keywords

ECTOR

8.9 Review Questions

147 - 164 UNIT-9 9.0 Aims and Objectives 9.1. Introduciton 9.2. Election Commission of India 9.2.1 Election Commission Reconstituted 9.2.2 Functions of the Election Commissions 9.3. Officers on Election - Duty 9.4 Types of Elections 9.5 Process of Election 9.6 Electoral Process in India 9.6.1 Some Defects in the Electoral Process 9.6.2 Proposals for Electoral Reforms: View of the Election Commission of India 9.7 The Election Commission of India 9.8 Summary 9.9 Keywords 9.10 Review Question **UNIT-10** 165 - 172 10.0 Aims and Objectives 10.1. Introduciton 10.2. Governor 10.2.1 Powers and Functions of the Governor 10.3 The State Government 10.4 Council of Ministers 10.5 Chief Minister 10.6 The State Legislature (Article 168-212) 10.6.1. Composition of Legislative Council (Vidhana Parishad) 10.6.2 Legislative Procedure 10.7 Summary 10.8 Keywords 10.9 Review Ouestion 173 - 196

UNIT-11

Tirupati

11.0 Aims and Objectives

11.1.Introduciton

11.2 Language Politics in India

11.2.1 Official Language of India

11.2.2 Language Associations vs Pressure Groups

11.2.3 Multi-Party System and Hindi-English Cobrovers

11.2.4 Engalstic Reorganization of India

Etherical of Regional or National Languages in Administration

11.3 Religion - 517 502.

11.3.1 Religion Living Patterns

- 11.3.2 Interrelations Interaction and Conversions
- 11.4 Communalism
 - 11.4.1 Concept of Communalism
 - 11.4.2 Communalism in India
 - 11.4.3 Hindu-Muslim Communalism
 - 11.4.4 Hindu-Sikh Communalism
 - 11.4.5 Communal Violence
 - 11.4.6 Causes of Communal Violence
- 11.5 The Caste and Indian Politics
 - 11.5.1 Caste in Historical Perspective
 - 11.5.2 Caste in Modern Perspective
 - 11.5.3 Political Dimensions of Caste: Rajni Kothari's Approach
- 11.6 Regionalism in Indian Politics
 - 11.6.1 Growth of Regionalism
 - 11.6.2 Forms of Expression of Regionalism
 - 11.6.3 Regionalism and Secession Form the Indian Union
- 11.7 Regionalism and Problems of Linguistic Miniorities
- 11.8 Summary
- 11.9 Keywords
- 11.10 Review Questions

197 - 220 **UNIT-12**

- 12.0 Aims and Objectives
- 12.1. Introduciton
- 12.2 Distinguish the New Social Movements from

the Old Social Movements

- 12.2.1 Distinction between Old and New Social Movements in the Indian Context
- 12.2.2 Classification of Social Movements in India
- 12.3 Working Class or Trade Union Movements
- 12.4 Tribal Movements
 - 12.4.1 Tribal Movements in Post-Independence India
- 12.5 Womens' Movements
 - 12.5.1 Social Reform movements during Freedom Struggle and Women

Tirupati

- 12.5.2 Women's Movements t Independence Era
- 12.5.3 International Initiatives and Women's Movement

õ

12.6 Dalit Movements

Centre for Distance and 2.6.1 Nature of Dalit Movements Online Education (CDC)

Sri Venkateswara Universit 2.6.2 Dalits and Issues of Reservation TIRUPATI - 517 502.

12.7 Backward Caste/ Class Movements

- 12.8 Ecological Movements
- 12.9 Summary
- 12.10 Keywords
- 12.11 Review Questions

UNIT-13 221 - 244

- 13.0 Aims and Objectives
- 13.1 Introduction
- 13.2 National Integration
 - 13.2.1 India's Problems of National Integration
 - 13.2.2 National Integration
 - 13.2.3 Impediment to National Integration
- 13.3 Politics in India Model for Integration
- 13.4 Communalism in Indian Politics
 - 13.4.1 Genesis and Growth of Communalism in India
 - 13.4.2 Socio-Economic basis of Communalism
 - 13.4.2.1 Growth of Communalism
 - 13.4.3 Hindu Communalism
 - 13.4.4 Muslim Communalism
 - 13.4.5 Sikh Communalism
 - 13.4.6 Anatomy of Communal Riots
 - 13.4.7 Suggestions for Eradicating Communalism
- 13.5 Terrorism
 - 13.5.1 Classification
 - 13.5.2 Cause for Terrorism
 - 13.5.3 Working Method of Terrorism
 - 13.5.4 Terrorism in India
 - 13.5.5 Legislation to Combat Terrorism
- 13.6 TADA vs POTA
- 13.7 International Terrorism
 - 13.7.1 Global War against Terrorism
 - 13.7.2 Efforts being made by the United Nations to meet the Menace of International Terrorism
 - 13.7.3 Measures to Remove Terrorism
- 13.8 Summary
- 13.9 Keywords

13.10 Review Constions Centre for Distance and Online Education (CDCC) Srl Venkateswara University TIRUPATI - 517 502.



REGISTRAR
8.V. UNIVERSITY
TIRUPATL

B.A. - Political Science INDIAN GOVERNMENT AND POLITICS

- 1. Salient Features of Indian Constitution a Comparative Perspective with the Constitutions of UK, USA and Switzerland.
- 2. Evolution of Indian Constitution Nationalist Movement and Philosophical Foundations.
- 3. Indian Federation Centre State Relations Recent Trends.
- 4. Fundamental Rights and Duties, Constitutional Remedies with special reference to Writes Directive Principles of state policy.
- 5. President Election, Powers and Functions Prime Minister and Council of Ministers.
- 6. Parliament Composition, Powers and Functions.
- 7. Judiciary Supreme Court, Composition, Powers, Functions and Judicial Review-Judicial Activism.
- 8. Party System: National and regional Parties; Coalitional Politics
- 9. Election Commission Electoral Reforms and voting Behavior.
- 10. State Government Governor, Chief Minister and Council of Ministers Powers and Functions.
- 11. Social and Economics Factors-Language, Religion, Caste and Regional identities.
- 12. Social movements: Agrarian, Working class, Women, Tribal, Dalit and Environmental.
- 13. Challenges to National Integration Communalism and Terrorism

Books Recommended

1. Politics in India: Rajini Kothari

2. Indian Constitution: M.V. Pylee

3. Indian Government and Politics: S.S. Awasti

4. Introduction for Constitution of India: D.D.: Busu

5. Indian Government and Polities W. W. RycAshar Va

DIRECTOR Indian Politics: Contemporary issues and Concerns, Singh & SaxenREGISTRAR
Online Education (CDC)

Sri Venkateswara University oduction to the Constitution of India, 3th ed., Sharma.

LV. UNIVERSI TIPLIPATI

POLITICAL THOUGHT

II-B.A(POLITICAL SCIENCE)/III-Semester

As per Choice Based Credit System (CBCS)

Authors

Dr. I. Subramanyam

Dr. B. Venkatesulu Reddy

Dept. of Political Science

S.V. University, Tirupati - 517502 AP

Centre for Distance and Online Education

Sri Venkateswara University
TIRUPATI - 517 502.

Tirupathi, AP -517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



DIRECTOR
Centre for Distance and
Online Education (CDCS)
Sri Venkateswara University
TIRUPATI - 517 502.

Centre for Distance and Online Education RAR
Sri Venkateswara University UNIVERSIT

Tirupathi, AP -517 502

CONTENTS

	UNIT - I	Page No.	
1.0	Aims and Objectives	1.2	
1.1	Introduction	1.2	
1.2	Nature of Ancient Indian Political Thought	1.2	
	1.2.1 Use of Different Terms/Names	1.2	
	1.2.2 Nature or Features of Ancient Indian Political Thought		
	or Hindu Polity	1.3	
	1.2.3 Scope	1.6	
	1.2.4 Sources of Ancient Indian Political Thought	1.6	
	1.2.5 Origin and Development of Polity in Ancient India	1.10	
	1.2.6 Relationship of Ethics and Politics in Ancient India	1.11	
1.3	MANU The Law Book of Manu-SMRITI Business	1.13	
	1.3.1 Importance of Manu	1.13	
	1.3.2 Date of Authorship of Manusmriti	1.14	
	1.3.3 Subject Matter of Manusmriti	1.14	
	1.3.4 Manu on Origin of State	1.14	
	1.3.5 Manu on Kingship	1.14	
	1.3.6 Manu's Views on State or Manu on Saptanga Sidhanta	1.22	
1.4	Kautilya: State and Society	1.23	
	1.4.1 Authorship and Date of Arthashastra	1.23	
	1.4.2 Meaning, Nature and Elements of the State	1.26	
	1.4.3 Comparison with the Modern Concept	1.30	
	1.4.4 Function of State	1.30	
	1.4.5 Kautilya's Views about Kingship	1.32	
	1.4.6 Duties and Functions of King	1.34	
	1.4.7 Kautilya's View on the Council of Ministers	1.36	
	1.4.8 The Doctrine of Mandal Theory (SIDHANTA) or		
	Circle of State	1.41	
	1.4.9 The Shatguna Anti (Six-Fold Policy) or Six forms		
	of Foreign Policy	1.41	
	1.4.10 Rules of War and Peace 1.4.11 Kautilya as Political Scientist 1.4.12 Kautilya and Machivelli	1.44	
	1.4.10 Kules of war and Peace 1.4.11 Kautilya as Political Scientist 1.4.12 Kautilya and Machivelli	1.50	
	1.4.12 Kautilya and Waciilvelli [5 [5, V, University]	1.52	MAL
1.5	Carrier Buddha: Dharma and sangha) \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	1.54	FGISTRAR
Onl	ntre for Distance and Into 5dto into interest or Kingship Into 5dto into into into into into into into in	1.54 8.V .	UNIVERSIT
311 1	Principles of Political Righteousness of Dharma	1.54	TIRUPATL (
	1.5.3 Principles and Policies of Government	1.55	

	1.5.4 Conception of a World-Ruler	1.55
1.6	Summary	1.55
1.7	Keywords	1.56
1.8	Review Questions	1.56
1.9	Suggested Readings	1.58
	UNIT - II	
2.0	Aims and Objectives	2.60
2.1	Introduction	2.60
2.2	Political Principles or Postulates or Philosophy of Gandhiji	
	(Contribution to Political Thought by Gandhiji),	
	The Concept of Ahimsa (Non-violence)	2.61
	2.2.1 The Concept or Doctrine or Principle of Satyagraha	
	(Satyagraha A History of Conflict)	2.62
	2.2.2 Techniques of Satyagraha	2.63
	2.2.3 Gandhiji's views on State, State is the Embodiment	
	of Power & Force	2.65
	2.2.4 Non-violent Society and Gandhian Economy	2.67
	2.2.5 Gandhiji for Social Uplift	2.68
	2.2.6 Compare and Contrast between Gandhism and	
	Communism (Marxism)	2.70
2.3	Nehru: Democratic socialism	2.70
	2.3.1 Back Ground	2.71
	2.3.2 The Pragmatic Thinker	2.71
	2.3.3 Structure of Governance : Nehruvian Inputs 2.3.4 Planning for Development	2.73 2.75
	2.3.5 The Dilemma of a Democrat	2.76
	2.3.6 Internationalist Jawaharlal Nehru	2.78
	2.3.7 Concluding Observations	2.80
2.4	B.R. Ambedkar business	2.82
	2.4.1 A Life For The Cause of Untouchables	2.83
	2.4.2 Castes and Untouchability in Hindu Society	2.85
	2.4.3 Annihilation of Caste	2.85
	2.4.4 Gandhi Ambedkar Debate and	2.87
	2.4.5 Political Thoughts of Ambedkar 2.4.6 Right of People - S.V. University	2.90
50		M 72.99/
DIRECTOR Centre for Distance and	2.4.7 Constitutional Democracy pati	REGISTRAR
	2.4.8 Social Justice	8.V. UNIVERSITY
TIRUPATI - 517 5025	M.N. Roy	TIRUPATL
	2.5.1 Roy's Return to India	2.94

	2.5.2 Philosophy of Radical Humanism of M.N Roy	2.95
	2.5.3 Philosophy of History	2.98
	2.5.4 Criticism of Roy's Radical Humanism	2.98
	2.5.5 Roy's Break from Soviet Communism and his	
	Theory of Decolonisation	2.100
	2.5.6 Basis of Roy's Criticism of Modern Democracy and	
	Criticism of Political Parties.	2.102
	2.5.7 Constitution of India	2.103
2.6	Summary	2.108
2.7	Keywords	2.108
2.8	Review Questions	2.109
2.9	Suggested Readings	2.110
	UNIT - III	
3.0	Aims and Objectives	3.111
3.1	Introduction	3.112
3.2	Plato	3.112
	3.2.1 To Study Politics is to Study power; to Study Philosophy	
	is to Study Rationality	3.112
	3.2.2 The Platonic Utopia	3.116
	3.2.3 Slavery, Sin Salvation	3.119
	3.2.4 The Conspiracy of The Godly	3.121
	3.2.5 Why Men Need Government	3.122
	3.2.6 Tyranny and Revolution	3.125
	3.2.7 Politics and The Philosopher	3.129
	3.2.8 The Dynamics of Political Change Democracy & Degeneration	3.132
3.3	Aristotle	3.135
	3.3.1 Works of Aristotle	3.136
	3.3.2 Differences between Aristotle and Plato	3.137
	3.3.3 Classification of Constitutions	3.140
	3.3.4 Aristotle on Property	3.145
	3.3.5 Aristotle on Revolutions	3.147
	3.3.6 Aristotle's Views on Justice	3.150
3.4	St. Augustine and St. Thomas Acuinas	3.153
	3.4.1 St. Augustine and St. Thomas Aquinas Political Theology	3.154
50 _	3.4.2 God Man and Politics V. University	3/15/
DIRECTOR Centre for Distance and	3.4.3 The Two Cities Tirupati	STRAR /
Sri Venkates wara Universi	3.4.3 The Two Cities (a) Trupati (a) 3.4.4 Slavery, Sin, and Sarvation (b) 3.4.5 The Conspiracy of The Godly (c) TIR	, ,
TIRUPATI - 517 502.	1 3 —	UPATL
	3.4.6 Tyranny and Revolution	3.161

	3.4.7 The Rule of Law	3.166
3.5	Niccolo Machiavelli	3.168
	3.5.1 A Policy Science	3.171
	3.5.2 A Model of Man	3.173
	3.5.3 A Handbook of Power	3.175
	3.5.4 Liberty, Law and Majority Rule	3.177
3.6	Thomas Hobbes (1581 -1679)	3.181
	3.6.1 Methodology of Hobbes	3.181
	3.6.2 Hobbes on Human Nature	3.182
	3.6.3 Hobbes on State of Nature	3.182
	3.6.4 Hobbes on Sovereignty	3.184
	3.6.5 Laws Hobbes	3.185
	3.6.6 Hobbes on Rights and Liberty	3.185
	3.6.7 Individualism and Absolutism in Hobbes	3.186
3.7	John locke	3.187
	3.7.1 Locke's Views on State of Nature	3.189
	3.7.2 Locke on Law of Nature	3.189
	3.7.3 Locke on Social Contract	3.189
	3.7.4 Ambiguities in Contract	3.190
	3.7.5 Locke on State	3.190
	3.7.6 Locke on Revolution	3.192
	3.7.7 Locke on Property	3.193
3.8	Jean jacques rousseau (1712 – 1778) [JJ Rousseau]	3.197
	3.8.1 Influences on Rousseau	3.198
	3.8.2 Rousseau on Human Nature	3.198
	3.8.3 Rousseau on the State of Nature	3.199
	3.8.4 Rousseau on Social Contract	3.199
	3.8.5 Individualism and Absolutism in Rousseau	3.201
3.9	Utilitarian Thinkers [Jermy benthom, J.S mill]	3.203
	3.9.1 Main Principles of Utilitarian Philosophy	3.203
	3.9.2 Utilitarian Philosophers	3.204
	3.9.3 Principle of Utility	3.204
	3.9.4 Bentham on Natural Lawand Natural Rights	3.206
		3.207
	3.9.5 Bentham on State 3.9.6 Bentham on Individually iberty	3,207/
DIRECTOR	3.9.7 Reforms of Lawand judicing Administration	7 3 268
Centre for Distance an Online Education (CDC	3.9.8 Bentham on Education	REGISTRAR /
Sri Venkateswara Univers TIRUPATI - 517 502.	3.9.9 Bentham on Education	TIRUPATI
	3.9.10 Shortcomings of Bentham	3.209

3.10 John stuart mill (1806-1878)	3.210
3.10.1 Mill and Utilitarianism	3.210
3.10.2 Mill on Liberty	3.212
3.10.3 Mill on State	3.213
3.10.4 Mill on Representative Government	3.213
3.10.5 Mill as Individualist and Socialist	3.215
3.10.6 Estimation of Mill	3.216
3.11 Hegel [George Withelem Friedrich Hegel (1770 -1831)]	
Early Life and Works	3.216
3.11.1 Hegel on Human Nature	3.217
3.11.2 Hegel on State	3.217
3.11.3 Hegel on Freedom	3.218
3.11.4 Hegel on Constitution	3.219
3.11.5 Hegel on War	3.219
3.11.6 Hegel on International Law	3.220
3.11.7 Defects or Short-comings	3.220
3.12 Karl Marx(1818 – 1883)	3.222
3.12.1 Sources of Marxian Philosophy	3.223
3.12.2 Writings of Marx	3.223
3.12.3 The Communist Manifesto	3.224
3.12.4 Main Ideas of Marx's Political Philosophy	3.225
3.12.5 Theory of Class-war	3.227
3.12.6 Inevitability of Destruction of Capitalism	3.228
3.12.7 Marx's Theory of Value	3.229
3.12.8 Marx's Theory of State and Revolution	3.229
3.12.9 Shortcomings of Marx	3.232
3.13 Gramsci	3.235
3.13.1 Turin	3.235
3.13.2 In the PCI	3.236
3.13.3 Thought	3.237
3.13.4 Hegemony	3.237
3.13.5 Intellectuals and Education	3.237
3.13.6 State and Civil Society	3.238
3.13.6 State and Civil Society 3.13.7 Historicism 3.13.8 Influence 3.13.9 The Payolutionary Party as "Median Philippers is a supply of the control of the co	3.238
3.13.8 Influence	3.238
3.133) The Revolutionary Larry as Apponent Little 15/10/17	3.238
3.14 Supplie Tor Distance and	3.239 REGISTRAR
3.14 Supplie CTOR Centre for Distance and 3.19 In Feducation (CDOS) 3.15 Venikates wara University 3.16 PRIVATI - 517 502	3.239 8.V. UNIVERSITY
3.16 Review questions	3.240 TIRUPATL
3.17 Suggested Readings	3.240

II - B.A.(Political Science)POLITICAL THOUGHT

Unit-I

1. Ancient Indian Political Thought

- a) Sources of Ancient Indian Political Thought
- b) Manu: Varnadharma and Dandaneeti
- c) Kautilya: State and Society
- d) Goutama Buddha: Dhamma and Sangha

Unit-II

2. Modern Indian Political Thought

- a) Gandhi: Ahimsa and Satyagraha
- b) Nehru: Democratic Socialism
- c) Ambedkar: Annihilation of Caste
- d) M.N. Roy: Radical Humanism

Unit-III

3. Western Political Thought

Plato, Aristotle, St. Thomas Aquinas, Machiaveeli, Thomas Hobbes,

John Locke, J.J. Rousseau, Jermy Benthom, J.S. Mill.

Hegel, Marx and Gramsci.

Books Recommended

- 1. Political Ideas in Ancient India: R.S. Sharma
- 2. Western Political Thought : Amal Kumar Mukopadhyay

3. A History of Political Thought: Sabine

4. Annihilation of Caste : Ambedical GH University

DIREST Modern Political Theory: Ebentein Wrupati

Online Education (CDC) of Political Thought Plato to Marx, Mukherjee & Ramas

7. Political Ideologies: Their Origins and Impact, Baradat, Prentice Hall of India.

INTRODUCTION TO PUBLIC ADMINISTRATION

II- B.A(POLITICAL SCIENCE) / IV - Semester

As per Choice Based Credit System (CBCS)

Authors

Dr. I. Subramanyam

Dr. B. Venkatesulu Reddy

Dept. of Political Science

S.V. University, Tirupati - 517502 AP

Centre for Distance and Online Education

Science Education and ateswar a University
TIRUPATI - 517 502.

Tirupathi, AP-517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.

DIRECTOR
Centre for Distance and
Online Education (CDCE)
Sri Venkateswara University
TIRUPATI - 517 502.

Centre for Distance and Online Education RAR
Sri Venkateswara Universita. UNIVERSITY

Tirupathi, AP -517 502

CONTENTS

UNIT - I

Block I: Ii	ntroduction	D N	_
Lesson -	1	Page No	0.
1.0	Aims and Objectives	1.1	
1.1	Introduction	1.2	
1.2	Meaning	1.2	
1.3	Definitions	1.2	
1.4	Nature and scope of Public Administration	1.3	
	1.4.1 Scope of Public Administration	1.3	
1.5	Administrative Theory & Applied Administration	1.4	
1.6	Public Administration and Private Administration	1.4	
	1.6.1 Similarities	1.4	
	1.6.2 Differences between Public & Private Administration	n 1.5	
1.7	Public Administration a Science	1.6	
1.8	Various approaches to the study of Public Administration	1.8	
1.9	Public Administration differs from Management	1.10	
1.10	Challenges in the Scope of Public Administration	1.12	
	1.10.1 Importance of Public Administration		
	in the Changing Context	1.12	
1.11	Public Administration in The Modern States	1.14	
1.12	Importance of Public Administration	1.15	
1.13	Globalization	1.16	
	1.13.1 Privatization	1.17	
	1.13.2 Liberalization	1.17	
1.14	Summary	1.18	
1.15	Keywords	1.18	
1.16	Answers to 'Check Your Progress'	1.19	
1.17	Questions for Discussion	1.20	
1.18	Suggested Readings	1.20	
Lesson	- 2		
2.0	Aims and Objectives	2.21	
2.1	Introduction zance and o	2.21	
2.2	Aims and Objectives Introduction Evolution of Public Administration S.V. University	2.21	
23)	Summary	2.23	MA/-
Centre-for D	CTOR \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	2.23	REGISTRAR
Online Educ	ation (CDCC) and Drives to 'Check Your Progress'	2.23	8.V. UNIVERSIT
TIRUPATI 2.6	- 517 502, Questions for Discussion	2.24	TIRUPATL '
2.7		2.24	

Lesson	- 3	
3.0	Aims and Objectives	3.25
3.1	Introduction	3.25
3.2	Political Science & Public Administration	3.26
3.3	Public Administration and Sociology	3.27
3.4	Economics and Public Administration	3.28
3.5	Law and Public Administration	3.29
3.6	Economics and Public Administration	3.30
3.7	Science & Technology and Public Administration	3.31
3.8	Psychology and Public Administration	3.32
3.9	Other Sciences and Public Administration	3.33
3.1	0 Summary	3.35
3.1	1 Keywords	3.35
3.1	2 Answers to 'Check Your Progress'	3.35
3.1	3 Questions for Discussion	3.36
3.1	4 Suggested Readings	3.36
Lesson	- 4	
4.0	Aims and Objectives	4.37
4.1	Introduction	4.38
4.2	Wilson's Works	4.38
	4.2.1 Wilson's Views on Administration	4.38
	4.2.2 Wilson History of Administrative Science	4.39
	4.2.3 Critical Evaluation Wilson's Views	4.39
4.3	Significance of Historical & Comparative Methods	4.40
4.4	Dichotomy between Politics & Administration	4.41
4.5	Reasons for Dichotomy	4.42
4.6	Seperation Accepted	4.43
4.7	Dichotomy Abondened	4.44
4.8	Bureaucracy	4.45
	4.8.1 The Role of Bureaucracy in Different Political Systems	4.45
	4.8.2 The Concept of Neutral Bureaucracy	4.45
	4.8.3 Concept of Committed Bureaucracy	4.46
	4.8.4 Political Bureaucracy	4.46
	4.8.5 Politicians and Bureaucrats: Areas and Modes of Interaction in Decision making Process Vanishing point of Dichotomy 4.9.1 Top Management Level Criticism	
	in Decision making Process	4.46
4.9	Vanishing point of Dichotomy	4.46
	4.9.1 Top Management Level	4.46
50 4.1	O Criticism Summary Tirupati	1.41
	Summary Neywords Answers to 'Check Your Progress' Tirupati Tirupati Tirupati Tirupati Tirupati	STRAR
Online Education (GDC Sri Venkateswara Univers	Keywords REG	INERSIT
TIRUPATI - 517 502 4.1	3 Answers to 'Check Your Progress'	UPATL
4.1	4 Questions for Discussion	4.48

4.13	Suggested Readings	4.49
	UNIT - II	
Block I	I: Theories and Approaches	
Lesson		
5.0	Aims and Objectives	5.51
5.1	Introduction	5.51
5.2	Fayal's Views on an Organisation	5.52
5.3	Fayol's Administrative Management	5.54
5.4	•	5.64
5.5	Luther Gulick, Urwick and their Works	5.66
	Papers on the science of Administration Gulick and Urwick	5.66
5.7	-	5.67
5.8		5.68
5.9	Summary	5.69
) Keywords	5.69
	Answers to 'Check Your Progress'	5.70
	2 Review Questions	5.71
	S Suggested Readings	5.71
		5.7.1
Lesson		
	Aims and Objectives	6.73
6.1		6.73
6.3	Need for Scientific Management Principles of Scientific Management	6.73 6.74
6.4	•	6.74
	Criticism	6.75
6.6		6.76
6.7	•	6.76
6.8	Answers to 'Check Your Progress'	6.76
	Review Questions	6.77
6.10	Suggested Readings	6.77
Lesson	- 7	
7.0	Aims and Objectives	7.79
7.1	Introduction	7.79
7.2	Max Weber Views on Bureaucracy	7.80
7.3	Weber's Model of Bureaucraey Its Characteristics	7.80
7.4	The Weber's Models of Bureaucraco	7.81
7.5	Criticism on Weber's Byreaucracy	7.81
7.6	Marx's Objection id Beger - omversity m	M 1.8/
DIRECTOR 7.7	Max Characteristics of Bureaucracy	REGISTRAR
Centre for Distance and Online Education (CDS)	Ideas of Marx on State and bureaucracy	V. UNIVERSIT
Sri Venkateswara University TIRUPATI - 517 507.9	Summary	TIRUPATL
7.10	Keywords	7.84

7.11	Answers to 'Check Your Progress'	7.85
7.12	Review Questions	7.86
7.13	Suggested Readings	7.86
Lesson	- 8	
8.0	Aims and Objectives	8.87
8.1	Introduction	8.87
	Mayo - Basic Experiments	8.88
	Hawthorne Studies	8.90
0.0	8.3.1 The Illumination Experiments	8.90
	8.3.2 Relay Assembly Test Room Experiments	8.90
	8.3.3 Bank Wiring Observation Room Study	8.91
8.4	Human Attitudes and Sentiments	8.91
	Absentism in the Industries	8.92
	Features of Human Relations Movement	8.93
	Critical Appraisal	8.93
0.7	8.7.1 Status - Quo Oriented	8.93
	8.7.2. Ignores Institutional and Structural Factors	8.93
	8.7.3 Emphasis Non-Scientific Management Variables	8.94
	8.7.4 Manipulative Technique	8.94
8 8	Summary	8.94
	Keywords	8.94
	•	8.95
	Answers to 'Check Your Progress' Questions for Discussion	8.95
	_	8.95
Lesson	Suggested Readings	0.95
		9.97
	Aims and Objectives Introduction	
		9.98
9.2	Behavioral Sciences	9.98
9.3	Contemporary Research in Behavioral Studies	9.99
9.4	Contributions in the field of decision making	9.99
9.5	Classical theory	9.101
9.6	Behavioural Approach: Criticism	9.101
9.7	Simon's Contribution to the Science of Public Administration	9.102
9.8	Simon Decision Making Theory	9.102
9.9	Simon Decision Making Process	9.105
	Simon on Fact and Value Simon's Behavior Alternative Model	9.105
	Simon's Behavior Alternative Model	9.105/
DIFFCTOR	Programmed and Non Programmed Decisions	7
Centre for Distance and		REGISTIMAR
Sri Venkateswara Universi TIRUPATI - 517 502.	Models of Decision Making Behavior and	TIRUPATL
	Organizational Influence	7.107
	9.14.1 Modes of Organizational Influence	9.108

9.15 Theory of Equilibrium Organisation	9.111
9.16 Let us Sum up	9.113
9.17 Keywords	9.113
9.18 Answers to 'Check Your Progress'	9.114
9.19 Questions for Discussion	9.114
9.20 Suggested Readings	9.114
Lesson - 10	
10.0 Aims and Objectives	10.115
10.1 Introduction	10.115
10.2 Acceptance as the Basis of Legitimacy of Authority	10.116
10.3 Varied Bases of Responsibility	10.117
10.4 Formal and Informal Organizations	10.118
10.5 The Mechanism of Communication	10.119
10.6 Balancing the Positive and Negative Motivations	10.119
	10.119
10.7 Favorable Factors in Decision-Making	
10.8 The Functions of the Executive	10.120
10.9 Theory 'X'	10.121
10.10 Theory 'Y'	10.121
10.11 The Principle of Integration	10.122
10.12 Differences between the Assumptions of Theory x' and Theory 'Y'	
10.13 Summary	10.123
10.14 Keywords	10.124
10.15 Answers to 'Check Your Progress'	10.124
10.16 Questions for Discussion	10.125
10.17 Suggested Readings	10.125
Lesson - 11	
11.0 Aims and Objectives	11.127
11.1 Introduction	11.127
11.2 Meaning	11.128
11.3 Definition	11.128
11.4 Comparative Public Administrative Movement - Sources	11.129
11.5 Comparative Administration Movement - Certain	
Organizational Aspects	11.129
11.6 Advantages of Comparative Public Administration	11.131
11.6 Advantages of Comparative Public Administration 11.7 Conceptual Approaches in the Field of Comparative Public Administration 11.8 Comparative Approach Criticism	
Public Administration	11.132
11.8 Comparative Approach - Criticism (S.V. University)	11.133
11.9 The Registration of F. W. Riggs to Administration Thought	11.133
11 Sentre for Distance and h	11.134 REGISTRAR
11 Sentre for Distance and h Online Education Coach 11Sd Venkates ways University	11 134 UNIVERSITY
11.9.3 Fused - Prismatic Diffracted Models	11.134 TIRUPATL 11.134
11.10 Transformation of Society Transition of a Ray through Prism	11.134

11.11Prismatic Model of Societies Characteristics	11.135
11.12 Prismatic Society's Administrative Subsystem	11.135
11.13 Riggs Philosophy	11.136
11.14 Summary	11.136
11.15 Keywords	11.137
11.16 Answers to 'Check Your Progress'	11.137
11.17 Questions for Discussion	11.138
11.18 Suggested Readings	11.138
UNIT - III	
Block III: Concepts and Principles of Public Administration	
Lesson - 12	
12.0 Aims and Objectives	12.139
12.1 Introduction	12.140
12.2 Meaning and Definitions of Planning	12.140
12.3 Planning	12.141
12.4 Importance of Planning	12.142
12.5 Principles of planning	12.143
12.6 Characteristics of Planning	12.143
12.7 Steps in planning	12.144
12.8 Kinds of Planning	12.145
12.9 Planning Progress	12.147
12.10 Planning Commission	12.147
12.11 Department (Earlier Bureau) Of Public Enterprises	12.150
12.12 Administrative Implication of Planning in India	12.150
12.12.1 Administrative Organization and Management	12.151
12.13 Summary	12.152
12.14 Keywords	12.153
12.15 Answers to 'Check Your Progress'	12.153
12.16 Review Questions	12.154
12.17 Suggested Readings	12.154
Lesson - 13	
13.0 Aims and Objectives	13.156
13.1 Introduction 13.2 Meaning and Definitions of Peadership 13.3 Theories of Leadership	13.156
13.2 Meaning and Definitions of Leader Ship	13.156
13.3 Theories of Leadership	13.157
13.4 Need for Leadership (5 (S.V. University) [7]	M 12.139
DIRECTOR 13.4.1 Basis of Leadership Tirupati	REGISTRAR
Centre for Distance and Online Education (CDC©13.4.2 Qualities of Leadership Srl Venkateswara University TIRUPATI - 517 \$03.5 Types of Leadership	8.V. UNIVERSIT
	TIRUPATA
13.5.1 Autocratic or Authoritarian Leader	13.160

13.5.2 Participative or Democratic Leader	13.160
13.5.3 Free Rein or Laissez Faire Leader	13.160
13.5.4 Paternalistic Leadership	13.160
13.6 Characteristic features of Leadership	13.161
13.7 Functions of Leadership	13.162
13.8 Meaning and Definitions of Supervision	13.162
13.9 Purpose of Supervision	13.163
13.10 Scope of Supervision	13.164
13.11 Types of Supervision	13.164
13.12 Phases of Supervision	13.164
13.13 Techniques of Supervision	13.165
13.14 Principles of Supervision	13.166
13.15 Good Supervisor and qualities	13.167
13.5.1 Qualities of A Good Supervisor	13.167
13.16 Let us Sum up	13.168
13.17 Keywords	13.169
13.18 Answers to 'Check Your Progress'	13.170
13.19 Questions for Discussion	13.172
13.20 Suggested Readings	13.172
Lesson - 14	
14.0 Aims and Objectives	14.173
14.1 Introduction	14.174
14.2 Meaning and Definitions	14.174
14.3 Importance of Communication	14.174
14.4 Process of Communication	14.175
14.5 Types of Communications	14.176
14.6 Directions of Communication Flow	14.177
14.7 Means of Communication	14.178
14.8 Channels / Networks of Communication	14.179
14.9 Barriers to Communications	14.180
14.10 Public Relations Meaning	14.181
14.11 Importance of Public Relations	14.182
14.12 Process of Public Relations	14.183
14.13 Tools and Techniques of Public Relations	14.183
14.14 Limitations to Public Relations	14.186
14.15 Summary	14.186
14.13 Tools and Techniques of Public Relations 14.14 Limitations to Public Relations 14.15 Summary 14.16 Keywords 14.17 Answers to 'Check Your Progress' 14.18 PRECION attions	14.186
14.17 Answers to 'Check Your Progress' (S.V. University Tirupati	14.187
14. La Review Louistions	14.191 REGISTRAR
14. 18 DIRECTOR 14. 18 Interview Laurentions Online Education (CDC) 14 Interview Laurention (CDC) 14 Interview Laurention (CDC) TIRUPATI - 517 502.	14.19 S.V. UNIVERSITY TIRUPATL
TIRUPATI - 517 502.	HRUPAIL

UNIT-IV

Block IV: Emerging Trends Lesson - 15 15.0 Aims and Objectives 15.193 15.1 Introduction 15.193 15.2 Meaning 15.193 15.3 The Honey Report on Higher Education for Public Service (1967) 15.194 15.4 Conference on the Theory and Practice of Public Administration (1967) 15.195 15.5 The Minnowbrook Conference (1968) 15.196 15.6 TheMinnowbrook Perspective, and Public Administration in a Time Turbulence 15.198 15.7 Evaluation Administration 15.199 15.8 Summary 15.199 15.199 15.9 Keywords 15.10 Review Questions 15.200 15.11 Suggested Readings 15.200 Lesson - 16 16.0 Aims and Objectives 16.201 16.201 16.1 Introduction 16.2 Meaning 16.202 16.3 Concepts of Public and Policy 16.202 16.4 Differences between Public and Private Sectors 16.203 16.5 Nature Scope of Public Policy 16.204 16.5.1 Nature of Public Policy 16.204 16.6 Policy Sciences 16.206 16.7 Importance of Public Policy 16.207 16.8 Summary 16.210 16.210 16.9 Keywords 16.10 Answers to 'Check Your Progress' 16.210 16.11 Review Questions 16.211 16.211 16.12 Suggested Readings Lesson - 17 17.0 Aims and Objectives 17.213 ce and 17.1 Introduction 17.213 17.2 The Challenge of NPM 17.3 NPM based reform movements in 19 Pand 1990's Tirupati DIRECTOR 17.4 Summary Centre for Distance and Online Education (CDS) Answers to 'Check Your Progress Sri Venkateswara Universit, TIRUPATI - 517 502.6 Review Questions

17.221

17.7 Suggested Readings

Lesson - 18

18.0 Aims and Objectives	18.223
18.1 Introduction	18.223
18.2 Meaning of Governance	18.223
18.3 Types of Governance	18.225
18.4 Corporate Governance	18.226
18.5 Governance and Good Governance: Varying Definitions	18.226
18.6 Good Governance	18.227
18. 6.1 Definition	18.227
18.6.2 Characteristics of Good Governance	18.227
18.6.3 Benefits of Good Governance	18.228
18.7 Post Modern Public Adminsitration	18.229
18.8 Summary	18.235
18.9 Keywords	18.236
18.10 Review Questions	18,236

DIRECTOR
Centre for Distance and
Online Education (CDO®)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR 8.V. UNIVERSITY TIRUPATL

Introduction to Public Administration

Block I: Introduction

- 1. Meaning, Nature, Scope and importance of Public Administration
- 2. State and Evolution of Public Administration
- 3. Relationships with other Social Sciences: With special reference to Political Science, Economics, Sociology, Psychology
- 4. Politics & Administration Dichotomy Woodrow Wilson and F.J. Good know

Block II: Theories and Approaches

- 5. Classical Approach: Henry Fayol, Gulick and Urwick
- 6. Scientific Management Approach: Taylor
- 7. Bureaucratic Approach: Max Weber and Karl Marx
- 8. Human Relations Approach Elton Mayo
- 9. Behavioural Approach: Herbert Simon
- 10. Socio Psychological Approach: Hierarchy of Needs : Abraham Maslow; Theory X and Theory Y : Douglas Mc Gregor
- 11. Ecological Approach: Riggs

Block III: Concepts and Principles of Public Administration

- 12. Administrative Planning
- 13. Leadership and Supervision
- 14. Communication and Public Relations

Block IV: Emerging Trends

15. New Public Administration: Minnov brook I & II

16. Public Administration and Public Police

Centre for Distance and Online Education (CDC 7. New Public Manageme

Sri Venkateswara University
TIRUPATI - 517 502.

18. Governance and Post Modern Public Administration

**

ప్రాచీన తెలుగు కవిత్వం

డిగ్రీ (జనరల్) / సెమిస్టర్ - l

రచయితలు

යා **ඩී. ම**ණි්්

దా။ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం ఎస్. వి. విశ్వ విద్యాలయం తిరుపతి, ఆంధ్రప్రదేశ్ – 517 502



REGIS 8.V. UNIT All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Tirupathi, AP-517 502

విజయోస్తు

మమ్మీ అన్న మాటలో మమకారం కన్న అమ్మ! అన్న మాటలో మాధుర్యం మిన్న అమ్మ నుండి అలవదే అమృత భాష ఆత్మీయతను పెంచే ఆంధ్ర భాష

మాధుర్యాన్ని పెంచే మాన్యభాష రాగసుధలను రంగరించే రాష్ట్ర భాష మమకారాన్ని పంచే మాతృభాష తేనెలొలుకు భాష మన తెలుగు భాష

తెలుగు భాషను గౌరవిద్దాం తెలుగు భాషలో మాట్లాదుదాం తెలుగు జాతికి వన్నెతెద్దాం ఇదే తెలుగుతల్లికి మనమిచ్చే నీరాజనాలు

- రచయితలు

DIRECTOR
Centre for Distance and
Online Education (CDOS)
Srl Venkateswara University
TIRUPATI - 517 502.

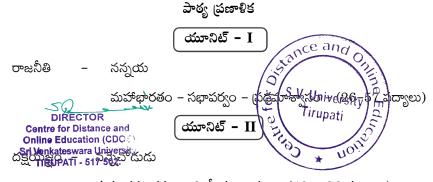




జనరల్ తెలుగు / సెమిస్టర్ - 1 ప్రాచీన తెలుగు కవిత్వం

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

- ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగు సాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషానంన్కృతులను, ఇతిహాసకాలంనాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
- 2. శివకపుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు సుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
- 3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
- 4. ఎఱ్ఱన సూక్తివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. (శీనాథుని కాలం నాటి కవితావిశేషాలను, మొల్ల కవితా విశిష్టతను గుర్తించగలరు.
- 5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలో మెళకువలను గ్రహించగలరు.



కుమారసంభవం – ద్వితీయాశ్వాసం – (49 – 86 పద్బాలు)

యూనిట్ - III

ధౌమ్య ధర్మోపదేశము - తిక్కన

మహాభారతం - విరాటపర్వం - ట్రథమాశ్వాసం - (116 - 146) పద్యాలు

యూనిట్ - IV

పలనాటి బెబ్బులి - డ్రీనాథుడు (పలనాటి వీరచరిత్ర - ద్విపద కావ్యం పుట 108 -112 'బాలచంద్రుడు భీమంబగు సంగ్రామం బౌనర్సుట.. (108)...

వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం ముద్రణ. వి. కె. స్వామి, బెజవాద 1911.

యూనిట్ – ${f V}$

సీతారావణ సంవాదం – మొల్ల

రామాయణము – సుందరకాండము – $(40 - 87 \, \text{పద్యాలు})$

వ్యాకరణం

సంధులు: ఉత్స, త్రిక, ద్రుత్రప్రకృతిక, నుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్వ్త, అనునాసిక సంధులు.

సమాసాలు: అవ్వయిభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహుద్రీహి.

అలంకారాలు:

అర్థాలంకారాలు: ఉపమ, ఉత్పైక్ష, రూపక, స్వభావోక్తి, అర్ధాంతరవ్యాస, అతిశయోక్తి. శబ్దాలంకారాలు: అనుప్రాస (వృత్యనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస) ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, వృత్తేభ

nce and on sity m జాతులు: కందం, ద్విపద; ఉపజాతులు: ఆటశేలదే, శైత్రిగ్గతి, సిన

ညာစားများနှင့်မှာဝR Centre for Distance and Online Education (CDCE) Sri Venkateswara University TIRUPATI - 517 502.



విషయ సూచిక ప్రాచీన తెలుగు కవిత్వం

	యూనిట్-1: రాజనీతి	
1.1	e ස්ධූ් ජo	1
1.2	కవి పరిచయం	1
1.3	మహాభారత (పాశస్త్రము	1
1.4	<u> ವ</u> ಾಠ್ಯಭಾಗಂ	2
1.5	పాఠ్యభాగ పరిచయం	7
1.6	కఠిన పదాలకు అర్థాలు	7
1.7	(పతిపదార్ధ : తాత్పర్యాలు	10
1.8	సందర్భ సహిత వ్యాఖ్యలు	17
1.9	<u>ವ</u> ಾಠ್ಯಭಾಗ ನಾರಾಂಕಂ	19
1.10	[ప్రశ్నలు – జవాబులు	22
1.11	సంగ్రహ ప్రశ్నలు	30
1.12	စభ్యాసం	31
	యూనిట్ – 2: దక్షయజ్ఞం	
2.1	ఉద్దేశం	33
2.2	కవి పరిచయం	33
2.3	जेर्ष्युक्पर्पर्का <u>स्थित</u>	34
2.4	కవి పరిచయం పాఠ్యభాగము పాఠ్యాంశ పరిచయం (S.V. University m Tirupati	39
2centre f	(2) (2) (3) (3) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4	42
Sri Venkat	iducation (CDC) teemas University All - 51 2502.	49
2.7	పాఠ్యభాగసారాంశము	51



2.8	ప్రశ్నలు – జవాబులు	54
2.9	సంగ్రహ ప్రశ్నలు	63
2.10	అభ్యాసం	64
	యూనిట్-3: ధౌమ్య ధర్మోపదేశం	
3.1	ఉద్దేశం	67
3.2	పరిచయం	67
3.3	పాఠ్యభాగము	68
3.4	పాఠ్యభాగ పరిచయం	7 3
3.5	కఠిన పదాలకు అర్థాలు	7 3
3.6	ప్రతిపదార్ధ – తాత్పర్యాలు	75
3.7	సందర్భ సహిత వ్యాఖ్యలు	80
3.8	పాఠ్యభాగ సారాంశము	82
3.9	ప్రశ్నలు –సమాధానములు	85
3.10	సంగ్రహ ప్రశ్నలు	91
3.11	అభ్యాసం	93
	యూనిట్-4: పలనాటి బెబ్బులె	
4.1	ఉద్దేశం	95
4.2	పరిచయం	95
4.3	जेर्ठाक्षण केरिक	96
4.4	పాఠ్యభాగ పరిచయం	104
4.5 DI	RECTOR PROPERTY STREET OF THE PROPERTY OF THE	104
<u>Arij</u> ∕enkat TIRUP	ఉద్దేశం పరిచయం పాఠ్యభాగము పాఠ్యభాగ పరిచయం స్ట్రాంక్ స్ట్రాంక్ అర్ధాలు ducation (CDC) అక్కుమించి మ్యాఖ్యాలు ATI - 51% 502.	108
4.7	పాఠ్యభాగం సారాంశం	110



4.8	వ్యాసరూప (ప్రశ్నలు	113
4.9	సంగ్రహ ప్రశ్నలు	118
4.10	అభ్యాసం	120
	యూనిట్-5: సీతారావణ సంవాదం	
5.0	ఉద్దేశం	121
5.1	కవియిత్రి పరిచయం	121
5.2	పాఠ్యభాగము	121
5.3	పాఠ్యభాగ పరిచయం	130
5.4	కఠిన పదాలకు అర్థాలు	130
5.5	సందర్భ సహిత వ్యాఖ్యలు	137
5.6	పాఠ్యభాగసారాంశం	139
5.7	(ప్రశ్నలు సమాధానములు	144
5.8	సంగ్రహరూప ప్రశ్నలు	153
5.9	అభ్యాసం	156
	యూనిట్-6: వ్యాకరణం	
6.1	సంధులు	157
6.2	సమాసములు	162
6.3	అలంకారములు	167
6.4	φοαίχη ance and o	170
Online E Sri Venka	అలంకారములు భందస్సు IRECTOR for Distance and education (CDO) teswara University PATI - 517 502.	



ఆధునిక తెలుగు సాహిత్యం

డిగ్రీ (జనరల్) / సెమిస్టర్ - ${f II}$

రచయితలు

යා ඩී. **ම**ණි්්

దా ఎస్. సునీల్ కుమార్

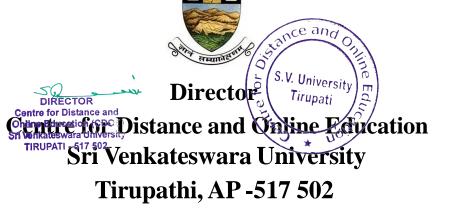
తెలుగు విభాగం ఎస్. వి. విశ్వ విద్యాలయం తిరుపతి, ఆంధ్రప్రదేశ్ – 517 502



tance and o

Tirupathi, AP-517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



జనరల్ తెలుగు / సెమిస్టర్ - II

ఆధునిక తెలుగు సాహిత్యం

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

- 1. ఆంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, అని విశిష్టతను గుర్తిస్తారు.
- 2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ లపై అవగాహన పొందుతారు.
- 3. భావకవిత, అభ్యుదయ కవితలక్ష్యాలను గూర్చిన జాన్హాన్ని పొందుతారు. అస్తిత్వవాద ఉద్యమాలపుట్టుకను, అవశ్యకతను గుర్తిస్తారు.
- 4. కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.
- 5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.

పాఠ్య ప్రణాళిక

యూనిట్- I: ఆధునిక కవిత్వం

యూనిట్ - II: కథానిక్ర

1. ఆధునిక కవిత్వం : పరిచయం

2. కొండవీడు : దువూరి రామిరెడ్డి

(కవికోకిల గ్రంథావళి ఖండకావ్యాలు నక్షత్రమాల సంపుటి నుండి)

nous Long

Tirupati

3. మాతృసంగీతం : అనిసెట్టి సుబ్బారావు (అగ్నివీణ కనితాసలేపుడి నుండి)

4. తాతకో నూలుపోగు : బండరు ప్రసాదమూర్తి (కలనేశ క్రవీతాసంపుటి సేందీ S.V. University

Centre for Distance and
Online Education (CDO)
తెలుగు కడ్డాగుకొంగateswara Universitల్లో రచయం

 TIRUPATI - 517 502.

 6. భయం (కథ)
 :
 కాళీపట్నం రామరావు

DIRECTOR

5.

7. స్వేదం ఖరీదు....(కథ) : రెంటాల నాగేశ్వరరావు

REGIS 8.V. UNI

యూనిట్ - III: నవల

8. తెలుగు నవల : పరిచయం

9. రథచక్రాలు (నవల) : మహీధర రామ్మోహన రావు (సంక్షిప్త ఇతివత్తం మాత్రం)

10. రథచక్రాలు (సమీక్షా వ్యాసం) డా.గయల్లాప్రగడ మల్లికార్జునరావు

యూనిట్ - IV: నాటకం

11. తెలుగు నాటకం : పరిచయం

12. యక్షగానము (నాటిక) : ఎం.వి.ఎస్. హరనాథరావు

13. అపురూప కళారూపాల విధ్వంసదశ్యం యక్షగానము (సమీక్షా వ్యాసం) దా.॥ కందిమశృ సాంబశివరావు

యూనిట్- V: విమర్శ

14. తెలుగు సాహిత్యం విమర్శ: పరిచయం

15. విమర్శ స్వరూప స్వభావాలు ఉత్తమ విమర్శకుడు లక్షణాలు

DIRECTOR
Centre for Distance and
Online Education (CDOS)
Srl Venkateswara University
TIRUPATI - 517 502.





విషయ సూచిక

ఆధునిక తెలుగు సాహిత్యం

	యు	ానిట్ - 1: ఆధునిక కవిత్వం	
	_	ఇధునిక కవిత్వం – పరిచయం	
1.1	ఉద్దేశ్యం		1
1.2	పాఠ్యభాగం		1
1.3	పాఠ్యభాగ పరిచయం		7
1.4	[పశ్నలు – జవాబులు		8
1.5	సంగ్రహ ప్రశ్నలు		12
1.6	విద్యార్దులకు అభ్యాసం		16
	*	2. కొండవీడు	
.1	ఉద్దేశం		17
2	కవి పరిచయం		17
.3	పాఠ్యభాగము		17
.4	పాఠ్యభాగ పరిచయం		21
.5	<u>ම</u> තු ව		21
.6	సందర్భ సహిత వ్యాక్యాలు		22
.7	పాఠ్యభాగ సారాంశము		25
.8	ప్రశ్న జవాబులు– వ్యాస రూప ప్రశ్నల	သ	26
.9	సంగ్రహ ప్రశ్నలు		27
.10	విద్యార్దులకు అభ్యాసం		28
	·	3. మాతృసంగీతం	
.1	ఉద్దేశం		29
.2	కవి పరిచయం	kance and O	29
.3	పాఠ్యాంశం		29
.4	పాఠ్యభాగ పరిచ్రయ్రం	S.V. University	38
.5	DIRECTOR ගතුలා Centre for Distance and	121 151	38
.6	Centre for Distance and Online Education (CDC) လင်္ကေတို့ မြှော်များ အားများ မေးမှာ မ		39 8.V
.7	ವಾಠ್ಯಭಾಗ ನಾರಾಂಕಂ	***	39
.8	ప్రశ్నలు – జవాబులు. వ్యాసరూప ప్ర	శ్చలు	42
.9	సంగ్రహ (పశ్నలు		44

3.10	విద్యార్ధులకు అభ్యాసం	46
3.11	పాఠ్యభాగంలోని వ్యాకారణాంశాలు	46
	4. తాతకో నూలు పోగు	
4.1	ఉద్దేశం	47
4.2	కవి పరిచయం	47
4.3	పాఠ్యభాగం	48
4.4	పాఠ్యభాగ పరిచయం	50
4.5	అర్థాలు	50
4.6	సందర్భ సహిత వ్యాఖ్యలు	51
4.7	పాఠ్యభాగ సారాంశము	52
4.8	[పశ్నలు – జవాబులు వ్యాసరూప [పశ్నలు	53
4.9	సంగ్రహ ప్రశ్నలు	54
4.10	విద్యార్ధులకు అభ్యాసం	56
	యూనిట్ - II : కధానిక	
	5. తెలుగు కధానిక - పరిచయం	
5.1	ఉద్దేశ్యం	58
5.2	పాఠ్యభాగ సారాంశం	58
5.3	వ్యాసరూప ప్రశ్నలు – జవాబులు	62
5.4	వ్యాసరూప ప్రశ్నలు – జవాబులు	65
	6. భయం (కథ)	
6.1	ఉద్దేశం	67
6.2	రచయిత గురించి	67
6.3	పాఠ్యభాగం	68
6.4	పాఠ్యభాగ పరిచయం	85
6.5	పాఠ్యభాగ సారాంశం	85
6.6	పాఠ్యభాగ సారాంశం ప్రశ్న జవాబులు : వ్యాసరూప ప్రశ్నలు సంగ్రహ ప్రశ్నలు	88
6.7	సంగ్రహ ట్రశ్నలు	90
6.8	D V V University	92
	DIRECTOR Centre for Distance and 7. ຈົ່ງຕວ ສຸຣິໝີ	REG
7.1	Online Education (CDO වි) ස්ධීප්ර Sri Wenkateswara University	93 8.V. UN
7.2	TIRUPATI - 517 502. కవి పరిచయం	93
7.3	పాఠ్యభాగం	93
7.4	పాఠ్యభాగ పరిచయం	99

7.5	పాఠ్యభాగం సారాంశం		99
7.6	వ్యారరూప (పశ్నలు		101
7.7	సంగ్రహ ప్రశ్నలు		103
7.8	విద్యార్ధులకు అభ్యాసం		104
	*	యూనిట్ - III: నవల	
		8. తెలుగు నవల - పరిచయం	
8.1	ఉద్దేశ్యం		107
8.2	పాఠ్యభాగం		107
8.3	పాఠ్యభాగ పరిచయం		112
8.4	పాఠ్యభాగ సారాంశం		113
8.5	వ్యాసరూప (ప్రశ్నలు		113
8.6	సంగ్రహ ప్రశ్నలు		119
8.7	విద్యార్ధులకు అభ్యాసం		120
	- 4	9. రథ చక్రాలు (నవల)	
9.1	ఉద్దేశ్యం		121
9.2	రచయిత పరిచయం		121
9.3	పాఠ్యభాగం		122
9.4	ಪ್ ಪ್ರಾಥ್ಯಭಾಗ పರಿచಯಂ		223
9.5	- వ్యాసరూప (ప్రశ్నలు		223
	-	10. రథచక్రాలు – సమీక్ష	
10.1	ఉద్దేశ్యం		253
10.2	పాఠ్యభాగ సారాంశం		253
10.3	పాఠ్యభాగ పరిచయం		258
10.4	వ్యాసరూప ప్రశ్నలు – జవాబులు		258
10.5	సంగ్రహ ప్రశ్నలు – జవాబులు	rance and O	261
		A DIE TY - WY	
	50		$\mathcal{M}_{\mathcal{A}}$
11.1	Centre for Distance and	Turupati)	265 REGIS
11.2	Online Education (CDC®) නංජැන Venkateswara University	n. eens 3-eso - permo inupati	26 3.V. UNIV
11.3	TIRUPATI - 517 502. ခဲာဗျွဴၾာగ పరిచయం	T	268 TIRU
	వ్యాసరూప (ప్రశ్నలు		269
11.5	సంగ్రహ ప్రశ్నలు		272

vii

12. యక్షగానం (నాటిక)

12.1	<u> </u>	273
12.2	కవి పరిచయం	273
12.3	పాఠ్యభాగం	274
12.4	పాఠ్యభాగ పరిచయం	298
12.5	పాఠ్యభాగ సారాంశం	299
12.6	వ్యాసరూప ప్రశ్నలు (ప్రశ్నలు – జవాబులు	300
12.7	సంగ్రహ ప్రశ్నలు	311
12.8	విద్యార్ధులకు అభ్యాసం	314
	13. అపురూప కళారూపాల విధ్వంస దృశ్యం యక్షగానం	
13.1	ఉద్దేశ్యం	315
13.2	పాఠ్యభాగం	315
13.3	పాఠ్యభాగ పరిచయం	320
13.4	పాఠ్యభాగ సారాంశం	320
13.5	వ్యాసరూప (ప్రశ్నలు – జవాబులు	322
13.6	విద్యార్ధులకు అభ్యాసం	326
	యూనిట్ - V: విమర్శ	
	[14. తెలుగు సాహిత్య విమర్శ – పరిచయం]	
14.1	ఉద్దేశ్యం	329
14.2	పాఠ్యభాగం	329
14.3	పాఠ్యభాగ పరిచయం	334
14.4	పాఠ్యభాగ సారాంశం	334
14.5	[ప్రశ్నలు – జవాబులు (వ్యాసరూప ప్రశ్నలు)	334
14.6	సంగ్రహ ప్రశ్నలు	339
14.7	విద్యార్ధులకు అభ్యాసం 15. విమర్శ - స్వరూప స్వభావాలు - మంద్రి మంద్ర మంద	342
	15. విమర్శ - స్వరూప స్వభ్యావాల్లు	
15.1	ස්ධූ් අර	343
15.2		343
15.3	DIRECTOR DIRECTOR DIRECTOR DIRECTOR DIRECTOR Distance and Online Education (CDC) Distance Education (CDC) Distanc	346 REGI
15.4	බාත් ක්රම් ම් මාත්ත විශ්ය ව	34 8.V. UN
15.5	TIRUPATI - 517 502. ဆားလုံတာဆံ မြာဆိုလ	347
15.6	సంగ్రహ (పశ్నలు	350
15.7	విద్యార్ధులకు అభ్యాసం	352
	စ ဝု • စ	

సృజనాత్మక రచన

డిగ్రీ (జనరల్) / సెమిస్టర్ - III

రచయితలు

යාා ඩී. මණි්්ිිිිිිි

డాగ్రై ఎస్. సునీల్ కుమార్

తెలుగు విభాగం ఎస్. వి. విశ్వ విద్యాలయం తిరుపతి, ఆంధ్రపదేశ్ – 517 502



tance and

Tirupathi, AP-517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Conline Education (CDC)
Contine Education
Sri Venkateswara University
Tirupathi, AP -517 502

DIRECTOR

Centre for Distance and

జనరల్ తెలుగు / సెమిస్టర్ - III

సృజనాత్మక రచన

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

- 1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నెపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
- 2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్టతకు భాష ప్రధానమని తెలుసుకుంటారు.
 - తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం–పదం–వాక్యా'ల ప్రాధాన్నాన్ని గుర్తిస్తూ, వాగ్రూప– లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మొరుగుపరచుకోగలరు.
- 3. భాషానైపుణ్యాలను అలవరుచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషణానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
- 4. ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్పడంతో పాటు వారిలో రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
- 5. సృజన రంగర, ప్రసారమాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకోగలరు.
- 6. అనువాద రంగంలో నైపుణ్యం సంపాదించగలరు.

పాఠ్య ప్రణాళిక

యూనిట్ - 1: వ్యక్తీకరణ నైపుణ్యం

S.V. University

Tirupati

for

1. భాషా ప్రాథమిక అంశాలు : (భాష – నిర్వచనం, లక్షణాలు, ఆవశ్యకత ప్రయోజనాలు)

2. వర్ణం, పదం, వాక్యం : (లక్షణాలు, సామాస్త్రఫ్లో సంయుక్త – సంస్థిష్ట వాక్యాలు)

3. భాషా నిర్మాణంతో వర్గం, పద్రం, ప్రాక్యం

Centre for Distance and Online Education (CDC యూనిట్ - II : సృజనాత్మక రోషన్ల Sri Venkateswara University

4. కవితా రచే^{గ్రా}UPATI - 517 502. ఉత్తమ కవితా – లక్షణాలు

5. కథారచన : ఉత్తమ కథ – లక్షణాలు

6. వ్యాస రచన : ఉత్తమ వ్యాసం లక్షణాలు



యూనిట్ - III: అనువాద రచన

- 7. అనువాదం నిర్వచనం, అనువాద పద్ధతులు
- 8. అనువాద సమస్యలు భౌగోళిక, భాషా, సంస్కృతిక సమస్యలు, పరిష్కారాలు
- 9. అభ్యాసం ఆంగ్లం నుండి తెలుగుకు, తెలుగు నుండి ఆంగ్లానికి ఒక పేరును అనువదించడం

యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ట్రింట్ మీడియా)

- 10. ముద్రణామాధ్యమం: పరిచయం పరిధి వికాసం
- 11. వివిధ రకాల పత్రికలు , పరిశీలన పత్రికా భాష శైలి వైవిధ్యం
- 12. పత్రికా రచన : (వార్తా రచన, సంపాదకీయాలు, సమీక్షలు అవగాహన)

యూనిట్ - ${f V}$: మాధ్యమాల రచన - 2 (ప్రసార మాధ్యమం/ ఎల $|{f g}|$ నిక్ మీడియా)

- 13. ప్రసార మాధ్యమాలు : (నిర్వచనం,రకాలు, విస్తృతి ప్రయోజనాలు)
- 14. శ్రవణ మాధ్యమాలు : (రచన, రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం)
- 15. దృశ్య మాధ్యమాలు : (రచన, వ్యాఖ్యానం(యాంకరింగ్), టెలివిజన్ రచన)

DIRECTOR
Centre for Distance and
Online Education (CDC®)
Sri Venkateswara University
TIRUPATI - 517 502.





^{విషయ సూచిక} సృజనాత్మక రచన

		యూనిట్ - 1: వృక్తీకరణ నైపుణ్యం	
		1. భాషా ప్రాధమిక అంశాలు	
1.1	ఉద్దేశ్యం		3
1.2	పాఠ్యభాగం		3
1.3	పాఠ్యభాగ పరిచయం		10
1.4	పాఠ్యభాగ సారాంశము		10
1.5	వ్యాసరూప (పశ్నలు		12
1.6	సంగ్రహ ప్రశ్నలు		14
		2. వర్ణం, పదం, వాక్యం	
2.1	ఉద్దేశ్యం		17
2.2	- ಪಾಠ್ಯಭ <u>ಾ</u> ಗಂ		17
2.3	పాఠ్యభాగ పరిచయం		21
2.4	పాఠ్యభాగ సారాంశము		21
2.5	వ్యాసరూప (పశ్నలు		21
2.6	సంగ్రహ ప్రశ్నలు		23
		3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం	
3.1	ఉద్దేశ్యం		25
3.2	పాఠ్యభాగం		25
3.3	పాఠ్యభాగ పరిచయం		32
3.4	పాఠ్యభాగ సారాంశము		32
3.5	వ్యాసరూప (పశ్నలు	ace and	32
3.6	సంగ్రహ ప్రశ్నలు	S.V. University	38
3.7	విద్యార్ధులకు అభ్యాసం	S.V. University	42
	DIRECTOR	యానిట్ - II : సృజనాత్రక్ష్ణ రచనతుrupati	
	Centre for Distance Online Education	e and CDOS) iversity	8.
4.1	Sri Venkateswara Un ස්ධූින් TIRUPATI - 517	iversity 502.	45
4.2	పాఠ్యభాగం		45
4.3	పాఠ్యభాగ పరిచయం		48

4.4	పాఠ్యభాగ సారాంశము	48
4.5	వ్యాసరూప [ప్రశ్నలు	49
4.6	సంగ్రహ ప్రశ్నలు	52
	5. కథారచన	
5.1	ఉద్దేశ్యం	55
5.2	పాఠ్యభాగం	55
5.3	పాఠ్యభాగ పరిచయం	60
5.4	పాఠ్యభాగ సారాంశము	61
5.5	వ్యాసరూప (ప్రశ్నలు	61
5.6	సంగ్రహ ప్రశ్నలు	66
5.7	విద్యార్ధులకు అభ్యాసం	70
	6. వ్యాస రచన	
6.1	ఉద్దేశ్యం	55
6.2	పాఠ్యభాగం	55
6.3	పాఠ్యభాగ పరిచయం	60
6.4	పాఠ్యభాగ సారాంశము	61
6.5	వ్యాసరూప (ప్రశ్నలు	61
6.6	సంగ్రహ ప్రశ్నలు	66
6.7	విద్యార్ధులకు అభ్యాసం	70
6.8	₍ කිතිකු ක්රි ක්රි ක්රි ක්රි ක්රි ක්රි ක්රි ක්රි	80
	యూనిట్ - III: అనువాద రశ	రన
	(7. అనువాదం)	
7.1	ఉద్దేశ్యం	83
7.2	పాఠ్యభాగం	83
7.3	పాఠ్యభాగ పరిచయం	ance and O
7.4	పాఠ్యభాగ సారాంశము	83 86 86 87 88 88 86 86 86 86 86 86 86
7.5	వ్యాసరూప (ప్రత్ర్యబ్ద్ర)	Tirupati 86
7.6	సంగ్రహ (స్ట్రాణ్లు and 🔰 🔾	Tirupati 91 REGIS 92 8.V. UNI TIRU
7.7	Online Education (CDCි) ධ්යාර්ථිය විස් Manuary Sugara University TIRUPATI - 517 502.	928.V. UNI TIRU
	8. అనువాద సమస్యలు	TIKO
8.1	ఉద్దేశ్యం	93
8.2	పాఠ్యభాగం	93
vi)	

8.3	పాఠ్యభాగ పరిచయం	104
8.4	పాఠ్యభాగ సారాంశము	104
8.5	వ్యాసరూప (ప్రశ్నలు	104
8.6	సంగ్రహ ప్రశ్నలు	117
8.7	విద్యార్ధులకు అభ్యాసం	118
	9. అభ్యాసం	
9.1	ఉద్దేశం	119
9.2	ఆంగ్లం నుండి తెలుగుకు అనువాదం చేయుట	119
9.3	తెలుగు నుండి ఆంగ్లంకు అనువాదం చేయుట	120
9.4	విద్యార్దులకు అభ్యాసం	120
	యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ప్రింట్ మీడియా)	
	10. ముద్రణామాధ్యమం	
10.1	ఉద్దేశ్యం	123
10.2	పాఠ్యభాగం	123
10.3	పాఠ్యభాగ పరిచయం	126
10.4	పాఠ్యభాగ సారాంశము	126
10.5	వ్యాసరూప (పశ్నలు	127
10.6	సంగ్రహ ప్రశ్నలు	129
10.7	విద్యార్ధులకు అభ్యాసం	130
	11.	
11.1	ఉద్దేశ్యం	131
11.2	పాఠ్యభాగం	131
11.3	పాఠ్యభాగ పరిచయం	137
11.4	ಪಾಠ್ಯಭಾಗ ನಾರಾಂಕಮು	138
11.5	పాఠ్యభాగ పరిచయం పాఠ్యభాగ సారాంశము వ్యాసరూప ప్రశ్నలు సంగ్రహ ప్రశ్నలు విద్యాగులకు అంతిక్షామైగా	138
11.6	సంగ్రహ ప్రశ్నలు	142
11.7	Centre for Distance and	144 REGIS
10.1	Online Education (CDC) Srl Venkateswara University TIRUPATI - 517 502.	8.V. UNIN
	ି ର ୭	145
	పాఠ్యభాగం	145
12.3	పాఠ్యభాగ పరిచయం	149

vii

12.4	పాఠ్యభాగ సారాంశము		149
12.5	వ్యాసరూప ప్రశ్నలు		150
12.6	సంగ్రహ (ప్రశ్నలు		152
12.7	విద్యార్దులకు అభ్యాసం		154
	యూనిట్ - V: మాధ్యమాఁ	ల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్టానిక్ మీడియా)	
		13. ప్రసార మాధ్యమాలు	
13.1	ఉద్దేశ్యం		157
13.2	పాఠ్యభాగం		157
13.3	పాఠ్యభాగ పరిచయం		159
13.4	పాఠ్యభాగ సారాంశము		159
13.5	వ్యాసరూప (ప్రశ్నలు		159
13.6	సంగ్రహ ప్రశ్నలు		161
13.7	విద్యార్దులకు అభ్యాసం		162
	·	14. శ్రవణ మాధ్యమాలు	
14.1	ఉద్దేశ్యం		163
14.2	పాఠ్యభాగం		163
14.3	పాఠ్యభాగ పరిచయం		170
14.4	పాఠ్యభాగ సారాంశం		170
14.5	వ్యాసరూప ప్రశ్నలు		170
14.6	సంగ్రహ ప్రశ్నలు		175
14.7	విద్యార్ధులకు అభ్యాసం		176
		15. దృశ్య మాధ్యమాలు	
15.1	ఉద్దేశ్యం		177
15.2	పాఠ్యభాగం		177
15.3	యాంకరకు ఉందాల్సిన లక్షణాలు	S.V. University Tirupati	182
15.4	పాఠ్యభాగ పరిచయం	S.V. University	184
15.5	ವಾಠ್ಯಭಾಗ ಸಾರ್ರಾಕ್ಷಂ	$\left(\underbrace{0}_{C} \left(\underbrace{S.V. University}_{Tirum - 1} \right) \right)^{(0)}$	184
15.6	ဆျွာလုံတာသို့ သည်။ ဆျွာလုံတာ Distance and	Tirupati Divini	184 REGIS
15.7	సంగ్రహ spikateswara University	THO THOUSE	19 8.V. UNI
15.8	ವಿద్యార్ధులకు అభ్యాస ం	T .	192 TIRU

A Course in Communication and Soft Skills

As per Choice Based Credit System (CBCS)
For Degree I-Year/I-sem
Common to all Branches

Authors
Prof. V. Ravi Naidu
Dr. E. Gangadhar
Dr. A. Sreenivasulu
Dept. of English

S.V. University, Tirupati - 517502 AP



Tirupathi, AP-517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Sri Venkateswara University Tirupathi, AP -517 502

DIRECTOR

Centre for Distance and Online Education (CDO∷

A Course in Communication and Soft Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

Unit-1: Listening Skills

- i. Importance of Listening
- Types of Listening ii.
- iii. **Barriers to Listening**
- **Effective Listening** iv.

Unit-2: Speaking Skills

- Sounds of English: Vowels and Consonants a.
- Word Accent b.
- c. Intonation

Unit-3: Grammar

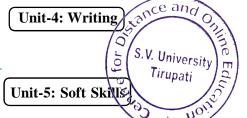
- Concord a.
- Modals b.
- c. Tenses (Present/Past/Future)
- d. Articles
- **Prepositions** e.
- f. **Question Tags**
- Sentence Transformation (Voice, Reported Speech & Degrees of Comparison) g.
- h. **Error Correction**
- i. Punctuation
- ii. Spelling
- Paragraph Wrightector iii.

Centre for Distance and Online Education (CDCE)

SWOC Sri Venkateswara University a.

TIRUPATI - 517 502. Attitude

- b.
- **Emotional Intelligence** c.
- d. Telephone Etiquette
- e. Interpersonal Skills





Content

A Course in Communication and Soft Skills

	Unit-1: Listening skills		
1.0			
1.1	Listening Skills		
1.2	Importance	2	
	1.2.1 Importance of Listening Skills	3	
	1.2.2 Ways to Improve Listening Skill	3	
1.3	Techniques to Improve Listening	4	
	1.3.1 Characteristics associated with the Speaker and Listener	4	
1.4	Process or Stages of Listening	5	
1.5	Listening Modes	6	
	1.5.1 Advantages of Listening	7	
	1.5.2 Poor Listening Habits	8	
	1.5.3 Good Listening Habits	8	
1.6	Types of Listening	9	
1.7	••		
1.8	•		
	1.8.1 Strategies for Effective Listening	16	
1.9	Listening Comprehension	17	
	1.9.1 Listening to Sounds: Sounds of English Language	18	
1.10	Exercises	19	
1.11	Check your Progress	21	
1.12	Outcomes	21	
1.13	Exercise	22	
1.14	Practice Exercises	22	
	Practice Exercises Unit-2: Speaking Skills Objectives		
2.0	Objectives Objectives Trype of Trype	25	
2.1	Introduction preserve	25	
2.2	Essentia Silled Easters for Distance and Essentia Silled Easters for Distance	26 8.V. UN	
	2.2.1 St Venkateswara University Tringiples of Speaking Skills	27 TIR	
	2.2.2 Improving Speaking Skills	28	
2.3	Barriers of Speaking skills	29	
	2.3.1 Effectiveness of Speaking Skills	30	

2.4	Sounds of English	30
2.5	Introduction To Phonetics	31
	2.5.1 The Sounds of English	32
	2.5.2 Task	33
2.6	Vowels	34
	2.6.1 Pure Vowels or Monophthongs	35
	2.6.2 Tasks	40
	2.6.3 Diphthongs	42
	2.6.4 Tasks	47
2.7	Consonants	48
	2.7.1 Double Consonant Letters	56
	2.7.2 Tasks	58
2.8	Word Accent	60
	2.8.1 Importance of Stress	61
	2.8.2 Aspects of Word Stress	61
	2.8.3 Rules of Word Stress	63
	2.8.4 Stress Shift According to Function	67
	2.8.4 Stress Shift According to Function	67
	2.8.5 Stress in Compound Words	67
2.9	Tasks	68
2.10	Accent/Stress and Rhythm in Connected Speech	69
	2.10.1 Rhythm in Connected Speech	70
	2.10.2 Strong/Weak Forms and Contracted Forms	71
2.11	Tasks	74
2.12	Intonation	75
	2.12.1 Objective Factors	76
	2.12.2 Tone Groups	76
	2.12.3 Some Important Points to be Remembered	80
2.13	Tasks	81
2.14	2.12.3 Some Important Points to be Remembered Tasks Outcomes Check Out	81
2.15	Check Out	81
	Check Out DIRECTOR Centre for Distance and Objective line Education (CDC) Srl Venkateswara University Importance specific Grasswars of Control of Contro	REGIS
3.0	Objective line Education (CDC) Sri Venkateswara University	83 8.V. UNI \
3.1	DIRECTOR Centre for Distance and Objectived line Education (CDC) Sri Venkateswara University Importance Role Afrasina 1902 q	
3.2	Concord	84
	3.2.1 Rules for Concord	85
	3.2.2 Concord of Proximity	88

	3.2.3	The Basics of Subject-Verb Concord	89
	3.2.4	Tasks	90
	3.2.5	Check Out	93
3.3	Modals	S	94
	3.3.1	List of Modal Verbs	94
	3.3.2	Tasks	99
	3.3.3	Check Out	101
3.4	Tenses	(Present/ Past/ Future)	102
	3.4.1	Present Tense	103
	3.4.2	Past Tense	105
	3.4.3	Future Tense	106
	3.4.4	Tasks	108
	3.4.5	Check Out	113
3.5	Article	s	121
	3.5.1	The Definite Article	122
	3.5.2	The Indefinite Article	122
	3.5.3	Indefinite articles with Incountable Nouns	123
	3.5.4	Uses of Article 'a'	124
	3.5.5	Uses of Article 'an'	125
	3.5.6	Omission of Articles/Zero Article	125
	3.5.7	Use of the Definite Article 'the'	127
	3.5.8	Omission of the Article 'the'	128
	3.5.9	Task	129
	3.5.10	Check Out	132
3.6	Prepos	itions	136
	3.6.1	Types of Prepositions	136
	3.6.2	Unnecessary Prepositions	138
	3.6.3	Other Uses of Preposition	138
	3.6.4	Task (GATE 2018)	139
	3.6.5	Other Uses of Preposition Task (GATE 2018) Check Out	142
3.7	Questi	on Tags S.V. University	144 //
	3.7.1	Positon Degative Question Tags	144
	3.7.2	Positowegative Question Tags Centre for Distance and Compared Question (CDC) Set Venkateswara University To Help and UP 7 502.	14 8.V. UN IN
	3.7.3	Position Example Question Tags Centre for Distance and Di	148 TIRU
	3.7.4	Some Important Points to be Remembered	150
	3.7.5	Tasks	151
	3.7.6	Check Out	153

3.8	Reported Speech	155
	3.8.1 Direct and Indirect Speech	155
	3.8.2 Converting Direct Speech into Indirect Speech	157
	3.8.3 Rules for Reported Speech	157
	3.8.4 Tasks	166
	3.8.5 Check Out	168
3.9	Active and Passive Voice	169
	3.9.1 When to use Active and Passive Voice	169
	3.9.2 Active to Passive Voice Rules For Conversion of Sentence	170
	3.9.3 Tasks	173
	3.9.4 Check Out	184
3.10	Degree of Comparison	187
	3.10.1 Rules for Changing the Degrees of Comparison	190
	3.10.2 Degrees of Comparison are Applicable only to Adjectives and Adverbs	192
	3.10.3 Rules for Adjectives and Adverbs in Degrees of Comparison	194
	3.10.4 Tasks	198
3.11	Outcomes	200
	Unit-4: Writing	
4.0	Objectives	201
4.1	Introduction	201
4.2	Significance Of Writing	203
	4.2.1 Spelling	204
4.3	Tasks (SSC Codes)	207
4.4	Punctuation	212
	4.4.1 Task	216
4.5	Paragraph Writing	217
	4.5.1 Organising Principles of Paragraph Writing	218
	4.5.2 Paragraph Development Techniques and Methods	220
	4.5.2 Paragraph Development Techniques and Methods 4.5.3 Types of Paragraphs	222
	4.5.4 Tasks	223
4.6	Outcomes (5.7. University)	224
4.7	Check Out DIRECTOR Centre for Distance and Online Education (CDCS) Sri Venkateswara University Objectives IRUPATI - 517 502.	224 REGIS
5.0	Objectives IRUPATI - 517 502.	229 TIRU I
5.1	Introduction	229
	5.1.1 How it Works	230
	5.1.2 Importance	230
	r	

vii

	5.1.3	Soft Skills List and Examples	231
	5.1.4	Improvement of Soft Skills	232
	5.1.5	Highlight your Soft Skills	233
5.2	SWOC		234
	5.2.1	Personal SWOT Analysis	235
	5.2.2	SWOT Questions to Ask Yourself	237
	5.2.3	Determining the Outcomes	238
	5.2.4	Taking Action	238
	5.2.5	Why do A Personal SWOT Analysis?	238
	5.2.6	When Should you Perform a Personal SWOT Analysis	241
5.3	Attitu	de	242
	5.3.1	Definition of Attitude	242
	5.3.2	Components of Attitude	244
	5.3.3	Factors Influencing Attitude	246
	5.3.4	Differences between Attitude and Behaviour	247
	5.3.5	Differences between Attitude and Behavior	248
	5.3.6	Attitude at Workplace	248
	5.3.7	Effects of Positive Attitude	249
	5.3.8	Effects of Negative Attitude	250
5.4	Emoti	onal Intelligence	251
	5.4.1	The 4 Dimensions of Emotional Intelligence (and a Chart)	253
	5.4.2	Key Skills in the Emotional Intelligence Framework	254
	5.4.3	Emotional Intelligence, IQ, and Personality Are Different	255
	5.4.4	Emotional Intelligence Is Linked to Performance	256
	5.4.5	Emotional Intelligence Can Be Developed	257
5.5	Telephone Etiquette		259
	5.5.1	Essential Rules of Phone Etiquette	261
	5.5.2	Customer Service Phone Etiquette	263
	5.5.3	Ways to Improve Your Telephone Etiquette	265
5.6			266
			266
	5.6.2 Importance and Skills 5.6.3 Howeld are university 5.6.3 Howeld a trapped we interpersonal Skills		267
	5.6.1 Understanding interpersonal Skills 5.6.2 Importance and Interpersonal Skills 5.6.3 How the hatesware University 5.6.3 How the hatesware University		268
	5.6.4 Highlight Interpersonal Skills when Applying for Jobs		268
5.7	Outco	Outcomes	
5.8	Interview Questions		270

A Course in **Reading & Writing Skills**

As per Choice Based Credit System (CBCS) For Degree I-year / II-sem Common to all Branches

Authors
Prof. V. Ravi Naidu
Dr. E. Gangadhar
Dr. A. Sreenivasulu
Dept. of English
S.V. University, Tirupati - 517502 AP

Centing and S.V. University

Tirupati

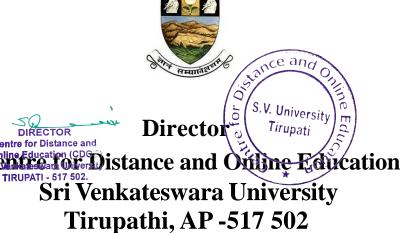
Centing and Strivenkateswara University

Tirupati

Tirupa

Tirupathi, AP-517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



DIRECTOR Centre for Distance and

A Course in Reading & Writing Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

Unit-1

Prose: 1. How to Avoid Foolish Opinions Bertrand Russell

Skills: 2. Vocabulary: Conversion of Words

: 3. One Word Substitutes

: 4. Collocations

Skills

Unit-2

gance and Am

S.V. Universit Tirupati

for

PB Shelley

Abrar Mohsin

Prose Katherine Mansfield : 1. The Doll's House

: 2. Ode to the West Wind **Poetry**

Non-Detailed Text : 3. Florence Nightingale

: 4. Skimming and Scanning

Unit-3

Centre for Distance and online The Wight Train at Deoli Ruskin Book Prose

Sri Venkateswara University

7.2. Opagupta Rabindranath Tagore **Poetry**

Skills : 3. Reading Comprehension

: 4. Note Making/Taking

Unit-4

Poetry : 1. Coromandel Fishers Sarojini Naidu

Skills : 2. Expansion of Ideas

: 3. Notices, Agendas and Minutes

(Unit-5)

Non-Detailed Text : 1. An Astrologer's Day R K Narayan

Skills : 2. Curriculum Vitae and Resume

: 3. Letters

: 4. E-Correspondence

DIRECTOR
Centre for Distance and
Online Education (CDO©)
Srl Venkateswara University
TIRUPATI - 517 502.





Content

A Course in Reading & Writing Sk	ills
----------------------------------	------

	Unit-1	_
1.0	Objective	2
1.1	How to Avoid Foolish Opinions	2
1.2	Conversion	4
	1.2.1 Exercises	7
	1.2.2 Practice Exercises	9
1.3	Collocation	11
	1.3.1 Types of Collocations	12
	1.3.2 Exercises	15
	1.3.3 Practice Exercises	18
1.4	One-Word Substitutes	21
	1.4.1 Exercises	33
	1.4.2 Practice Exercises	36
1.5	Outcomes	40
	Unit-2	
2.0	Objective	42
2.1	The Doll's House Katherine Mansfield	42
2.2	Ode to the West Wind	48
2.3	Florence Nightingale Abrar Mohsin	53
2.4	Skimming and Scanning	59
	2.4.1 Skimming Reading for the Gist of a Text	59
	2.4.2 Practice Exercises	62
	2.4.2 Practice Exercises 2.4.3 Scanning 2.4.4 Practice Exercises DIRECTOR	69
	2.4.4 Practice Exercises (S.V. University)	71
2.5	Outcomes Centre for Distance and Online Education (CDOS)	74 REC 8.V. U
3.0	Objective TIRUPATI - 517 502.	76 TIF
3.1	The Night Train at Deoli Ruskin Bond	76
3.2	Upagupta Rabindranath Tagore	82

3.3	Readii	88		
	3.3.1	Practice Exercises	95	
3.4	Note N	Making/Taking	111	
	3.4.1	Note Making Format	112	
		3.4.1.1 The Procedure of Note Making	112	
		3.4.1.2 Points to Remember for Note Making Format	113	
	3.4.2	Importance of Note Taking	113	
	3.4.3	Purposes of NoteTaking	113	
	3.4.4	Note Making vs Note Taking	114	
3.5	Metho	ds of Note Taking	114	
	3.5.1	Note Taking Methods	115	
	3.5.2	Outline Method	116	
	3.5.3	Cornell Method	117	
	3.5.4	Boxing/sentence Method	119	
	3.5.5	Charting Method	119	
	3.5.6	Mapping Method	120	
	3.5.7	Steps for Effective Notetaking	121	
3.6	Effect	ive NoteTaking for Listening to Lectures	124	
	3.6.1	Suggestions for Efficient Notetaking	124	
	3.6.2	Steps for Effective Note Making	127	
	3.6.3	Methods of Note Making	128	
		3.6.3.1 Sequential or Linear Note-Making	128	
		3.6.3.2 Pattern of Note-Making or Mind-Mapping	129	
		3.6.3.3 Fishbone Diagram	129	
	3.6.4	Other Systems of Notemaking	130	
3.6	Revie	w Questions	131	
3.7	Outco	Outcomes Outcomes Centre for Distance and Objection Venkateswara University Introduction Tirupati Unit-4 Unit-4 Unit-4		
4.0	Object	Online Education (CDOS) Set Venkateswara University TIPLIPATE: 517 502	13 8.V. UNI \	
4.1	Introd	TIRUPATI - 517 502.	134 TIRU	
4.2	Coron	nandel Fishers	134	
4.3	3 Expansion of Ideas / Proverb Expansion 13			

	4.3.1	How to Write a Proverb Expansion or Expansion of an idea	137
	4.3.2	Expansion of Ideas of some Famous proverbs and Idioms	139
	4.3.3	Practice Exerises	142
4.4	Notice	es, Agendas and Minutes	143
	4.4.1	Notice	143
		4.4.1.1 Notice of a Meeting	143
		4.4.1.2 Important Tips and Guidelines	144
		4.4.1.3 Format / Template of Notice Writing	144
		4.4.1.4 Specimen Notice	145
	4.4.2	Agenda	146
		4.4.2.1 Some Guidelines for Listing the Items below	147
		4.4.2.2 Importance / Necessity of Agenda	148
		4.4.2.3 Specimen Agendas	149
	4.4.3	Minutes of the Meeting	149
		4.4.3.1 Tips for Writing Minutes	150
		4.4.3.2 Format of Meeting Minutes	151
		4.4.3.3 Specimen of Minutes	153
	4.4.4	Difference between Agenda and Minutes	155
4.5	Sampl	e Meeting Notice, Agenda, and Minutes	155
4.6	Outco	mes	157
4.7	Review	w Questions	158
		Unit-5	
5.0	Object	ive	160
5.1	Introdu	action	160
	5.1.1	Characterisation Notes	166
	5.1.2	Narrative Techniques	167
	5.1.3	Figurative Language (O)	167 M
	5.1.4	SOME TO DELLATE and	168 REGIS
	5.1.5	Online Education (CDC®) SA String Control of the Co	16 8.V. U NIV
5.2	Resum	ne Writing	168
	5.2.1	Resume Contents	168
	5.2.2	The Difference between C.V and Resume	169

	5.2.3	Steps in Preparation of Resume	170
	5.2.4	Hard vs. Soft Skills: What's the Difference?	175
5.3	Letter V	Writing	181
	5.3.1	Types of Letters	183
	5.3.2	Essentials of Effective Letter Writing	188
	5.3.3	Types of Letter Format	190
	5.3.4	Types of Business Letters	196
	5.3.5	Writing a Complaint Letter	200
	5.3.6	Writing an Apology Letter	202
	5.3.7	Writing a Letter of Appeal	203
	5.3.8	Writing an Invitation Letter	204
	5.3.9	Writing a Resignation Letter	205
	5.3.10	Writing a Letter of Recommendation	207
	5.3.11	Exercises	208
	5.3.12	Practice Exercises	213
5.4	Email V	Vriting	214
	5.4.1	Significance of Email	215
	5.4.2	Elements of E-mails	216
	5.4.3	Technique for Writing an E-mail	216
	5.4.4	Types of Emails	217
	5.4.5	Advantages of Email	220
	5.4.6	Disadvantages of E-mail	221
	5.4.7	Exercises	222
5.5	Review	v Questions	223
5.6	Outcor	mes	224

DIRECTOR
Centre for Distance and
Online Education (CDOS)
Sri Venkateswara University
TIRUPATI - 517 502.





A Course in **Conversational Skills**

As per Choice Based Credit System (CBCS) For Degree I - Year / III - Semester Common to all Branches

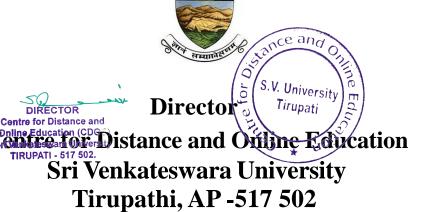
Authors
Prof. V. Ravi Naidu
Dr. E. Gangadhar
Dr. A. Sreenivasulu
Dept. of English
S.V. University, Tirupati - 517502 AP

Centre for Distance and Craline I ducations. UNIV.

Sri Venkateswara University

Tirupati, AP -517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.





DIRECTOR Centre for Distance and

A Course in Conversational Skiils

Learning Outcomes

By the end of the course the learner will be able to:

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

Unit-I

Speech: 1. Tryst with Destiny Jawaharlal Nehru

Skills: 2. Greetings

3. Introductions

Unit-II

Speech: 1. Yes, We Can Barack Obama

Interview: 2. A Leader Should Know How to Manage Failure Dr.A.P.J. Abdul Kalam/ India

Knowledge at Wharton

Skills: 3. Requests

Unit-III

Interview: 1. Nelson Mandela's Interview With Larry King

Skills: 2. Asking and Giving Information

3. Agreeing and Disagreeing

Unit-IV

Interview: 1. JRD Tata's Interview With T.N.Ninan

Skills: 2. Dialogue Building

3. Giving Instructions Directions

Centre for Distance and Online Education (CDG()

Unit-V

Speech: 1. You was Fire Fire What You Love Steve Jobs TRUPATI - 517 502.

Skills: 2. Debates

- 3. Descriptions
- 4. Role Play





Content A Course in Conversational Skiils

(Unit-1)	
1.0 Objectives	2
1.1 Introduction	2
1.2 Speech: Tryst with Destiny Jawaharlal Nehru	2
1.3 Vacabulary	8
1.3.1 In Depth Reading Comprehension	25
1.3.2 Topics for Speech	25
1.4 Greetings	26
1.5 Introduction	31
1.5.1 Introducing Oneself and Others	32
1.5.2 Examples	33
1.5.3 Practice Exercises	36
1.5.4 Asking Questions and Giving Reply	38
1.5.4.1 Practice Exercises	40
Unit-2	
2.0 Objectives	44
2.1 Introduction	44
2.2 Speech: Yes, we can Barack Obama	ance and O
2.3 Vocabulary	49
2.4 A Leader should know how to Manage Failure	S.V. University Tirupati 45 49 49 49
	55 8.V.
3.0 Objectives	64
3.1 Introduction	64

3.2	Nelson Mandela's Interview with Larry King	65				
3.3	Asking and Giving Information	83				
	3.2.1 Practice Exercises	85				
3.4	Agreeing and Disagreeing	87				
	Unit-4					
4.0	Objectives	96				
4.1	Introduction	96				
4.2	JRD Tata's Interview with T.N.Ninan	96				
4.3	Dialogue Building	101				
	4.3.1 Rules for Writing Dialogue	103				
	4.3.2 Activities	103				
4.4	Giving Instructions/ Directions	107				
	4.4.1 Practice Exercises	113				
	4.4.2 Asking For and Giving Instructions	114				
	4.4.3 Practice Exercises	116				
	Unit-5					
5.0	Objectives	118				
5.1	Introduction	118				
5.2	'You've got to find what you Love,'	118				
5.3	Debae Stance and Only	124				
	5.3.1 Necessity of Debate	124				
		124				
	5.3.2 The Basic Debating Skills DIRECTOR 5.3.3 Centre for Distance and Embrace and Embrace and Embrace and Embrace and Embrace and Sri Venkateswara University 5.3.4 Structate for Debate	12 8.V. UNIV				
	5.3.4 Structat for Debate	127 TIRU				
	5.3.5 Debate Vocabulary and Phrases	128				
	5.3.6 Exercises	129				

V

5.4	.4 Descriptions		
	5.4.1	Qualities of a Descriptive Essay	134
	5.4.2	Format	134
	5.4.3	Describing Places	134
	5.4.4	Describing People	134
	5.4.5	Describing Events	135
5.5 Role		Plays	136
	5.5.1	Examples	140
	5.5.2	Practice Exercises	144







Life Skill Course Human Values and Professional Ethics

As per Choice Based Credit System (CBCS)
Common to all Branches

Authors
Dr. M. Shanthi
Dr. B. Sudheeshna
Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP-517 502

/. University Tirupati

DIRECTOR
Centre for Distance and
Online Education (CDC®)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR 8.V. UNIVERSITY TIRUPATI All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupath AP7, 5 17, 502

DIRECTOR
Centre for Distance and
ii Online Education (CDC®)
Srl Venkateswara University

TIRUPATI - 517 502.

REGISTRAR NINIVERSITY

TIRLIPATI

Human Values and Professional Ethics

Learning Outcome

On completion of this course, the UG students will be able to:

- Understand the significance of value inputs in a classroom and start applying them in their life and profession
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Understand the value of harmonious relationship based on trust and respect in their life and profession
- Understand the role of a human being in ensuring harmony in society and nature.
- Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

Unit-1: Introduction - Definition, Importance, Process & Classifications of Value Education

- Understanding the need, basic guidelines, content and process for Value Education
- Understanding the thought provoking issues; need for Values in our daily life
- Choices making Choosing, Cherishing & Acting
- Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

Unit-2: Harmony in the Family - Understanding Values in Human Relationships

• Understanding harmony in the Family- the basic unit of human interaction

Understanding the set of proposals to verify the Harmony in the Family;

Centre for Distance and Online Education (CDO©) Sri Wenkateswara University TIRUPATI - 517 502.

iii REG

TIRUPATI

- Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
- Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.
- Understanding the Problems faced due to differentiation in Relationships
- Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family.

Unit-3: Professional Ethics in Education

- Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.
- Understanding the concepts; Positive cooperation, Respecting the competence of other professions.
- Understanding about Taking initiative and Promoting the culture of openness.
- Depicting Loyalty towards Goals and objectives.

DIRECTION

Centre for Distance and
Online Education (CDOS)

Sri Venkateswara University
TIRUPATI - 517 502.

S.V. University
Tirupati

Tirupati

REGISTRAR

8.V. UNIVERSITY
TIRUPATL

Content Human Values and Professional Ethics

	Unit-1: Introduction			
1.0	Object	ives	1	
1.1	Introdu	action	1	
1.2	Value 1	Education	2	
	1.2.1	Effective Management of Value Education	4	
	1.2.2	Objectives of Value-Education	6	
	1.2.3	Significance of Value Education	7	
	1.2.4	Guidelines for Value Education	7	
	1.2.5	Importance of Value Education	8	
1.3	Introdu	uction to Values	9	
1.4	Defini	tion of Values	10	
1.5	Classif	fication of Value Education	12	
	1.5.1	Characteristics of Values	14	
	1.5.2	Types of Values	15	
1.6	Humai	n Values	15	
	1.6.1	Evolution of Human Values	16	
	1.6.2	Important Human Values	17	
	1.6.3	Types of Human Values	17	
	1.6.4	Universal Values	18	
	1.6.5	Cultural Values	18	
	1.6.6	Humanbeing in Bigger Order	19	
	1.6.7	Fundamental Values	20	
1.7	Conte	nt of Value Education	20	
1.8	Role o	f Value Education	21	
1.9	Need f	For Value Education	22	
	1.9.1	Basic Guidelines for Value Education	25	
1.10	Conte	Preconditioning S.V. University	26	
	1.10.1	Preconditioning (S.V. University)	26	

DIRECTOR
Centre for Distance and
Online Education (CDCC)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR 8.V. UNIVERSIT

	1.10.2	Ways to Apply our Personal Core values in Daily Li	fe 27
	1.10.3	Ways to Select Choice Making	29
1.11	Prospe	rity as parts of Value Education	29
	1.11.1	Physical Facilities for Animals and Humans	32
	1.11.2	Basic Human Aspirations	35
	1.11.3	Our State Today in Human Aspiration	36
	1.11.4	Need for Right Understanding	37
	1.11.5	Why is Happiness so Important to All of Us?	38
	1.11.6	Differences between Prosperity and Wealth	38
	1.11.7	SVDD, SSDD, SSSS	40
1.12	Outcor	mes	42
1.13	Review	v Questions	42
1.14	Multip	le Choice Questions	43
		Unit-2: Harmony in the Family	
2.0	Objecti	ives	45
2.1	Introdu	ection	45
2.2	Harmo	ny	46
	2.2.1	Harmony in Society	47
	2.2.2	Extended Relationship from Family to Society	47
	2.2.3	Harmony from Family to World Family	48
2.3	Harmo	ny in Nature	48
2.4	Harmo	ny in the family	49
	2.4.1	Family is Basic Unit of Human Interaction	50
	2.4.2	Family is a Natural Laboratory	50
2.5	Family	is Basic Unit of all Interaction	50
	2.5.1	Set of Proposals to Verify Harmony in Family	51
	2.5.2	Justice (Nyaya)	51
	2.5.3	Differentiation (Disrespect) in Relationships	52
	2.5.4	Problems Faced Due to Differentiation in	
		Problems Faced Due to Differentiation in Relationships in Relationships	54
2.6	Values	[O (o.v. University) m	55
CT(0)R Distanc		12 1 1 1 1 5 1	
ation (ara Un	iversit,	Trupati 2	
- 517 5	02.	* 0	

DIRECTOR
Centre for Distance and
Online Education (CDCC)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR
8.V. UNIVERSITY
TIRUPATL

	2.6.1	Values in Human Relationships	56
2.7	Basics	for respect and today's Crisis	57
	2.7.1	Trust (Vishwas)	57
	2.7.2	Respect (Samman)	59
	2.7.3	Affection	60
	2.7.4	Care	61
	2.7.5	Guidance	61
	2.7.6	Reverence	62
	2.7.7	Glory	62
	2.7.8	Gratitude	62
	2.7.9	Love	63
	2.7.10	Difference between Belief & Understanding	64
	_	hensive Human Goal: The Five dimensions of	
]	Human 1	Endeavour	64
	2.8.1	Comprehensive Human Goal	67
	2.8.2	Five Dimensions of Human Endeavour	68
	2.8.3	Prosperity in Families	69
	2.8.4	Recyclability and Self-regulation in Nature	70
2.9	Univer	sal Human Order	71
	2.9.1	Right understanding in the Individuals is the basis	
		for Harmony in the Family	72
2.10	Outcor	mes	72
2.11	Reviev	v Questions	73
2.12	Multip	le Choice Questions	74
		Unit-3: Professional Ethics in Education	
3.0	Objecti	ives	77
3.1	Introdu	ection	77
3.2	Value 1	Based Life and Profession	78
3.3	Profess	sional Integrity	78
	3.3.1	Professional Integrity in Business	79
	3.3.2	Equality and Respect	80
	3.3.3	Is Professional Integrity is Possible in	
		Is Professional Integrity is Possible in Actual Working	80

DIRECTOR
Centre for Distance and
Online Education (CDGE)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR 8.V. UNIVERSITY TIRUPATL

vii

	3.3.4	Important of Professional Integrity in the Workpla	ice 80
	3.3.5	Tips for Maintaining Integrity	81
	3.3.6	Demonstrate of Integrity in the Workplace	83
	3.3.7	Examples of Integrity in the Workplace	83
3.4	Respec	et and Equality	84
	3.4.1	Respect	84
	3.4.2	Equality	85
	3.4.3	Characteristic Features of Equality	85
	3.4.4	Kinds of Equality	86
3.5	Privac	y	89
	3.5.1	Multiple Dimensions or Types of Privacy	89
	3.5.2	Chief Contents or Ascepts of Privacy	91
3.6	Privac	y Law	94
	3.6.1	Classification of Privacy Law	94
3.7	Bulidir	ng Trusting Relationship	95
	3.7.1	How to Build Good Work Relationships	96
3.8	Positiv	e Cooperation	98
	3.8.1	Importance of Cooperation	99
	3.8.2	Advantages of Cooperation	100
3.9	Ethical	Competence	101
	3.9.1	Salient Features of Competence in Professional Ethics	102
	3.9.2	Respecting the competence of other professions	103
	3.9.3	Fundamental Principles in Competence in	
		Professional Ethics	103
3.10	Openn	ess	104
	3.10.1	Drivers of Openness in an Organization	105
3.11	Loyalty	'	108
	3.11.1	Loyalty towards Goals and Objectives	108
	3.11.2	Differing Concepts of Loyalty	108
3.12	Outcor	v Questions le Choice Questions	110
3.13	Reviev	v Questions	110
3.14	Multip	le Choice Questions (S. V. University)	111
		1 () 1 = "UVELSITY I == 1	

DIRECTUR
Centre for Distance and
Online Education (CDCC)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR
8.V. UNIVERSITY
TIRUPATL

Life Skill Course Indian Culture & Science

As per Choice Based Credit System (CBCS) Common to all Branches

> **Authors** Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkates vara University
Tirupathi, APin 51,77502

DIRECTOR Centre for Distance and Online Education (CDC®) Sri Venkateswara University TIRUPATI - 517 502.

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupath AP7, 5 17, 502

DIRECTOR
Centre for Distance and
ii Online Education (CDC®)
Srl Venkateswara University

TIRUPATI - 517 502.

REGISTRAR NINIVERSITY

TIRLIPATI

Indian Culture & Science

Learning Outcomes

By successful completion of the course, students will be able to:

- 1. Understand the evolution of India's culture.
- 2. Analyze the process of modernization of Indian society and culture from past to future.
- 3. Comprehend objective education and evaluate scientific development of India in various spheres.
- 4. Inculcate nationalist and moral fervor and scientific temper.

Unit-I: Unity in Diversity in India

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity

The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, Important seasonal festivals

Unit-II: Social Reforms and Modern Society

Reforms by Basaveswara - Raja Rama Mohan Roy - Dayananda Saraswathi - Swamy Vivekananda - Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and GurramJashua (only reforms in brief, biographies not needed)

Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit-III: Science and Technology

Objectivity and Scientific Temper - Education on Scientific lines (Bloom's Taxonomy) - Online Education

Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

stance and

Co-curricular Activities Suggested

1. Assignments, Group discussions, Quiz etc

2. Invited Lecture by a local expert

3. Visible establishments, industries etc.

Online Education (CDCE)
Sri Venkateswara University
TIRUPATI - 517 502.

Z UNIVER

Content Indian Culture & Science

		Unit-1: Indian Culture & Science	
1.0	Object	tives	1
1.1	Introd	uction	1
1.2	Indian	Culture	2
1.3	Coexi	stence of Various Religions Since Ancient Times	3
	1.3.1	Hinduism	3
	1.3.2	Buddhism	8
	1.3.3	Jainism	14
	1.3.4	Atheism	24
	1.3.5	Sikhism	26
		1.3.5.1 History and Beliefs	26
		1.3.5.2 The Sikh Identity	26
		1.3.5.3 The Sikh Scripture	27
		1.3.5.4 The Gurdwara	27
		1.3.5.5 The Sikh Way of Life	28
		1.3.5.6 Women	28
		1.3.5.7 Dietary Restrictions	29
		1.3.5.8 Other Religions	29
	1.3.6	Islam	29
	1.3.7	Christianity	39
1.4	The B	hakti	44
	1.4.1	Types of Bhakti Cultures	47
	1.4.2	Bhakti Saints	49
	1.4.3	Impact of Bhakti Movement on Indian Society	50
1.5	Sufi M	Iovements	51
	1.5.1	Roots of Sufism	51
	1.5.2	Origin of Sufism	52
	1.5.3	Development of Sufism	52
	1.5.4	Origin of Sufism Development of Sufism Sufism in India	153/
	1		1545/2
Centre for Distance and Colline Education (CDC)			
US _r	enkatesv	vara University	TIRUPATL

	1.5.6 Interaction between Hindu and Muslim Saints	58
	1.5.7 Differences between Bhakti and Sufi Movements	58
1.6	The concepts	59
1.7	Achievements in Literature	62
1.8	Music	64
	1.8.1 Treatises	65
1.9	Dance	65
	1.9.1 Early Texts on Classical Dance	66
	1.9.2 Basic Techniques in Classical Dance	68
1.10	Sculpture	70
1.11	Painting	76
1.12	Crafts Traditions	77
1.13	Cultural Diversity	79
1.14	Monogamy	81
1.15	Family	81
	1.15.1 Advantages of Joint Family	82
	1.15.2 Imbibing Values	83
1.16	Seasonal Festivals in India	83
1.17	Outcomes	86
1.18	Review Questions	86
1.19	Multiple Choice Questions	86
	Unit-2: Social Reforms and Modern Society	
2.0	Objectives	89
2.1	Introduction	89
2.2	Reforms by Basaveswara	90
2.3	Raja Rammohan Roy	94
	2.3.1 Contributions	95
	2.3.2 Economic and Political Reforms	96
	2.3.3 Religious Reforms	97
	2.3.4 Brahmo Samaj	97
	2.3.5 Synthetic Approach	97
	2.3.5 Synthetic Approach 2.3.6 Regeneration of Women Dayananda Saraswathi	98
2.4	- Wersity I m	198/
C		REGISTRAR
On	2. DIRECTORIgious Reforms entre for Distance and elline Education (CDCC) Wenkateswara University TIRUPATI - 517 502.	8.V. UNIVERSIT
	TIRUPATI - 517 502.	TIRUPATL

	2.4.2	Opposition to Caste System and Untouchability	99
	2.4.3	Sudhi Movement	99
	2.4.4	Status of Women	99
	2.4.5	Educational Reforms	100
	2.4.6	Dayanand and Nationalism	100
	2.4.7	Believer of Democracy	100
	2.4.8	Importance of Village Administration	101
	2.4.9	Nation Building Through Language	101
	2.4.10	Dayanand Saraswati & Arya Samaj	101
2.5	Swami	Vivekananda	102
	2.5.1 R	teforms	103
2.6	Mahatı	na Gandhi	106
	2.6.1	Unconventional Techinques	107
	2.6.2	Daridranarayan	107
	2.6.3	Strain-free Nationalism	108
	2.6.4	Abolition of Untouchability	108
	2.6.5	Accepting Varnas and Denouncing Caste System	109
	2.6.6	Reservation	109
	2.6.7	Participation of Women	110
2.7	B. R. A	Ambedkar	110
	2.7.1	Main Architect of Indian Constitution	110
	2.7.2	Constitutional Morality	111
	2.7.3	Democracy	111
	2.7.4	Social Reforms	111
	2.7.5	Factsheet	112
	2.7.6	Methods Adopted to Remove Untouchability	113
	2.7.7	Relevance of Ambedkar in Present Times	113
2.8	Reform	ns in Andhra by Vemana	114
2.9	Veerab	rahmam	115
2.10	Guraja	da Appa Rao	115
2.11	Kandul	kuri Veeresalingam n Jashuva n Society	116
2.12	Gurran	n Jashuva	117
2.13	Moder		N18/
	2. DIREC	Characteristics of Modern Society (Irupati)	REGISTRAR
Or.	Nine Educa	istance and ation (CDCS)	8.V. UNIVERSIT
<u>Srl</u>	Ve nkatesw TIRUPATI	ara University - 517 502.	TIRUPATL

2.14	Family Unity	119
	2.14.1 The Right to Family Unity	119
	2.14.2 Different Kinds of Families and the Right to Unity	120
2.15	Community Service	121
	2.15.1 Community Service Has a Number of Important Benefits	122
2.16	Social Harmony	122
	2.16.1 Elements of Social Harmony	123
	2.16.2 Importance of Social Harmony	124
2.17	Civic Sense	124
	2.17.1 Importance of Civic Sense	125
	2.17.2 Teaching about Civic Sense	126
2.18	Gender Sensitivity	126
	2.18.1 Gender Stereotypes	127
	2.18.2 Gender Roles	127
	2.18.3 Gender Equality	127
	2.18.4 Equal Treatment	127
	2.18.5 Gender Mainstreaming	128
2.19	Equality	128
	2.19.1 Features	129
	2.19.2 Types of Equality	129
2.20	National Fervor	130
2.21	Outcomes	130
2.22	Review Questions	131
2.23	Multiple Choice Questions	131
	Unit-3: Science and Technology	
3.0	Objectives	135
3.1	Introduction	135
3.2	Scientific Objectivity	136
	3.2.1 Objectivity as Faithfulness to Facts	137
	3.2.2 The View from Nowhere	137
3.3	Scientific Temper	138
3.4	Education on Scientific Lines (Bloom's Taxonomy)	139
	o miversity m	M47/
3.5 Ce	Developments of Technology	REGISTRAR
Sriv	Wenkateswara University TIRUPATI - 517 502.	TIRUPATL

	3.5.1	Scientific and Technological Developments in Ancient India	145
	3.5.2	Scientific and Technological Developments in Medieval India	146
	3.5.3	Advancement of Science and Technology is Observed in following	
		Areas in Modern Time	147
3.6	Industr	ry	148
	3.6.1	Benefits of Increased R&D Spending	148
	3.6.2	New Trends in Manufacturing	149
3.7	Agricu	ılture	149
	3.7.1	Objectives	153
	3.7.2	Challenges faced by Technology in Modern Era	154
	3.7.3	Impact of Science and Technology in Agricultural Sector	154
	3.7.4	The Recent Innovations and Technologies in Agriculture	155
	3.7.5	A new Era of Scientific Farming	157
	3.7.6	G-tech to Propel Economy's Growth Trajectory	157
3.8	Medic	ine	158
	3.8.1	New Advancements in Medical Research in India	160
	3.8.2	Greatest Medical Achievements in India	161
3.9	Space		163
	3.9.1	X-ray Astronomy	164
3.10	Altern	ate Energy	165
	3.10.1	Current Scenario of Renewable Energy in India	166
3.11	Comm	unication	167
3.12	Media	through ages	170
	3.12.1	The Rise of the Social Network	170
	3.12.2	Social Media in Indian Politics	171
	3.12.3	Social Media and Business	171
	3.12.4	Social Media and Recruitment in India	172
	3.12.5	Social Media and IPL	172
	3.12.6	Limitations of Social Media in India	172
3.13	Outco	mes	173
3.14	Review	w Questions	173
3.15	Multip	w Questions le Choice Questions S.V. University Tirupati	174
	\sim	(5 (S.V. University) (7)	MAI
_	DIRE	CTOR Distance and	REGISTRAR
<u>DI</u>	Nine Educ	vara University	8.V. UNIVERSIT
OII		- 517 502.	TIRUPATL "

Life Skill Course

Environmental Education

As per Choice Based Credit System (CBCS) Common to all Branches

Authors

Dr. M. Shanthi Dr. B. Sudheeshna

Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkates vara University
Tirupathi, APin 517 502

DIRECTOR Centre for Distance and Online Education (CDC®) Sri Venkateswara University TIRUPATI - 517 502.

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupath AP7, 5 17, 502

DIRECTOR
Centre for Distance and
ii Online Education (CDC®)
Srl Venkateswara University

TIRUPATI - 517 502.

REGISTRAR NINIVERSITY

TIRLIPATI

Environmental Education

Learning outcomes

On completion of this course the students will be able to

- 1. Understand the nature, components of an ecosystem and that humans are an integral part of nature.
- 2. Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
- 3. Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
- 4. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
- 5. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit-1: Environment and Natural Resources

- 1. Multidisciplinary nature of environmental education; scope and importance.
- 2. Man as an integral product and part of the Nature.
- 3. A brief account of land, forest and water resources in India and their importance.
- 4. Biodiversity: Definition; importance of Biodiversity ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value.
- 5. Levels of Biodiversity: Genetic, species and ecosystem diversity.

Unit-2: Environmental Degradation and Impacts

- 1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
- 2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
- 3. **Deforestation:** Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
- 4. Non-renewable energy resources, their utilization and influences.
- 5. A brief account of air, water, soil and noise pollutions. Biological, industrial and solid wastes in urban areas. Human health and economic risks.
- 6. Green house effect global warming; ocean acid fination, ozone layer depletion, acid airs and agricult wati

Sri Venkateswara University TIRUPATI - 517 502. 110/3

W_UNIVERSIT

7. Threats to biodiversity: Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit-3: Conservation of Environment

- 1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation.
- 2. Control measures for various types of pollution; use of renewable and alternate sources of energy.
- 3. Solid waste management: Control measures of urban and industrial waste.
- **4. Conservation of biodiversity:** In-situ and ex-situ conservation of biodiversity.
- **5. Environment Laws:** Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
- **6. International agreements:** Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.

DIRECTOR
Centre for Distance and
Online Education (CDCS)
Sri Jenkateswara University
TIRUPATI - 517 502.



REGISTRAR

B.V. UNIVERSITY

TIRUPATI

Content Environmental Education

		Unit-1: Environment and Natural Resources	
1.0	Object	tives	1
1.1	Introd	uction	1
1.2	Defini	tions of Environment	2
	1.2.1	Classification of Environment	3
	1.2.2	Components of Environment	3
	1.2.3	Environmental Studies	5
	1.2.4	Objectives of Environmental Education	6
	1.2.5	Importance of the Environmental Studies	7
	1.2.6	Scope of Environmental Education	8
	1.2.7	Multidisciplinary Nature	9
	1.2.8	Need for Public Awareness	11
1.3	Man a	s an Integral Product and Part of Nature	12
1.4	Land	Resources	13
	1.4.1	Land as a Resource	14
	1.4.2	Land Degradation	14
	1.4.3	Physical Properties of Soil	15
	1.4.4.	Landslides	16
	1.4.5	Soil Erosion	17
	1.4.6	Desertification	18
	1.4.7	Environmental Impacts of Overgrazing	19
1.5	Forest	Resources	20
	1.5.1	Use of Forests	20
	1.5.2	Importance of Forests	21
	1.5.3	Over-exploitation of Forests	22
	1.5.4	Forest Areas in India	22
	1.5.5	Deforestation	24
	1.5.6	Major Causes of Deforestation ance and	24
	1.5.7	Major Causes of Deforestation Effects of Deforestation Environment and Tribal People	25
	1.5.8	Afforestation Programmes S.V. University	126/
_		Tirupati Tirupati	REGISTRAR
0	nline Educ	Tirupati Tirupati Tirupati Tirupati Tirupati Tirupati	S.V. UNIVERSIT
Sr		wara University 1 - 517 502.	TIRUPATL

	1.5.10 Effects of Mining Operations on a Forest and Tribal People	27
1.6	Water Resources	29
	1.6.1 Uses of Water	30
	1.6.2 Effects of Over-utilisation of Surface & Ground Water	30
	1.6.3 Effects of Overutilisation of Ground Water	31
	1.6.4 Conflicts Over Water	31
1.7	Biodiversity	32
	1.7.1 Definitions	33
	1.7.2 Types of Biodiversity	33
	1.7.3 Importance of Biodiversity	35
	1.7.4 Uses of Biodiversity	40
	1.7.5 Values of Biodiversity	42
1.8	Levels of Biodiversity	43
1.9	Outcomes	46
1.10	Review Questions	46
1.11	Multiple Choice Questions	47
	Unit-2: Environmental Degradation and Impacts	
2.0	Objectives	49
2.1	Introduction	49
2.2	Population Growth	50
	2.2.1 Population Explosion	50
	2.2.2 Impact on Environment	52
2.3	Land use Change	53
	2.3.1 Direct Land use Change	54
	2.3.2 Indirect Land use Change	55
	2.3.3 Limitations of the Indirect Land use Change Concept	55
2.4	Land Degradation	56
	2.4.1 Causes of Land Degradation	56
	2.4.2 Prevention and Control Measures for Land Degradation	57
	2.4.3 Soil Erosion	57
	2.4.4 Desertification	59
2.5	Water Resources 2.5.1 Uses of Water	59
	2.5.1 Uses of Water	60
	2.5.2 Effects of Over-utilisation of Sunface & Greened Water	\\\q1 _{\(\ell\)}
	2 SIRECTOR estruction of Dams Tirupati 2	REGISTRAR
Or.	What Education (ODOS)	8.V. UNIVERSITY
	enkateswara University TIRUPATI - 517 502.	TIRUPATL

	2.5.4 Floods	65
	2.5.5 Drought	66
	2.5.6 Conflicts Over Water	67
2.6	Deforestation	70
	2.6.1 Major Causes of Deforestation	71
	2.6.2 Effects of Deforestation Environment and Tribal People	72
	2.6.3 Causes	73
	2.6.4 Effects	74
2.7	Resources	74
	2.7.1 Differences between Renewable and Non-renewable Resources	75
	2.7.2 Non-Renewable Energy Resources	76
2.8	Pollution	78
	2.8.1 Air Pollution	79
	2.8.2 Water Pollution	85
	2.8.3 Soil Pollution	89
	2.8.4 Noise Pollution	91
	2.8.5 Solid Waste	95
	2.8.6 Human health and Economic Risks	97
2.9	Green House effect	97
	2.9.1 Global Warming and Green House Effects	98
	2.9.3 Ocean Acidification	101
	2.9.4 Ozone Layer Depletion	102
	2.9.5 Acid Rain (Acid Precipitation)	106
2.10	Threats to Biodiversity	109
2.11	Outcomes	110
2.12	Review Questions	111
2.13	Multiple Choice Questions	112
	Unit-3: Conservation of Environment	
3.0	Objectives	117
3.1	Introduction	117
3.2	Sustainability	118
	Sustainability 3.2.1 Issues of Environmental Sustainability e and Sustainable development 3.3.1 Goals of Sustainable Developments V. University Control of the Control of	118
3.3	Sustainable development	119
	T O T	1/27/
C	3. D. REC To Reats to Sustainability Irrupati	REGISTRAI
	Inner for Distance and Inner Education (CDC) Wenkateswara University TIPUPATI - 517 502	8.V. UNIVERS

	3.3.3	Sustainable Development with Judicious use of Land	125
	3.3.4 S	ustainable Development with Judicious use of Water	124
	3.3.5 S	ustainable Development with Judicious use of Forest Resources	125
	3.3.6 A	Aforestration	126
3.4	Contro	l Measures for Various Types of Pollution	128
	3.4.1	Control of Air Pollution	128
	3.4.2	Control of Automobile Pollution	128
	3.4.3	Control of Water Pollution	129
	3.4.4	Control of Soil Pollution	129
	3.4.5	Control of Noise Pollution	130
	3.4.6	Control of Thermal Pollution	130
3.5	Energy	Resources	131
	3.5.1	Growing Energy Needs	131
	3.5.2	Types of Natural Resources	132
	3.5.3	Use of Alternate Energy Sources	134
3.6	Solid V	Vaste management	135
	3.6.1	Increasing Industrialization and Rapid Urbanisation	136
	3.6.2	Effects of Solid Waste Pollution	138
	3.6.3	Measures for Safe Urban and Industrial Waste Disposal	138
3.7	Conser	vation of Biodiversity	140
3.8	Enviro	nment Laws	145
	3.8.1	The Environment (Protection) Act, 1986	145
	3.8.2	Wildlife Protection Act	146
	3.8.3	Forest Conservation Act, 1980	148
3.9	Interna	tional Agreements	150
	3.9.1	Kyoto Protocol	150
	3.9.2	Motreal Protocol	151
3.10	Enviro	nmental Movement	151
	3.10.1	Bishnois of Rajasthan	152
	3.10.2	Chipko Movement	153
	3.10.3	Silent Valley mes v Questions	154
3.11	Outcor	mes	155
3.12	Reviev	mes v Questions le Choice Overstions	155
3.13	Multip	le Choice Questions	75/2
Or	Nine Educ	istance and ation (CDC®)	R EĞİSTRAR 8.V. UN IVERSIT
VIBri	enkatesw TIRUPATI	ara University - 517 502.	TIRUPATL

Life Skill Course

Personality Enhancement & Leadership

As per Choice Based Credit System (CBCS)
Common to all Branches

Authors
Dr. M. Shanthi
Dr. B. Sudheeshna
Dept. of Management Studies
S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkates wara University
Tirupath: APin 502

DIRECTOR
Centre for Distance and
Online Education (CDCS)
Sri Venkateswara University
TIRUPATI - 517 502.

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupath AP7, 5 17, 502

DIRECTOR
Centre for Distance and
ii Online Education (CDC®)
Srl Venkateswara University

TIRUPATI - 517 502.

REGISTRAR NINIVERSITY

TIRLIPATI

Personality Enhancement & Leadership

Learning Outcomes

By successful completion of the course, students will be able to:

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

Unit-I

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit-II

Assessment of Personality - Projective & Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit-III

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D.Tata

DIRECTOR
Centre for Distance and
Online Education (CDO©)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR B.V. UNIVERSITY TIRUPATA

Content Personality Enhancement & Leadership

		Unit-1	<u></u>
1.0 O	Object	ives	1
1.1 Ir	ntrodu	action	1
1.2 P	Person	ality	2
1.	.2.1	Nature of Personality	3
1.	.2.2	Characteristics of Personality	4
1.	.2.3	Foundations of Personality	4
1.	.2.4	Stages of Personality	5
1.	.2.5	Determinants of Personality	6
1.3 P	Person	ality Structure	8
1.4 T	heori	es of Personality	9
1.5 P	sycho	odynamics	13
1.	.5.1	Psychosexual Stages of Development	16
1.	.5.2	Freudian Psychodynamics	17
1.	.5.3	Jungian Psychodynamics	17
1.	.5.4	Positive Psychology	18
1.	.5.5	Psychoanalysis	19
		1.5.5.1 Key Terms of Psychoanalytical Theory	19
		1.5.5.2 Strengths of Psychoanalysis	20
		1.5.5.3 Criticisms of Psychoanalysis	20
l.6 P	sycho	odynamic Theory of Personality	20
1.	.6.1	Psychodynamic Treatment	22
1.	.6.2	Other Psychodynamic Theorists	22
1.	.6.3	Erickson Psychodynamic Theory of Personality	23
		1.6.3.1 The Ego Psychology	23
		1.6.3.2 The Epigenetic Principle	23
1.7 S	ocial	Cognitive Explanation	26
1.	.7.1	Main Tenets of Social Cognitive Theory	26
1.	.7.2	Cognitive Explanation Main Tenets of Social Cognitive Theory Albert Bandura's Social Learning Theory	126/1/
		c Formulation of Bandura's Theory Irrupati	REGISTR
1VSri Ver	nkatesw	ation (CDO®) vara University - 517 502.	8.V. U NIVEI TIRUPA

1.8	Defini	tion of the Big Five Factors	32
	1.8.1	Discovery of the Big Five in Cattell's Variable List	33
	1.8.2	The Big Five Theory	34
	1.8.3	Measurement of the Big Five Inventory (BFI)	36
1.9	Outco	mes	39
1.10	Review	w Questions	40
		Unit-2	
2.0	Object	ives	41
2.1	Introdu	action	41
2.2	Assess	sment of Personality	41
	2.2.1	Need of Assessment	42
	2.2.2	Purpose of Personality Assessment	43
2.3	Metho	ds of Personality Assessment	43
	2.3.1.	Personality Inventories	44
		2.3.1.1 History of Personality Assessment	45
	2.3.2	Projective Methods	48
		2.3.2.1 History of Projective Methods	48
		2.3.2.2 Types of Projective Tests	49
		2.3.2.3 Evaluation of Projective Tests	51
	2.3.3	Observational Methods	52
	2.3.4	Self-Report Tests	52
	2.3.5	Self Report Personality Test (Inventory)	55
		2.3.5.1 Single-Traits Tests	57
		2.3.5.2 Multidimensional Tests	57
		2.3.5.3 Strength and Weakness of Self-Report Tests	57
		2.3.5.4 Faking in Personality Inventories	58
		2.3.5.5 Measures to Avoid Faking	58
		2.3.5.6 Methods to Overcome Weaknesses in Self-Report Tests	59
2.4	Buildi	ng Self confidence	60
	2.4.1	Techniques of Self Confidence oce and	61
2.5	Enhan	Techniques of Self Confidence cing Personality skills Importance of Personality Skills (S.V. University)	63
	2.5.1	The state of the s	194/
	2.51BE	Tophancing Personality Skills (a)	REGISTRAR
Or	iline Educ	Distance and ation (CDCC) ara University 517 502	8.V. UNIVERSIT
on		- 517 502.	TIRUPATL

	2.5.3	Steps to Improve Personal Development Skills	65
	2.5.4	Personal Development Skills in the Workplace	66
2.6	Outco	mes	67
2.7	Review	w Questions	67
		Unit-3	
3.2	Definit	ion	70
	3.2.1	Characteristics of Leadership	70
	3.2.2	Nature of Leadership	71
	3.2.3	Importance of Leadership	72
	3.2.4	Need of Leadership	73
3.3	Leade	rship Types	73
3.4	Styles	of Leadership	75
3.5	Leader	rship skills	79
	3.5.1	Functions of Leader	80
	3.5.2	Qualities of an Effective Leader	81
	3.5.3	Leadership Skills	82
	3.5.4	Qualities of Leadership	83
3.6	Buildi	ng and Leading Efficient Teams	83
	3.6.1	Team Development Stages	84
	3.6.2	Different Types of Teams	84
	3.6.3	Team Building	85
	3.6.4	Importance of Building Strong Teams	86
	3.6.5	Steps in Building Strong Teams	87
	3.6.6	Team Activities	89
3.7	Leade	rship Qualities of Abraham Lincoln	90
3.8	Leade	rship Qualities of Mahatma Gandhi	91
3.9	Leade	rship Qualities of Prakasham Pantulu	92
3.10	Leader	rship Qualities of B.R. Ambdkar	93
3.11	Leade	rship Qualities of J.R.D. Tata	93
	3.11.1	Leadership Skills mes w Ouestions	95
3.12	Outco	mes	95
3.13	Review		1961
C		CTOR Distance and	REGISTRAR
(Oi	Nine Educ	CTOR Distance and ation (CDCC) vara University - 517 502.	8.V. UNIVERSIT
011		- 517 502.	TIRUPATL

Skill Development Course

Office Secretaryship

As per Choice Based Credit System (CBCS)
Common to all Branches

Authors Dr. M. Shanthi Dr. B. Sudheeshna

Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, A.P.-517 502

Tirupati

DIRECTOR
Centre for Distance and
Online Education (CDC©)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR
8.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupath AP7, 5 17, 502

DIRECTOR
Centre for Distance and
ii Online Education (CDC®)
Srl Venkateswara University

TIRUPATI - 517 502.

REGISTRAR NINIVERSITY

TIRLIPATI

Office Secretaryship

Learning Outcomes

By the successful completion of course, the student will be able to;

- Understand the organizational hierarchy and outlines of functioning.
- 2. Comprehend the role of office secretaryship in a small and medium organization.
- 3. Acquire knowledge on office procedures and interpersonal skills.
- 4. Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.

Unit-I: Introduction

Introduction - Organisational structure of a small and medium organization - Types of offices - Kinds of secretaries - The scope of office secretaryship.

Unit-II: Office Secretary

The role of an office secretary - Duties and responsibilities - Usage of different devices - Flowchart and office manuals - Coordinating different wings of an office/organisaton - Arranging common meetings - Operations of banking and financial services - travel and hospitality management services.

Unit-III: Office Procedures

Office procedures - Filing - Circulating files - Preparation of notes, circulars, agenda and minutes of meetings - Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

S.V. University

DIRECTOR
Centre for Distance and
Online Education (CDCS)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR

8.V. UNIVERSIT

Content Office Secretaryship

		Unit-1: Introduction	
1.0	Object	tives	1
1.1	Introdu	uction	1
1.2	Organ	isation	2
	1.2.1	Definitions of Organization and Organizing	2
	1.2.2	Elements of Organization	3
	1.2.3	Nature of Organization	6
	1.2.4	Importance of Organization	7
	1.2.5	Advantages of Organzing	7
	1.2.6	Principles of Organization	9
	1.2.7	Steps in the Process of Organisation	11
1.3	Organ	izations Structure	12
	1.3.1	Significance of Organization Structure	13
	1.3.2	Principles of Organization Structure	14
1.4	Types	of Organizations	14
	1.4.1	Based on Organization Structure	14
	1.4.2	Based on Authority	19
1.5	Meani	ng and Definition of Office	22
	1.5.1	Office Work	24
	1.5.2	Office Activities	25
	1.5.3	Factors Contributing to the Growth of Office	
		Work	26
	1.5.4	Types of Office	27
1.6	Secret	eary sance and on	28
.	1.6.1	Appointment of a Secretary Appointment of a Secretary	30

DIRECTIOR
Centre for Distance and
Online Education (CDCC)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR
8.V. UNIVERSIT
TIRUPATI

	1.6.2	Qualifications and Personal Qualities of	
		a Secretary	31
	1.6.3	Remuneration of a Secretary	35
	1.6.4	Functions or Duties of a Secretary	35
	1.6.5	Rights of a Secretary	36
	1.6.6	Powers of a Secretary	36
	1.6.7	Liabilities of a Secretary	37
	1.6.8	Importance of Secretary	37
1.7	Types	of Secretary	38
1.8	Scope	of Secretary	40
1.9	Outcor	mes	43
1.10	Review	v Questions	43
		Unit-2: Office Secretary	
2.0	Object	ives	45
2.1	Introdu	action	45
2.2	Role o	f an Office Secretary	46
2.3	Duties	of Office Secretary	48
2.4	Respon	nsibilites of Secretary	51
2.5	Usage	of Different Devices	53
	2.5.1	Brief Overview of Office Equipments	54
	2.5.2	Brief List of Modern Office Technologies	55
	2.5.3	Summary of the Advantages of Office	
		Equipments	56
	2.5.4	Meaning and Types of Mail	56
		2.5.4.1 Handling of Incoming Mail	57
		2.5.4.2 Handling of Outgoing Mail	59
		2.5.4.3 Handling of Electronic Mark	62
	•	2.5.4.3 Handling of Electronic Mark. 2.5.4.4 Mail Room Engipment	63

DIRECTOR
Centre for Distance and
Online Education (CDG©)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR 8.V. UNIVERSITY TIRUPATL

2.6	Flow C	Chart	65
	2.6.1	Straight-Line Flow of Work	66
	2.6.2	Problems in Smooth Flow of Work	67
2.7	Office	Manuals	68
	2.7.1	Definition of Office Manual	68
	2.7.2	Need for Office Manuals	69
	2.7.3	Types of Office Manuals	69
	2.7.4	Principles of Office Manuals	71
	2.7.5	Steps in Preparation and Writing of Office	
		Manuals	71
	2.7.6	Advantages of Office Manuals	73
	2.7.7	Disadvantages of Office Manuals	73
	2.7.8	Revision and Distribution of Office Manuals	74
	2.7.9	Distribution of Office Manuals	74
2.8	Coordi	nating Different Wings of an Office/Organisaton	74
2.9	Meetin	g - Meaning, Importance and Types of Meetings	77
	2.9.1	Types of Meetings	77
	2.9.2	Requisites of a Valid Meeting	79
	2.9.3	Secretarial Duties Relating to Meetings	84
	2.9.4	Terms Relating to Meeting	85
2.10	Service	es Provided by Banks	87
	2.10.1	Other Common Facilities Provided by Banks	91
	2.10.2	General Utility Services Provided by Banks	92
	2.10.3	Terms Used in Banking Transactions	94
2.11		of Travel	99
	2.11.1	How to Make Railway Reservation	100

DIRECTIOR
Centre for Distance and
Online Education (CDC©)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR
8.V. UNIVERSITY
TIRUPATL

	2.11.2	Air Travel	101
	2.11.3	E-Ticket and Paper Ticket	103
	2.11.4	Travel Agencies	103
	2.11.5	Hotel Reservation	104
	2.11.6	Itinerary	105
	2.11.7	Organizing Travel	105
	2.11.8	Tour Advance and Tour Claim	106
	2.11.9	Overse as Travel Appangement	106
2.12	Outcor	mes	108
2.13	Review	v Questions	109
		Unit-3: Office Procedures	
3.0	Object	ives	111
3.1	Introdu	action	111
3.2	Meanin	ng of Procedure	113
	3.2.1	Definition	113
	3.2.2	Importance of Systems and Procedures	114
	3.2.3	Benefits and Limitations of Systems and	
		Procedures	114
3.3	Filing -	- Meaning, Importance and Essentials	115
	3.3.1	Essentials of a Good Filing System	117
	3.3.2	Classification of Filing - Alphabetical, Numerical,	
		Geogr-Aphical, Subject, Chronological	117
	3.3.3	Methods of filing-Horizontal and Vertical	122
	3.3.4	E-Filing	124
	3.3.5	Weeding out or Destruction of Old Records	128
	3.3.6	Indexing Stance and Old Records	128
	3.3.7	Indexing Filing Procedure S.V. University	132
	*	O S. V. University	

DIRECTOR
Centre for Distance and
Online Education (CDG©)
Sri Venkateswara University
TIRUPATI - 517 502.

REGISTRAR 8.V. UNIVERSITY TIRUPATL

vii

3.4	Notice		134
3.5	Circula	nr	137
3.6	Prepar	ation of Notice, Agenda and Minutes of Meeting	139
3.7	Press 1	Note	147
	3.7.1	Press Notes have the Force of Law	147
	3.7.2	Press Notes are Subject to Judicial Review	149
3.8	Mainte	enance of Files and Records	149
	3.8.1	Improve Records Management in Any Office	153
3.9	Mainte	enance of Inventory Records	154
	3.9.1	Maintaining Inventory Records	157
3.10	Mainte	enace of Human Resource	163
	3.10.1	Benefits of Cloud- Based Document Storage	165
	3.10.2	Important Practices for Personnel Files	165
3.11	Mainte	enance of Financial Record	166
3.12	Confid	ential Files	169
3.13	Public	Relations	170
	3.13.1	Functions of Public Relations Department	
		(Promotion Tools in PR)	171
	3.13.2	Role of Public Relations in an Organisation	173
3.14	Outcor	mes	175
3.15	Review	v Questions	175

DIRECTION

Centre for Distance and
Online Education (CDOS)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
8.V. UNIVERSITY
TIRUPATL

Skill Development Course

Advertising

As per Choice Based Credit System (CBCS) Common to all Branches

> **Authors** Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkates wara University
Tirupath, APi 517 502

DIRECTOR Centre for Distance and Online Education (CDC®) Sri Venkateswara University TIRUPATI - 517 502.

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupath AP7, 5 17, 502

DIRECTOR
Centre for Distance and
ii Online Education (CDC®)
Srl Venkateswara University

TIRUPATI - 517 502.

REGISTRAR NINIVERSITY

TIRLIPATI

Advertising

Learning Outcomes

After Successful completion of this course, the students are able to;

- 1. Understand the field of Advertising
- 2. Comprehend opportunities and challenges in Advertising sector
- 3. Prepare a primary advertising model
- 4. Understand applying of related skills
- 5. Examine the scope for making advertising a future career

Unit-1

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

Unit-2

Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

Unit-3

Types of advertising - Basic characteristics of a typical advertisement - Reaching target groups - Local advertising - Feedback on impact of advertisement - Business promotion.

DIRECTOR
Centre for Distance and
Online Education (CDC2)
Sri Venkateswara University

TIRUPATI - 517 502.

S.V. University
Tirupati

REGISTRAR 8.V. UNIVERSITY

Content Advertising

	Unit-1	
1.0	Objectives	1
1.1	Introduction	1
1.2	Advertising	2
	1.2.1 Meaning	2
	1.2.2 Facts of Advertising	3
	1.2.3 Definition	4
1.3	Characteristics of Advertising	5
	1.3.1 Objectives of Advertising	6
	1.3.2 Importance of Advertising	7
	1.3.3 Purpose of Advertising	8
1.4	Functions of Advertising	9
	1.4.1 Five M's of Advertising	10
1.5	Types of Advertising	13
	1.5.1 Qualities of Advertising	19
	1.5.2 Media of Advertising	19
	1.5.3 Benefits of Advertising	20
	1.5.4 Limitations of Advertising	22
1.6	Creative Advertising	23
	1.6.1 Importance of Creative Advertising	24
	1.6.2 Tools for Creative Advertisement	26
1.7	Factors determining opportunities of a product/service/Idea	26
	1.7.1 New Product Design Process	27
	1.7.2 Steps in Tapping Opportunities	31
1.8	Outcomes Review Questions Outcomes Review Questions	33
1.9		$\sqrt{33}$
1.10	Multiple Groice Questions	REGISTRAR
. 0	Multiple Groice Questions Centre for Distance and Inline Education (CDCC) Usenkateswara University TIRUPATI - 517 502.	8.V. UNIVERSIT
<u> </u>	TIRUPATI - 517 502.	TIR UPATL '

Unit	- 2)
Umi	- 4	

2.0	Objectives	37				
2.1	Introduction	37				
2.2	Advertising Agency	38				
	2.2.1 Characteristics of Advertising agency	38				
	2.2.2 Importance of Advertising Agency	39				
	2.2.3 Nature of Advertising Agency	40				
	2.2.4 Scope of Advertising Agencies	41				
	2.2.5 Types of Advertising Agency	42				
	2.2.6 Structure of Advertising Agency	43				
2.3	Role and Responsibility of Advertising Agency	44				
2.4	Scope of Work	46				
	2.4.1 Functions of Advertising Agencies	46				
2.5	Ethical issues in Advertising	48				
2.6	Identifying Target Groups	50				
2.7	Laws in Advertising	51				
2.8	Advertising Statutory Bodies operating Globally	53				
2.9	Role of AAAI	56				
2.10	Advertising Standards Council of India (ASCI)	57				
2.11	Outcomes	61				
2.12	Review Questions	61				
2.13	3 Multiple Choice Questions					
	Unit - 3					
3.0	Objectives	65				
3.1	Introduction	65				
3.2	Types of Advertising	66				
3.3	Basic Characteristics of a Typical Advertisement	70				
3.4	Reaching Target Groups	73				
3.5	Local Advertising oce and	75				
	Local Advertising 3.5.1 Types of Local Advertising 3.5.2 Advantages of Local Advertising S.V. University	76				
	- Colored Sitty Im I	1371/				
C		REGISTRAR				
Q ₁	nline Education (CDC®) Wenkateswara University	8.V. UNIVERSITY				
-	TIRUPATI - 517 502.	TIRUPATL				

3.6	Feed-back on impact of Advertisement		79
	3.6.2	The Positive Effects of Advertisement	80
	3.6.3	The Negative Effects of Advertisement	80
3.7	Promotion		81
	3.7.1	Characteristics of Promotion	81
	3.7.2	Objectives of Promotion	82
	3.7.3	Types of Promotion	84
	3.7.4	Nature of Promotion	84
3.8	Marketing Communication		85
	3.8.1	Importance of Marketing Communication	86
	3.8.2	Elements of Marketing Communication	88
	3.8.3	Promotional Activities	91
3.9	Promotion Mix		93
	3.9.1	Objectives	93
	3.9.2	Elements of Promotion Mix	94
	3.9.3	Factors Affecting Marketing Promotion Mix	95
	3.9.4	Role of Advertisement in Business Promotion	99
3.10	Outco	mes	100
3.11	Review Questions		100
3.12	Multiple Choice Questions		101

DIRECTOR
Centre for Distance and
Online Education (CDCC)
Viri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR

8.V. UNIVERSITY
TIRUPATL

Skill Development Course

Logistics and Supply Chain Management

As per Choice Based Credit System (CBCS) Common to all Branches

> **Authors** Dr. M. Shanthi Dr. B. Sudheeshna

Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University
Tirupathi, APin 517 502

DIRECTOR Centre for Distance and Online Education (CDC®) Sri Venkateswara University TIRUPATI - 517 502.

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupath AP7, 5 17, 502

DIRECTOR
Centre for Distance and
ii Online Education (CDC®)
Srl Venkateswara University

TIRUPATI - 517 502.

REGISTRAR NINIVERSITY

TIRLIPATI

Logistics and Supply Chain Management

Learning Outcomes

At the successful completion of the course, the student will able to;

- 1. Summarize relationship between marketing and Logistic Management
- 2. Understand the concepts of Supply Chain Management in connection with products.
- 3. Understanding various types of seller and suppliers
- 4. Evaluate best logistic method among all means of transport operations
- 5. Analysis of different distribution strategies online and physical distribution
- 6. Compare the Logistics in National and International Scenario.
- 7. Design and develop new methods and models of Logistics in SCM

Unit-1: Introduction to Logistics and Supply Chain Management (SCM)

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century - Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

Unit-II: Logistics

Customer Selection - Process - Customer Service and Customer Retention - Relationship Management - Integrating Logistics and Customer Relationship Management

Unit-III: Supply Chain Management

Managing and Estimating Supply Chain Demand - Forecasting Techniques - Supplier Networks – Skills to Manage SCM - Recent Trends in SCM

stance and

S.V. Universit

DIRECTOR
Centre for Distance and
Online Education (CDC2)
Sri Wenkateswara University

Venkateswara Universit TIRUPATI - 517 502.

Content Logistics and Supply Chain Management

	UNIT -1	
1.0	Objectives	1
1.1	Introduction	1
1.2	Definition and Concept of Logistics	2
	1.2.1 Logistics in the World of Business	3
	1.2.2 Origin of Logistics	3
1.3	Components of Logistics	4
	1.3.1 Importance of Logistics	4
	1.3.2 Functions of Logistics	5
1.4	Logistics Management	9
	1.4.1 Types of Logistics Management	9
	1.4.2 Nature and Scope of Logistics Management	10
	1.4.3 Objectives of Logistics Management	11
	1.4.4 Importance of Logistic Management	12
1.5	Structure of Logistics	12
	1.5.1 Linkages and Relationships between Purchasing and Logistics	12
	1.5.2 Types of Information Flow in Logistics Sector	15
1.6	Logistics Cost	16
1.7	Modes of Logistics	17
1.8	Logistics in 21st Century	19
1.9	Role of Supply Chain Management	21
1.10	Design and Development of Supply Chain Network	22
	1.10.1 Factors that Influence Supply Chain Network Design Decisions	29
	1.10.2 Benefits of Supply Chain Network Design	29
	1.10.3 Role of Network Design in Supply Chain	30
	1.10.4 Global Supply Chain Network Design Models	30
1.11	1.10.2 Benefits of Supply Chain Network Design 1.10.3 Role of Network Design in Supply Chain 1.10.4 Global Supply Chain Network Design Models Different Types of Supply Chain Networks 1.11.1 Differences between Logistics and Supply Chain	30
	Outleanese Tirupati	REGISTR 8.V. UNIVE
ivsri	Jenkateswara University	TIR HPA

1.13	Review Questions	33			
1.14	Multiple Choice Questions	34			
	Unit -2				
2.0	Objectives	37			
2.1	Introduction	37			
2.2	Customers Selection	38			
	2.2.1 Phases of Customer Development	40			
2.3	Logistics Process	41			
2.4	Customer Service in Logistics	44			
	2.4.1. Elements of Customer Service	45			
	2.4.2 Factors Why Customer Service in Logistics is of Utmost Importance	48			
	2.4.3 Importance of customer-service in Logistics	50			
2.5	Customer Retention	55			
	2.5.1 Strategies to Improve Customer Retention	56			
	2.5.2 Methods and Tools for Customer Retention	58			
	2.5.3 Benefits of customer retention	59			
	2.5.4 CRM and Customer Retention	60			
	2.5.5 Reasons for Terminating Customer Relationship	61			
2.6	Customer Relationship Management	61			
	2.6.1 Importance of CRM	63			
	2.6.2 Steps in implementing CRM	64			
	2.6.3 Benefits of CRM	66			
	2.6.4 CRM System can help your Business Today	67			
	2.6.5 Components of CRM	68			
	2.6.6 Types of CRM Technology	69			
	2.6.7 CRM Examples in Practice	70			
2.7	Different types of Logistics and Supply chain Relations	71			
	2.7.1 Importance of Integrating CRM with SCM	73			
	2.7.2 Requirements for Achieving Harmonious Relations in Logistics and Supply Control of the Con	Chain 74			
2.8	2.7.2 Requirements for Achieving Harmonious Relations in Logistics and Supply Outcomes Review Questions S.V. University	76			
2.9	Review Questions	176/			
2.10	Multiple Choice Questions Tirupati	REGISTRAR			
Or	Online Education (CDOS)				
Sri	Venkateswara University TIRUPATI - 517 502.	TIRUPATL			

(UNIT-3)

3.0	Objectives	85
3.1	Introduction	85
3.2	Supply Chain	86
	3.2.1 Supply Chain Model	87
3.3	Supply Chain Management	88
	3.3.1 Features of Supply chain Management	89
	3.3.2 Components of Supply Chain Management	89
	3.3.3 Efficient Functioning of Supply Chain	90
	3.3.4 Principles of Supply Chain Management	91
	3.3.5 Nature and Objectives of Supply Chain Management	91
	3.3.6 Decision Areas in Supply Chain Management	94
	3.3.7 Importance of Supply Chain Management	94
	3.3.8 Process of Supply Chain Management	95
	3.3.9 Goals of Supply Chain Management	96
	3.3.10 Focus Areas in SCM	97
3.4	Demand Forecasting	100
	3.4.1 Importance of Demand Forecasting	100
	3.4.2 Main Roles of Forecasting in Supply Chain Management	101
	3.4.3 Advantages of Demand Forecasting	101
3.5	Managing and Estimating supply Chain Demand	102
	3.5.1 Importance of Demand Forecasting in Supply Chain	103
3.6	Forecasting Techniques	104
3.7	Suppliers Network	107
	3.7.1 Supply Chain Networks	108
	3.7.2 Benefits of Supplier Management	110
	3.7.3 Key Factors Driving Supplier Management	111
	3.7.4 Supplier Management Process	112
3.8	Skills to Manage SCM	113
	3.8.1 Core Competencies a Supply chain Manager	118
3.9	Skills to Manage SCM 3.8.1 Core Competencies a Supply chain Manager Recent Trends in Supply Chain Management Ce and Outcomes Review Questions S.V. University	120
3.10	Outcomes	124
3.11	Review Questions (5) S.V. University Titypest	1,124
3.12	Multiple Choice Questions Tirupati	1 125/
10.	entre for Distance and Nine Education (CDC)	REGISTRAR 8.W. UNIVERSI
VSri	enkateswara University TIRUPATI - 517 502.	TIRUPATI

Skill Development Course

Disaster Management

As per Choice Based Credit System (CBCS) Common to all Branches

> **Authors** Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkates wara University
Tirupathi, AP 5 17 502

DIRECTOR Centre for Distance and Online Education (CDC®) Sri Venkateswara University TIRUPATI - 517 502.

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupath AP7, 5 17, 502

DIRECTOR
Centre for Distance and
ii Online Education (CDC®)
Srl Venkateswara University

TIRUPATI - 517 502.

REGISTRAR NINIVERSITY

TIRLIPATI

Disaster Management

Learning Outcomes

After successful completion of the course, the students are able to;

- Understand the nature, cause and effects of disasters
- 2. Comprehend the importance of Disaster Management and the need of awareness
- Acquire knowledge on disaster preparedness, recovery remedial measures and personal precautions
- Volunteer in pre and post disaster management service activities

Unit-I

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, Famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

Unit-II

Causes and immediate effects of Disasters - Preparedness of disasters - Precautions -Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organizations in protecting human livestock and natural resources.-Use of technology -Role of Citizens and Youth in the prevention.

Unit-III

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures - Collection, filing and storage of information - Case studies.

Centre for Distance and

TIRUPATI - 517 502.

Content Disaster Management

		Unit-1			
1.0	Object	tives	1		
1.1	Introd	uction	1		
1.2	Disast	er	1		
1.3	Types	of Disasters	2		
	1.3.1	Earthquakes	3		
	1.3.2	Tunami	5		
	1.3.3	Cyclones	7		
	1.3.4	Floods	10		
	1.3.5	Droughts	12		
	1.3.6	Landslides	14		
	1.3.7	Forest Fires	16		
	1.3.8	Famine	18		
	1.3.9	Pandemic	20		
1.4	Man-r	nade Disasters	28		
1.5	Accid	ental Disaster	29		
	1.5.1	Fire Accidents	29		
		1.5.1.1 Fire Safety Precautions	30		
	1.5.2	Blasting	32		
	1.5.3	Rail Accidents	33		
	1.5.4	Aviation Accidents	34		
	1.5.5	Road Accidents	36		
	1.5.6	Boat Tragedies	37		
1.6	Nucle	ar Pollution	39		
	1.6.1	Causes of Nuclear Pollution	39		
	1.6.2	Effects of Nuclear Pollution	40		
	1.6.3	Prevention of Nuclear Pollution S.V. University	441 /		
1.7	Disire	er Management Act 2005	41///		
<u> </u>	mline Edu	Causes of Nuclear Pollution Effects of Nuclear Pollution Prevention of Nuclear Pollution S.V. University Tirupati Tirupati 1-517 502.	REGISTRAR 8.V. UNIVERSIT		
U'Sr	i Venkatesv TIRUPAT	TIRUPATI - 517 502.			

	1.7.1	Scope and Objective	42
	1.7.2	Criticism of the Disaster Management Act	43
1.8	Outco	mes	43
1.9	Revie	w Questions	43
		Unit-2	
2.0	Object	tives	45
2.1	Induct	ion	45
2.2	Cause	s and Immediate Effects of Disasters	46
	2.2.1	Causes of Disasters	46
	2.2.2	Effects of Disasters	48
2.3	Prepar	redness of Disasters	50
	2.3.1	Measures of Disaster Preparedness	50
2.4	Precau	ntions or Steps for Preparedness of Disaster Strikes by Communities	53
2.5	Disser	mination of Information	54
	2.5.1	Importance of Information	55
	2.5.2	Nature of Dissemination of Information	55
	2.5.3	Concepts of Dissemination	56
	2.5.4	Channels for Disseminating Information	57
2.6	Role	of National Disaster Management Authority	58
	2.6.1	Evolution of NDMA	58
	2.6.2	Functions and Responsibilities of NDMA	58
	2.6.3	Institutional Framework for Disaster Management in India	59
	2.6.4	Role & Responsibility of SDMA	59
	2.6.5	Role & Responsibility of SEC	60
	2.6.6	Role & Responsibility of DDMA	61
2.7	Role	of Government and non Governmental Organizations in Protecting Human	n
	Livest	ock and Natural Resources	61
2.8	Use of	Technology in Disaster Management	62
2.9	Role	of Citizen in Prevention of Disaster	64
2.10	Role	of Citizen in Prevention of Disaster of Youth mes S.V. Universit	65
2.11	Outco		166/
2.12		Trupati ∫2	REGISTRAR
O	nline Educ	Station (CDCS) varia University 517 502.	W_UNIVERSITY
Sri		vara University	TIRUPATL

(Unit-3)

3.0	Object	ives	67
3.1	Introduction		
3.2	Post Disaster Effects		
3.3	Disaste	er Management Cycle	69
3.4	Proced	lures for Rehabilitation and Recovery	71
	3.4.1	Rehabilitation	71
	3.4.2	Types of Rehabilitation	72
	3.4.3	Procedure for Rehabilitation	72
	3.4.4	Procedure for Recovery	73
		3.4.4.1 Disaster Recovery Plan	73
		3.4.4.2 Disaster Plan	74
		3.4.4.3 Benefits of Disaster Recovery Plan	75
		3.4.4.4 Strategies and Tools for Disaster Recovery Plan	75
		3.4.4.5 Steps of a Disaster Recovery Plan	76
3.5	Role o	f Volunteers in Disasters	77
3.6	Role of Safety Precautions		
3.7	Preven	tive measures of Disaster	81
3.8	Collec	tion-Filling-Storing of Information	83
	3.8.1	Data Collection	83
	3.8.2	Filling of Data	84
	3.8.3	Storage of Information	85
		3.8.3.1 Storage Management and Disaster Recovery	85
3.9	Case study		86
3.10	Outcomes		88
3.11	Review Questions		88

DIRECTOR
Centre for Distance and
Online Education (CDOS)
Vish Jenkateswara University
TIRUPATI - 517 502.



REGISTRAR

8.V. UNIVERSITY

TIRUPATL