

Course Code: SOC 101**Course Title: SOCIOLOGY, SOCIAL MOBILIZATION AND RURAL DEVELOPMENT****Credit Hours: 2 (2+1) Full Marks: 75 Theory: 50 Practical: 25****OBJECTIVES**

Upon the completion of this course, students will understand sociological concepts, theories, and their contribution and application in the veterinary and animal husbandry sector, communication skills and interaction soft skills, professional development, and societal responsibilities. Students will be able to apply the most appropriate process, approaches, and techniques in developing rural community development programs by their mobilization in the developmental activities.

SYLLABUS

Concept and importance of sociology and rural sociology, human-animal interaction, social institutions, social processes, norms, values, socialization, culture, customs and traditions, social structure, social changes process, impact and factors of change, social groups, meaning and concepts of development, rural development, community development and the transition in thoughts and application of these aspects developmental process over the period of time to current stage in their historical perspectives, various models and processes of social mobilization and participatory program planning at the grassroots level, soft skills and communication skills, concepts and actors of communication, gender concepts overtime, issues, and strategies in developmental activities, gender-sensitive development planning, gender audit, gender mainstreaming in development, concept of WID, WAD, GAD and GESI.

COURSE BREAKDOWN**A. Theory Lectures**

Unit	Lecture Outlines	No. of Lectures
1.	Concept, scope, and importance of sociology from livestock husbandry/fish farming perspective	1
2.	Meaning, definitions, scope of rural sociology, differences between rural and urban society	1
3.	Human-animal interaction, benefits of pets to people, and role of livestock and companion animals in contemporary society	1
4.	Human, society, and culture:	
	4.1. Evolution of society and animal husbandry in different stages of society	1
	4.2. Socialization: Meaning, stages, and agents of socialization; Social change: concept, features, and factors of social change	1
	4.3. Social process (Process of social interaction): accommodation, amalgamation, assimilation, cooperation, competition, conflict, and social interaction	1
5.	Social Culture: Meaning and definitions of culture, norms (folkways, taboos, mores, laws), values, and belief systems in relation to rural development	1

6.	Meaning, importance, and types of social structure and institutions:	
6.1.	Social institution: concept, types, and functions of family, and marriage system;	1
6.2.	Economic institution: concept, types, and functions, farming, fishing, hunting, exchange labor, child labor, and labor exploitation	1
6.3.	Political institution: Meaning, types, and functions; Educational institutions: types and functions	1
6.4.	Religious institutions: types of religion and functions of religions; Interrelationship of social institutions	1
6.5.	Social groups: concepts, classification, and their characteristics	1
7.	Social stratification: concept, features, and bases (class, caste, ethnicity, power, and gender), Traditional caste system and their occupation in Nepal	1
8.	Social exclusion: Meaning, origin, and development, domain (gender, ethnicity, class, and caste) and paradigm of social exclusion	1
9.	Social problems and means of social control	1
10.	Social action - concepts, importance, types, and methods of social work, the concepts of change agents and client group, principles of professional behaviors of change agents, methods of social works, and the role of livestock professionals as change agents	1
11.	Social mobilization: concepts, definition, purposes, and strategy of implementing social mobilization	1
12.	History of social mobilization in Nepal, lesson learned	1
13.	13.1. Process of social mobilization, institutional development, participatory planning	1
	13.2. Implementation of plans, and sustainable utilization of results	1
14.	Social mobilization in multi-ethnic communities and conflict situation	1
15.	15.1. Concept of development, sustainable development, rural and community development	1
	15.2. Principle of community development, a brief overview of efforts and approaches of rural development in Nepal over the last decades	1
16.	16.1. Rural Development - concepts, objectives, importance, history, and theories of rural development in Nepal	1
	16.2. Community development approach and integrated rural development approach, rural livelihood approach	1
	16.3. Major problems and issues of rural and community development programs in Nepal	1
17.	Actors of rural development and poverty alleviation programs, linkages and coordination, problems and issues	1
18.	Sociology of Gender: Gender concepts, gender segregation, stratification, and discrimination; the concept of gender equality and social inclusion (GESI), WID, WAD and GAD	1
19.	19.1. Gender needs, roles, analysis, gender-sensitive planning	1
	19.2. Gender audit, gender mainstreaming in development in general and poverty in particular with a specific focus on resource-poor women	1
TOTAL		30

B. Practical

S. N.	Experiments	No. of Practical
1.	Visit and study of nearby rural community having livestock/fisheries as a dominating occupation, emphasizing gender roles in livestock production	1
2.	Group exercise to learn best practices for improving social mobilization in livestock husbandry practices	1
3.	To study the livestock rearing and fish farming pattern of a given society through functional leaders in a given community	1
4.	Learning the establishment and organization development of local community/social committee/association through visiting nearby veterinary hospitals or livestock services	1
5.	Expert center/local government service center to study their planning process, plan of work, calendar of operation and organizational mechanism	1
6.	Exercise on exploring equity and inclusion issues in the rural society and resolving them	1
7.	Learning the influence of urbanization in rural areas of Nepal	1
8.	Identify social research issue focusing to livestock husbandry and veterinary practices	1
9.	Exercise on rapid rural appraisal (RRA) and participatory rural appraisal (PRA) techniques	1
10.	Study on techniques of data collection (interview, focus group discussion, observation)	1
11.	Learning on questionnaire design & development, and document analysis	1
12.	Exercise on data processing and analysis: data editing, coding, entry, classification, tabulation, and analysis (Descriptive and inferential statistics)	1
13.	Learning the basic structures and steps of social research proposal development	1
14.	Learning the basic structures and steps of research report writing	1
15.	Exercise of preparing local village profile	1
TOTAL		15

TEXTBOOKS

1. Bhushan, V. and D. R. Sachdeva (2017). *An Introduction to Sociology*. Kitab Mahal Publishers, Allahabad, India. ISBN 9789396800036
2. Chitamber, J. B. (2020). *Introductory Rural Sociology*. 4th edition. New Age International Private Limited, India. ISBN 9789389802283

3. Das, S. (2023). *An Introduction to Rural Development - Concept and Application*. Global net publication, India. ISBN 9789391166755

REFERENCES

1. C.N., Shankar Rao (2019). *Sociology: Principles of Sociology with an Introduction to Sociological Thought*. S. Chand and Company Ltd.: New Delhi, India. ISBN 9788121910361
2. Gisbert, P. (2010). *Fundamentals of Sociology*. Orient BlackSwan, New Delhi. ISBN 9788125039594.
3. Gupta, D. (1994). *Social Stratification*. Oxford University Press, Delhi. ISBN 9780195630886
4. Haralambos, M. and Holborn, M. (2013). *Haralambos and Holborn - Sociology Themes and Perspectives*. 8th edition. ISBN 9780007498826
5. Horton, P.B. & Hunt, C.L. (2013). *Sociology*. McGraw Hill Book Company, New York
- 6.** Khan, S. S. and Sah, J. S. (2001). *Social Mobilisation Manual Based on Syangja Experience*. Social Mobilisation Experimentation and Learning Centre, Nepal.
- 7.** Neuman, W.L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education Limited: USA.
- 8.** Singh, K. (1999). *Rural Development*, 2nd edition, Sage Publications, New Delhi.
9. UNDP (2001). *Governance and Poverty Reduction: National Human Development Report*. Kathmandu.
