

PROJECT MANAGEMENT AND DEVELOPMENT COMMUNICATION

Unit I

Introduction to project Management: Concept, Objectives, Principles, Scope, Importance and Methodology. Micro and Macro level planning. Project Dimensions: identification and Formulation; Detailed Project Report (DPR). Project appraisal: Technical, economic and financial feasibility. Participatory Development (Participatory planning and participatory Rural Appraisal (PRA), Participatory Management and Participatory Evaluation).

Unit II

Planning and Management of Project Implementation: Activity planning, Network Analysis, Monitoring of Development Projects: Management Information System, Project Evaluation: Programme Evaluation and Review Technique (PERT) and critical Path Method (CPM). Resource Mobilization: Techniques of Fund Raising; Statutory requirements for the formation of society and Trust; Foreign contribution Regulation Act. Special Provisions related to income Tax Exemption for Development Organizations.

Unit III

Communication: Meaning, definition, scope and purpose; elements of communication; principles of effective communication; characteristics and functions of communication: Communication process; Channels and stages of communication.

Unit IV

Methods communication: Interpersonal communication, group communication and mass communication; Types, Formal and informal; Theories and Models of communication; Transactional analysis and conflict resolution.

Unit V

Selection of suitable approach for different target groups; Audio Visual Aids; Types and its uses; Folk Media: Puppet shows, Drama, street play, Folk Songs and Folk dances, use of talks, meetings, conferences, camps; campaign; communication through leaflets, pamphlets, bulletins, circulars, posters and notice boards.

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Mishra S.N: Rural Development Planning – Design and method, Satvahan pub., New Delhi, 1988.

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