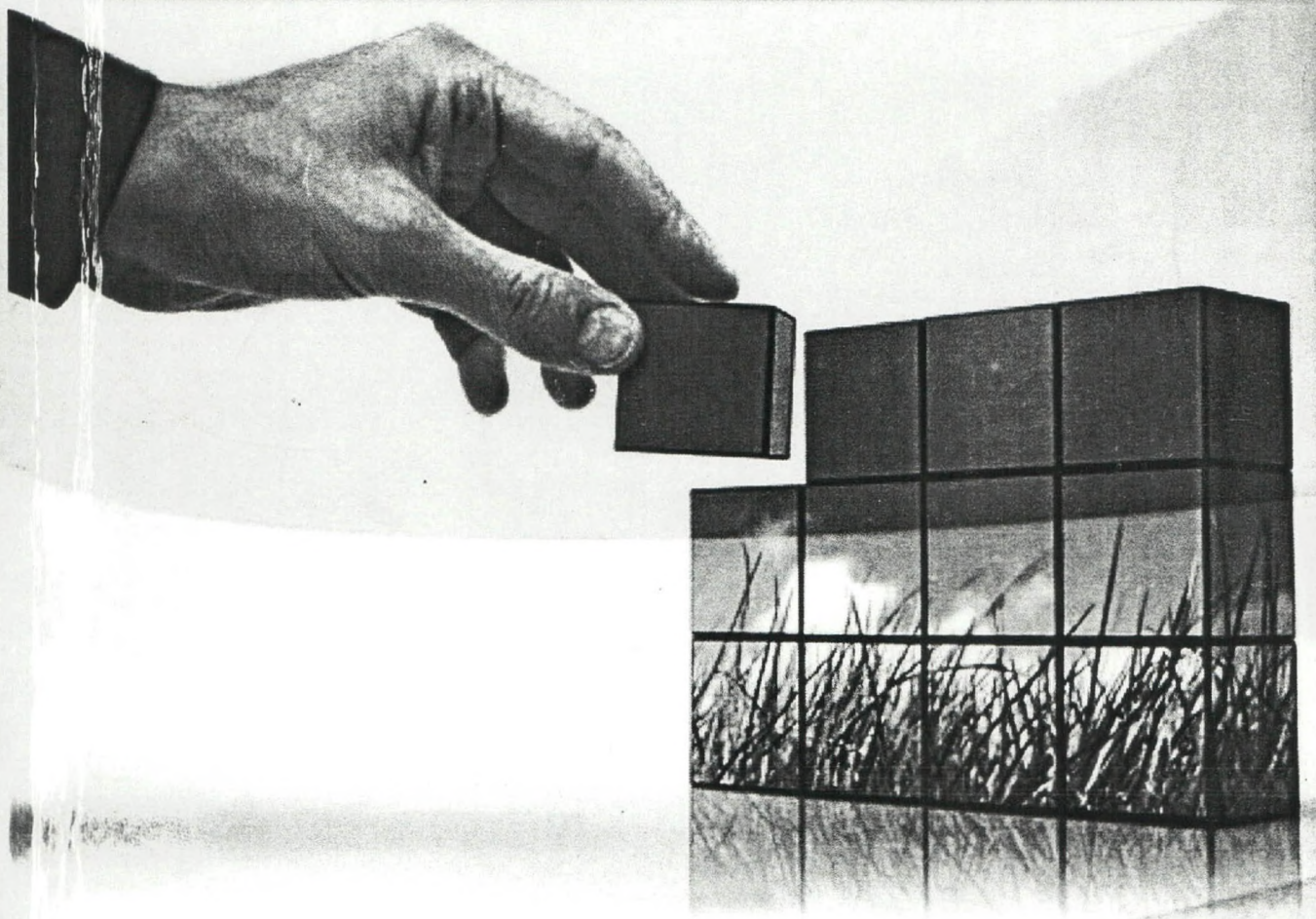


1 - 2014 - 2015
2015 - full date

Corporate Social Responsibility in Community Development



Editor
Dr. S. Rajalakshmi

Copyright © Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore 641 043, Januray 2014

ALL RIGHTS RESERVED. No part of this Publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the author or publisher.

Conference Sponsored by
Indian Council of
Social Science Research
New Delhi

ISBN: 978-93-80657-23-3

Editorial Board

Dr. S. Rajalakshmi
Dr. K. Thangamani
Dr. K. C. Leelavathy
Dr. R. Alamelu
Mrs. Sandra Anantharaj
Dr. M. Kasthuri

Published by

Shanlax Publications
66, 61, T.P.K Main Road, Madurai
Ph: 0452-4208765, 9600303383
e.mail: shanlaxpublications@gmail.com
Web: www.shanlaxpublications.com

Printed at:

Shanlax Press
66, 61, T.P.K Main Road, Madurai
Ph: 0452-4208765, 9942266683
e-mail: shanlaxpress@gmail.com
Web: www.shanlaxpress.com



NATIONAL SERVICE SCHEME :

Theory and Practice



ATYASHILINGAM DEEMED UNIVERSITY FOR WOMEN
COIMBATORE - 641 043

Year of Publications : February 2011

Published by

The Registrar

Avinashilingam Deemed University for Women
Coimbatore – 641 043

Compiled & edited by

Mrs. Sandra Anandarajan

Associate Professor

Dr.S.Rajalakshmi

Assistant Professor (ss)

Dept. of Home Science Extension Education
Avinashilingam Deemed University for Women
Coimbatore - 641 043.

Students Edition

Printed at

Saradalaya Press

Sri Avinashilingam Education Trust Institution
Coimbatore – 641 043



AVINASHILINGAM DEEMED UNIVERSITY FOR WOMEN

Coimbatore - 641 043, Tamil nadu, India

T.K. Shanmuganandam
Chancellor



Date : 2.11.2010

FOREWORD

National Service Scheme is aimed at developing the human soul in such a way as the students is mentally shaped to fit into the society to which she belongs and live in. It is educational as well as service to the community. Our university is unique in the approach that we have included the NSS in our academic sphere too, with a course content to learn in theory and carry out in practice. The students study the content practice it in the field and write the examination at the end of 1st and IInd year. Only the completion of this requirements helps them in getting their degree certificates. The Academic Council of the university has approved it and a textbook has been prepared to this effect for student's use. It has come out well. I hope this will be of much use to the NSS volunteers to understand and follow. I appreciate the authors for this effort.

T.K. Shanmuganandam

(T.K. SHANMUGANANDAM)

URL : <http://www.avinashilingam.edu/> ★ E-Mail : devunity@giasmd01.vsnl.net.in
Fax : 091-0422-2438786 ★ Office : 0422-2440140 / 0422-2435250
Residence : 0422-2214348 / 2213498 ★ Grams : "Saradalaya", Coimbatore

LIST OF CONTRIBUTORS

Name & Address of the Institution

Dr. M. Jayakumar
Director / Professor
Dept. of Ext. & Career Guidance,
Bharathiar University, Coimbatore - 641 046

Dr. S. Rajalakshmi
Lecturer (SS)
Dept. of Home Science Extension,
Avinashilingam University for Women,
Coimbatore - 641 043.

Dr. Chakane Sanjay. D
Programme Co-ordinator, NSS, University of Pune Ganeshkhind,
Maharashtra - 411 007.

Dr. N.S. Shivalinge Gowda
Professor (Ag. Extension)
Dept. of Agricultural Extension,
UAS, GKVK, Bangalore - 560 065.

Dr. L.G. Stephen
Head, Dept. of Training
State Resource Centre
No.20, First Street,
Venkatratnam Nagar Extn, Adyar,
Chennai - 600 020.

Dr. John Pulparampil
Professor (Retd.)
Marsthanasius College
Kothamangalam - 686 666.

Prof. Sumit Mukhopadhyay
All India Council for Mass Education and Development (AICMED)
60, Patuatola Lane, Kolkata - 700 009.

Handbook on Extension

Copyright © RGNIYD 2010

ISBN978-81-907297-9-6

₹. 250/-

Patron

Shri. Michael Vetha Siromony IAS, Director cum Vice Chancellor, RGNIYD

Chief Editors

Dr. V. Reghu, Faculty Head & Academic Coordinator, RGNIYD

Dr. P. Sivakumar, Training Officer cum Assistant Professor, RGNIYD

Editorial Team

Dr. Ramani, Emeritus Professor, PRIST University

Dr. Jayakumar, Professor / Director, Dept. of Extension and Career Guidance,
Bharathiyar University

Dr. Rosary Mary, Director, Dept. of Youth Welfare, Manonmaniam Sundarnar University

Dr. John Pulparambil, Professor (Retd) Marsthanasius College, Kothamangalam, Kerala

Dr. E.M Rajan, State Liaison Officer, NSS, Pondichery

Disclaimer

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

LIST OF CONTRIBUTORS

1. Name & Address of the Institution

Dr. M. Jayakumar
Director / Professor
Dept. of Ext. & Career Guidance,
Bharathiar University, Coimbatore – 641 046

Dr. S. Rajalakshmi
Lecturer (SS)
Dept. of Home Science Extension,
Avinashilingam University for Women,
Coimbatore – 641 043.

Dr. Chakane Sanjay. D
Programme Co-ordinator, NSS, University of Pune Ganeshkhind,
Maharashtra – 411 007.

Dr. N.S. Shivalinge Gowda
Professor (Ag. Extension)
Dept. of Agricultural Extension,
UAS, GKVK, Bangalore – 560 065.

Dr. L.G. Stephen
Head, Dept. of Training
State Resource Centre
No.20, First Street,
Venkatratnam Nagar Extn, Adyar,
Chennai – 600 020.

Dr. John Pulparampil
Professor (Retd.)
Marsthanasius College
Kothamangalam – 686 666.

Prof. Sumit Mukhopadhyay
All India Council for Mass Education and Development (AICMED)
60, Patuatola Lane, Kolkata – 700 009.