

Master of Arts (Development Studies) (MADVS)

Assignments

(July 2025 & January 2026 Sessions)



School of Extension and Development Studies
Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



Dear Learner,

You will have to do one assignment with five questions for each course. Each assignment carries 100 marks with 30% weightage in the final assessment. Irrespective of the year and session of the registration you need to submit the latest assignments uploaded on the website.

Instructions

- 1) Please write the following details on the first page of each assignment:
 - Name & Full Address:
 - Enrolment No.:
 - Admission Session:
 - Course Code:
 - Course Title:
 - Regional Centre:
- 2) Use A-4 size plain / ruled paper for your responses. Write on both the sides with margin and tie / staple all the pages carefully - course wise.
- 3) Write the question number with each answer.
- 4) You should write in your **own handwriting** and **only handwritten assignments are evaluated**.
- 5) Last date for submitting the assignments for July 2025 Session is **31st March 2026** and for January 2026 Session is **30th September 2026** (Check University website for date extension, if any).
- 6) **Submit the assignments in the allotted study center only.**

Keep a scan copy of assignments with you until the marks are reflected in your grade card.

Guidelines

- 1) **Planning:** Read the assignments carefully. Go through the self-learning material on which they are based. Make points regarding each question and then rearrange these in a logical order.
- 2) **Organization:** Be a little more selective and analytical. Give attention to your introduction and conclusion. The introduction must offer brief interpretation of the question and how you propose to develop it. The conclusion must summarize your response to the question.
- 3) **Make sure that your answer:**
 - a) is around 800 words for each question.
 - b) is logical, coherent and has clear connections between sentences and paragraphs.
 - c) is written correctly giving adequate consideration to your expression, style and presentation.
- 4) **Presentations:** Once you are satisfied with your answers, you can write the final version for submission. Write each answer neatly and underline the points you wish to emphasize.

Please contact the following course coordinators for any academic help / clarification

MDV 101 & MDV 106 : Prof. Nisha Varghese; nishavarghese@ignou.ac.in

MDV 102, MDV 103 & MDV 004: Prof. Grace Don Nemching; gdnemching@ignou.ac.in

MDV 109, MDV 111, MEDS 041 & MEDS 042: Prof. Nehal A. Farooquee; nafarooquee@ignou.ac.in

MDV 105, MDV 108 & MDV 110: Prof. P. V. K Sasidhar; pvksasidhar@ignou.ac.in

MDV 115: Dr. Pradeep Kumar, Assistant Professor; pradeep@ignou.ac.in

ASSIGNMENT – 8
Development Communication and Extension

Course Code: MDV- 108
Maximum Marks: 100

Answer all the questions. All questions carry 20 marks each

1. Critically discusses the concept of opinion leadership and methods of measuring opinion leadership.
2. Discusses meaning of diffusion of development innovations and adoption. Explain the elements in the diffusion of innovations with examples.
3. What is the National e-Governance Plan? Discuss the importance of e-governance in rural and urban development.
4. What do you understand by teaching and learning in the context of extension and development. Describe the concepts of learning experience and the role of teaching-learning process in development.
5. Delineates the difference between private extension and privatisation of extension. Discuss the need for privatisation of extension and options for funding and delivering private extension.

Cover Page for Assignment

SCHOOL OF EXTENSION AND DEVELOPMENT STUDIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068



Assignment No.:

Name of learner	:	
Enrolment No.	:	
Regional Centre and Code	:	
Name of the Programme	:	
Programme Code	:	
Course Code	:	
Course Title	:	
Email	:	
Mobile no./Phone no.	:	
Date of Submission	:	
Address of Student	:	
Signature of Student	:	