

Master of Arts in Corporate Social Responsibility (MACSR)

Assignments
(July 2026 & January 2027 Sessions)



**School of Extension and Development Studies Indira
Gandhi National Open University Maidan Garhi, New
Delhi -11006**

Dear Learner,

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

Instructions

The top of the first page of your response sheet should look like this:

Name:

Enrollment No.:

Course Title:

Course Code:

- Use A-4 size plain or ruled paper for your responses, write on both sides with margin and tie all the pages carefully course wise.
- Write the question number with each answer.
- You should write in your own handwriting and only handwritten assignments are accepted.
- Last date for submitting the assignments for July 2026 Session is 31st March 2027 and January 2027 Session is 30th September 2027.
- Please submit the assignments to: **Your Study Center/Regional Center**

Guidelines

1 **Planning:** Read the assignments carefully. Go through the self-learning material on which they are based. Make some points regarding each question and then rearrange these in a logical order.

2 **Organization:** Be selective and analytical. Give attention to your introduction and conclusion. The introduction must offer your 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:** is around 600 - 800 words for each question; is logical, coherent and has clear connections between sentences and paragraphs; is written correctly giving adequate consideration to your expression, style and presentation;

4 **Presentations:** Once you are satisfied with your answers, you can write down the final version for submission, write each answer neatly and underline the points you wish to emphasize.

Please contact the Programme Coordinators for any academic help / clarification:

Dr. Nisha Varghese, e-mail: nishavarghese@ignou.ac.in

Prof. P. V. K. Sasidhar, e-mail: pvksasidhar@ignou.ac.in

ASSIGNMENT
Development Communication and Extension

Course Code: MDV- 108
Maximum Marks: 100

Answer all the questions. All questions carry 20 marks each

1. Critically discuss the concept of opinion leadership and methods of measuring opinion leadership.
2. Discuss the 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 the teaching learning process in development.
5. 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 Title :
Course Code :
Email :
Mobile no./Phone no. :
Date of Submission :

Address of Student :

Signature of Student :