P R E F A C E

Rural Development is one of the planks of national development endeavours. The role of development administration assumes a crucial role in gigantic rural development exercises. Rural development administration must be efficient, effective and responsive to the genuine needs of the rural populace in general and the rural downtrodden in particular. The administration engaged in bringing massive development and modernisation in the rural areas must be equipped to handle new and novel situations. This calls for administrative innovations in rural development. Administrative innovation, in essence, should enhance the capabilities of rural development administration in handling multifarious and contentious issues and problems of the rural masses.

Administrative innovation means the generation and acceptance of new ideas, procedures, methods and organisations aiming at increasing the efficiency and effectiveness of the administrative apparatus. Since independence, numerous administrative innovations have been initiated and introduced in the field of rural development. The District Rural Development Society (DRDS) is one such innovation brought into the arena of rural development in the late seventies. The DRDS was introduced with the explicit responsibility of implementing numerous poverty eradication programmes sponsored by Central and State Governments. The present study focuses on this innovation in rural development. It studies the institutionalisation of administrative innovation in terms of its operational dynamics and exercises in the selected DRDS of Dharwad and
The study of this nature will necessarily throw light on the dynamics and intricacies of rural development administration in Dharwad and Kolar Districts as reflected in the DRDS.

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