

## Skill Course for B. Com and other Programme

### Course title: - Marketing of Indigenous Agricultural Products

#### *Proposed distribution of unit wise content for the Course*

#### **Unit –I Agricultural Marketing:**

Nature and Scope of Agricultural Marketing, Objectives of Agricultural Marketing, Classification of Agricultural Products and Markets, Distinction between Agricultural Marketing Vs Rural Marketing, Agricultural Marketing Scenario in India, problems and prospects of Agricultural Marketing in India.

#### **Unit- II Marketing Institutions of Agricultural Products:**

Agricultural Produce Market Committee: Meaning, Objectives, History of Market regulation, Features of regulated Market, advantages of regulated Markets, defects of regulated Markets (Mandi Samiti), Government e marketplace (GEM), Cooperative Marketing: Need of cooperative marketing, organization of cooperative marketing and its functions, Pricing- pricing strategies for agricultural products methods of pricing, factors affecting agricultural products price.

#### **Unit –III Agricultural Market Information & channel of Distribution:**

Meaning and Importance of market Information in Agricultural Commodities, Types of Information, Essential characteristics of good marketing information, sources of marketing information, Meaning and definition of marketing channels, study of marketing channels for different agricultural committee.

#### **Information Technology:**

E- Trading, e-choupals, websites and IT tools for marketing, Applications of IT in agricultural marketing.

#### **Unit-IV Value Chain Agricultural Marketing:**

Meaning, type, advantages of grading & labelling, AGMARK producers, warehousing, meaning & functions of warehousing, types of warehousing, central warehousing corporation, state warehousing corporation, role of transportation in agricultural marketing, means of transportation, problems in transportation in agricultural marketing and packaging of different agricultural products.

#### **Unit- V Project related work:**

- a. Visiting to agricultural product processing unit,
- b. Visiting to rural godowns and cold storage,
- c. Visiting to fair price shop,
- d. Visiting to fertilizers Marketing agencies,
- e. Identification of marketing channels for agricultural commodities
- f. Any other related fields.

#### **References:**

1. Agricultural Marketing in India, S.S. Acharya & N. L. Agarawal, CBS Publishers
2. Marketing of Agricultural Produce in India, A. P. Gupta
3. Agricultural Marketing, H. R. KrishnaGauda
4. Principles and Practices of Marketing, C. B. Memoria and R. L. Joshi
5. Agricultural Marketing, Trade and Prices, Devendra Prasad & Om Prakash Murya, Rama Publishing House
6. Marketing of Agricultural produces, Richard L Kohis & Joseph N Uhi, Pearson