



AGRICULTURAL MARKETING

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/ Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Agricultural Marketing	30	2	2	50 Marks

Learning Outcomes:

By the successful completion of this course, the student will be able to;

- Know the kinds of agricultural products and their movement
- Understand the types, structure and functioning of agricultural marketing system
- Comprehend related skills and apply them in sample situations
- Extend this knowledge and skills to their production/consumption environment

Unit- I:

(06hrs)

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

Unit- II:

(09hrs)

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets– Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations- Contract farming -Govt Apps for marketing of agri products.

Unit- III:

(10hrs)

Planning production – assembling – grading - transportation– storage facilities. Price fixation. Dissemination of market information –and role of ICT. Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Suggested Co-curricular Activities:

(05hrs)

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert
3. Survey of various involved activities e.g.assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

Reference books:

1. S.S.Acharya & N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikiepedia and other websites on Agricultural Marketing.



SKILL DEVELOPMENT COURSE

Semester –II-(Group A)

AGRICULTURAL MARKETING

Time: 2 Hrs

Max Marks: 50

Section – A

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. Agriculture marketing -
2. Horticulture
3. Milk Products -
4. Rythu Bharosa Kendra's
5. Contract Farming.
6. Market Yards
7. Storage Facilities.
8. Role of ICT in Marketing.

Section – B

Answer **all** the questions. Each question carries 10 marks .

3 x 10M = 30Marks

9. A) Explain the types of Agriculture Marketing .

(OR)

- B) Explain the importance of Agriculture Marketing in India?.

10. A) Write an essay on structure and facilities of Agriculture Markets in India?

(OR)

- B) Write about root Agriculture Market policies and Regularities?

11. A) Explain the stages of Agriculture Marketing ?

(OR)

B) Write recent Govt. programmes in support of Agriculture Marketing in India ?