

SARDAR PATEL UNIVERSITY
Programme: B.Com.
Semester: II
Syllabus with Effect From: November/December-2018

Paper Code: UB02SCOM23	Total Credit: 3
Title Of Paper: Agriculture Marketing	

Objective: The purpose of this course is to familiarize the students with Agriculture Marketing, procedure, Agencies, Channels and Agriculture Credit

Unit	Description of Detail	Weighting (%)
I	An Introduction to Agriculture Marketing Concept, definition, objectives, functions/supporting services and importance of agriculture marketing, difference between agriculture and consumer marketing, constraints in agricultural marketing, scarcity of funds in agriculture market, role of agriculture in economic development of India, role of government in agricultural development.	25%
II	Marketing of Agricultural Produce Marketing structure, regulated markets, cooperative marketing: concept, history, characteristics, importance, limitations, functions, types and structure, Warehousing: meaning, functions and types, Cold storage in India.	25%
III	Marketing Agencies, Institutions, Channels Marketing agencies: farmer, middle men. Marketing institutions: Public sector institutions, cooperative sectors, formal or informal. Marketing channels: definition, marketing channels for cereals, oilseeds, fruits and vegetables, eggs, pulses. Cooperative marketing bodies: NABARD, NAFED	25%
IV	Agricultural Credit Primary cooperative credit societies, Cooperative societies, Central cooperative banks, State cooperative banks, Reserve Bank of India, Land development bank.	25%

Basic Text & Reference Books:-

- Agricultural Problems of India, Late Dr. C. B. Memoria, Kitab Mahal
- Agricultural Marketing in India, S. S. Acharya, Oxford and IBH Publishing Co. Pvt. Ltd, New Delhi
- Organizing Rural Business, Raj Gopal, Sage publishing.