

Course Curriculum and Syllabus

Of

A three month Certificate course on

Agricultural Marketing



From

Academic Year 2022-23

**Department of Economics
NH College, Patacharkuchi**

Course Name: Agricultural Marketing

Course Code: ECO-102

Duration : 3 months

Objectives:

To develop the understanding of production process and the guiding economic principle for agricultural production. It enables students to gain knowledge on agricultural marketing, challenges and prospects for improving agricultural marketing system. This course provides an incisive analysis on agricultural input and output marketing with particular emphasis on marketing functions. It generate the facility of gain skills to analyze marketing functions, market information and intelligence along with imparting knowledge of the marketing efficiency and agricultural prices; learn the markets and market structure, provide the platform to the students of marketing of agricultural inputs.

Course overview

The overall objective of this course is to familiarize the students with agriculture and marketing concepts.

1. Certificate course in agricultural marketing (3 months) shall be open to any person who has passed H.S. level examination.
2. The assessment will be 20% internal and 80 % external for the paper. This internal assessment shall be sent by the department of economics. The external part is divided into two parts- 50% on the basis of assignments and practical examination and another 50% on the basis of theory examination.
3. Duration of the course will be 3 months.
4. The examination shall be based on the syllabus and course of reading recommended by the authorities.
5. Each successful candidate shall receive certificate issued by the college stating marks and division.

Learning outcomes

At the end of this course, students will

- Understand and appreciate the structure and working of the agricultural marketing system
- Learn how agriculture marketing system affects farmers, consumers and intermediaries
- Develop strategies through which the dynamic marketing system will respond to create a win-win situation for all
- Appreciate the possible changes in the agriculture input,output and food market because of pandemic Covid 19 and need for the appropriate.

Unit:1

Agriculture input marketing and agriculture output marketing: Comparison, strategies pertaining to product, price, place and promotion.

Unit:2

Value chain management, Agribusiness, Production costs, Supply chain, coordination, Channel Players in Agri- Market, Marketing information system in agri-markets, Agricultural Produce Price analysis, Competition in food markets, costs in agricultural markets.

Unit:3

Farmers Producer Organization (FPO), Government interventions in agricultural market, models of agriculture marketing, issues and potential of agriculture marketing ,Definition and nature of insurance, importance of insurance

Unit: 4

Role of SHG in rural development, SHG linkage with rural banking and emerging trends in rural finance

Readings

1. Richard L. Kohls and Joseph N. Uhl , *Marketing of Agricultural Products*, Prentice Hall of India , 2018
2. S. Acharya and N.L. Agarwal , *Agriculture Marketing in India*, Oxford and IBH, New Delhi,1999
3. John Cave Abbott, *Agriculture and Food Marketing in Developing Countries*, Oxford , London 2007
4. Dr. Arpita Sharma Nath and Pom Sen Chakraborty, *Insurance and Risk Management* , Ashok Book Stall,1 edition, 2020
5. Uma Narang , *Micro Credit Institutions*, Kalyani , 2nd edition, 2019