

Objective(s)

To imparting knowledge of agriculture marketing, different systems, price analysis and trades, finance policy in Agriculture

UNIT I

Agricultural Marketing: Concepts and Definition, Scope and subject matter, Market and Marketing: Meaning, Definitions, Components of a market, Classification, Market structure, Conduct, performance. Marketing structure, Market functionaries or agencies

UNIT II

Producer's surplus: Meaning, Types of producers surplus, marketable surplus. Marketed surplus, importance, Factors affecting Marketable surplus. Marketing channels: Meaning, Definition, Channels for different products.

UNIT III

Market integration, Meaning, Definition, Types of Market Integration, Marketing efficiency: Meaning, Definition, Marketing costs, Margins and price spread, Factors affecting the cost of marketing, Reasons for higher marketing costs of farm commodities, Ways of reducing marketing costs.

UNIT IV

Theories of International Trade: Domestic Trade, Free trade, GATT, WTO. Cooperative Marketing. State Trading, Ware Housing Corporation; Central and State, Objective(s)s, Functions, Advantages.

UNIT V

Food Corporation of India: Objective(s)s and Functions. Quality Control, Agricultural Products, AGMARK. Price Characteristics of agricultural product process, Meaning, Need for Agricultural Price Policy, Risk in Marketing: Meaning and importance, Types of Risk in Marketing. Speculations and Hedging, Futures trading, Contract farming.

Reference Book(s):

1. Agricultural Marketing in India – by S. S. Acharya and N. L. Agarwal. Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi
2. Agricultural Price Analysis - by S. S. Acharya and N. L. Agarwal. Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi

Practical(s):

1. Identification of marketing channels
2. Study of Rythu Bazars, Regulated markets
3. Study of unregulated markets
4. Study of livestock markets
5. Price spread analysis
6. Visit to market institutions
7. NAFED; Analysis of information of daily prices;
8. Marketed and marketable surplus of different commodities.