JSS College for women (Autonomous)

Saraswathipuram, Mysuru.

Department of Economics

Career Oriented Course (COC)

SUB: Agricultural marketing management and Co-operation

Paper I: Introduction to Agricultural marketing

I - SEMESTER

(Teaching hrs / week -03)

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1 : To Understand the basics of Agriculture marketing

CO2: . To study the characteristics marketing

Module I- Basic concepts of agricultural marketing

Definition of market and agricultural marketing, growth, approaches, classification of market, types of marketing functions and services, futures trading.

Module II- Planning and development of agri marketing

Marketing channels and marketing institutions- rule of games- formal/informal agricultural marketing system, market integration, contract farming.

Module III- Recent trends in agri marketing

Marketing development and planning, modern infrastructural facilities, co-operative/group marketing system, value addition and agro processing, marketed and marketable surplus, marketing costs and margins, marketing efficiency and input marketing.

Module IV- Agri marketing management

Market planning, management of agro-marketing personnel.

Module V- Pre requisites for an effective agri marketing

Role of leadership, motivation and human relation in improving in organizational efficiency, management of finance, man power and hygienic condition in the market, food supply chain management.

Skill development

- Examine the market methods followed by the farmers in their particular locality, and highlight its merits and defects.
- State the issues and challenges faced by the Agro marketers in the changing global scenario.
- Examine the measures and initiatives undertaken by the government to improve the Agro-marketing.
- High light the role of Agro- marketing in the emerging trends.
- State the essential qualities required to become an efficient and effective Agro-marketer.

Suggested books:-

1. Agricultural marketing in India –S.S. Acharya and N.L. Agarwal-Oxford &IBH publishing Co Pvt Ltd., Calcutta.

2. Agri business management in India — Text & Cases Dr. Subhash Bhave

3. Agricultural marketing system — Rhodes V James, Grid publishing Inc..USA

4. Marketing farm products— Shephered S. Geoffrey Gene A. Futrell and RobertStrain, Lowa State University Press Ames Lowa USA

Paper II: Agriculture marketing information & organization

II-SEMESTER

(Teaching hrs / week- 03)

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1 : To Understand the basics of Agriculture marketing system

CO2: . To study the characteristics marketing

Module I - Agri Marketing Organizations.

Role, functions and schemes of NAFED, CFTRI, CWC, SWC, commodity boards.

Module II - Market Information

Role, importance and concepts of market intelligence, methodology of data collections, market information services (MIS) - Radio, Newspaper, Publicity, propaganda.

Module III – Marketing Extension

Role and importance of service, challenging role of market extension in global Agri trade.

Module IV - Survey and Research in Agri- Marketing

Importance and techniques and methodology of survey, questionnaire, schedule, primary and secondary data, opinion survey, statistical methods of sampling.

Module V – Export and Import of Agri Commodities

Overview of export and imports, merits and demerits of export and import of agri-marketing AEZs, Food parks.

Skill development:-

▻ examine the market methods followed by the farmers in their particular locality, and highlight their merits and defects.

▻ State the issues and challenges faced by the Agro marketers in the changing global scenario.

▻ Examine the measures and initiatives undertaken by the government to improve the Agro-marketing.

▻ High light the role of Agro- marketing in the emerging trends.

▻ State the essential qualities required to become an efficient and effective Agro-Marketer.

Suggested books:

1. Agricultural marketing in India –S.S. Acharya and N.L. Agarwal-Oxford &IBH

publishing Co Pvt Ltd., Calcutta.

2. Agri business management in India — Text & Cases Dr. Subhash Bhave

3. Agricultural marketing system — Rhodes V James, G

6. The Agricultural industries --Dhal C. Dale and Hammond W. Jerome, Mc

Graw Hill book company USA.

Rural Economics

III- SEMESTER

(Teaching hrs / week- 03)

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1. To Understand the basics of rural development,

CO2. To study the characteristics, problems, and programmes of rural redevelopment

CO3. To study the trends and patterns of economic activities in rural areas

CO4. To study the role of infrastructural facilities and governance in rural development

CO5. To enable the students to know about significance of rural enterprises and agricultural allied activities.

Contents

Module 1: Introduction to Rural Economy

• Meaning and Objectives of Rural economy

•Characteristics of Rural Economy

Module 2: Rural and Sustainable Development

• Indicators of Rural Development

• Concepts of inclusive and sustainable development

Module 3: Poverty

• Meaning and Measurement of Poverty

• Causes of Poverty

Module 4: Unemployment in Rural India

• Farm and Non-farming employment

• Measurement and Types employment

Module 5: Approaches to Rural Development

- Gandhian Model
- Community Development Approach
- Minimum Needs Approach

Practicum:

- Field visit to nearby village and study the poverty situation
- Field visit to village and study the employment pattern
- Undertake evaluation study on employment generation programmes and prepare an assignment.

1 **References**

2 Dandekar, V.M. and N. Rath (1971): Poverty in India, GIPE, Pune.

3 Dantwala, M. L. (1973): Poverty in India: Then and Now, 1870-1970, Macmillan, Bombay.

4 Gupta. K .R. (Ed) (2003): Rural Development in India, Atlantic Publishers and Distributors, New Delhi.

5 Jain, Gopal Lal (1997): Rural Development, Mangal Deep Publications, Jaipur,

Karnataka Economy

IV - SEMESTER

(Teaching hrs / week- 03)

Course Outcomes (COs):

At the end of the course the student should be able to:

1. Understand the nature of economic growth and problems of Karnataka state.
2. Explain the process of structural growth in Karnataka economy;
3. Evaluate the policies and programmes undertaken by the Govt. of Karnataka for bringing about socio-economic development

Description

Module I

Characteristics of Karnataka Economy

- State Domestic Product and PCI
- Causes for regional imbalance
- Measures to redress regional imbalances
- Poverty and Unemployment– Anti-Poverty and Employment generationProgrammes

Module II **Rural Development**

- Public Distribution System
- Rural Development Programmes.

Module III **Industries in Karnataka**

- Major Industries in Karnataka - Problems and Prospect
- MSMEs - Problems and Measures
- Industrial policy of Karnataka

Module IV **Infrastructure in Karnataka**

- Transportation: Road, Rail, Water and Air Transport

Information and Communication Technology

Drinking Water, Sanitation, Housing, Health and Education

Module V **State Finance**

- Sources of Revenue: Direct and Indirect Taxes

GST – Impact and Collection

State Finance Commission

Practicum : Group discussion on current Per capita income
: Assignment on Farmers Suicide and solution
: Field visit to Industry
: Group discussion on Social security in India
: write an Essay on GST

References :

1. Government of Karnataka, Economic Survey [Various Issues]
2. Planning Department, Annual Publication, Government of Karnataka.
3. Karnataka at Glance, Annual Publication Government of Karnataka.
4. Madaiah M & Ramapriya. Karnataka Economy Growth: Issues and Development, Himalaya Pub.,House, New Delhi.
5. Adul Aziz and K.G. Vasanti. (Eds) Karnataka Economy.
6. Government District Development Reports
7. Hanumantha Rao. Regional Disparities and Development in Karnataka.

Rural Cooperative Administration

V- SEMESTER

(Teaching hrs / week- 03)

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1. To Understand the basics of rural cooperative,

CO2. To study the state, functions, structure, types of cooperatives

CO3. To study the importance of regulated markets, rural financial institutions

CO4. To study the role of infrastructural facilities and governance in rural development

CO5. To enable the students to know about significance of rural enterprises and agricultural allied activities.

Module 1: Management

Definition and Meaning, Goals, Functions, Significance, Need, Functions of Management, Planning, Organizing, Staffing, Directing, Control, Recording and Budgeting

Module 2: Co-operative Market

State , Functions , Structure and Types of Rural Co-operative Markets, Regulated Markets

Module 3: Rural Co-operatives

Rural Co-operative societies meaning, structure and importance , Digital Marketing (e-NAM)

Module 4: Rural Governance

Legislations powers, Functions, and sources of revenue, Role of NGOs in rural development, people's participation in rural development

Module 5: Rural Financial Institutions

Credit co-operatives, Important development in co-operative sector, Fund

Practicum:

- Group Discussion on Rural Governance
- Interview Gram Panchayat members and prepare brief note on their participation in rural development.
- Undertake evaluation study on rural development programmes and prepare an assignment.

References

1 Chambers, R. (1983): Rural Development: Putting the Last First, Longman, Harlow.

2 Dandekar, V.M. and N. Rath (1971): Poverty in India, GIPE, Pune.

3 Dantwala, M. L. (1973): Poverty in India: Then and Now, 1870-1970, Macmillan, Bombay.

4 Gupta. K .R. (Ed) (2003): Rural Development in India, Atlantic Publishers and Distributors, New Delhi.

5 Jain, Gopal Lal (1997): Rural Development, Mangal Deep Publications, Jaipur,

6 Singh, Katar (1986): Rural Development: Principles, Polices and Management, Sage Publications, New Delhi, (Second Edition).

Rural Entrepreneurship Development

VI - SEMESTER

(Teaching hrs / week- 03)

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1. To Understand the basics of rural entrepreneurship

CO2. To study the state, functions of rural entrepreneurship

CO3. To study the importance of rural banking and finance

CO4. To study the role of rural development programmes

CO5. To enable the students to know about significance of rural enterprises and agricultural allied activities.

Module: 1: Entrepreneurship

Role and importance of entrepreneurship in economic development , Factors influencing entrepreneurship

Module: 2 : Rural Enterprises

Meaning and Importance, classification of MSME, Progress and Problems of MSME, Khadi and Village Industries

Module 3: Rural Banking and Finance

Regional Rural Banks, Role of NABARD, Microfinance Institutions

Module 4: Rural Infrastructure

Educational and Health Infrastructure, Housing and Sanitation , Drinking Water Supply,

Rural Transport and Communication

Module 5: Rural Development Programmes

Wage Employment Programmes, Self –employment and Entrepreneurship Development Programmes

Practicum:

- Write an assignment on Rural infrastructure
- Write a small report on Rural Industry

References

1 Chambers, R. (1983): Rural Development: Putting the Last First, Longman, Harlow.

2 Dandekar, V.M. and N. Rath (1971): Poverty in India, GIPE, Pune.

3 Dantwala, M. L. (1973): Poverty in India: Then and Now, 1870-1970, Macmillan, Bombay.

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JSS COLLEGE FOR WOMEN (AUTONOMOUS)

SARASWATHIPURAM, MYSURU-09

FRIST SEMESTER BA (ECONOMICS)

CAREER ORIENTED COURSE

INTRODUCTION TO AGRICULTURE MARKETING

Time: 3 Hours Max.Marks:70

PART-A

I. Answer any TEN of the following questions: 10x2=20

1.(a) ……

(b) ……

(c) ……..

(d) ……

(e) ……..

(f) ……..

(g) ……

(h) ……

(i) ……

(j) ……

(k) ……..

(l) ……

PART-B

II. Answer any SIX of the following questions: 6x5=30

2. ……..

3. ……..

4……

5……

6……

7. ……

8. ……

9. ……

PART-C

III. Answer any TWO of the following questions: 2x10=20

10……..

11. ……

12……