

MBA477: EVOLUTION OF AGRICULTURAL MARKETING IN INDIA

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

HOURS:40

UNIT I (10 hrs): Agricultural Marketing - Characteristics and Dimensions, Evolution of Agricultural Marketing in Indian Economy, problems related to. Agricultural Marketing. Relevance and Importance of Agricultural Marketing in our country.

UNIT II (10 hrs): Marketing of Agricultural produce, Farm and Non-Farm product items, Marketable inputs and marketing of non-farm produce. Ever-increasing gambit of the scope of Agricultural Marketing in India.

UNIT III (10 hrs): Classification of agricultural products, Agricultural commodities and their types, scenario planning, role and importance of weather and climatic conditions to the overall development and sustenance of Indian Agricultural Market. Farm Planning and implementing strategies that work for the flourishing of Indian Agricultural Environment,


UNIT IV (10 hrs): Institutional support for Indian Agriculture: Institutions for agricultural development and administration, NGOs for rural agricultural development, Role of communication and information technology for agriculture and village development, multi-nodal model of agricultural development in India.

Suggested Readings:

1. Rural- Marketing- Text & Cases, Krishnamacharyulu C S G, Ramakrishnan Lalitha - (Pearson) 2011, 2 e
2. New Perspectives in Rural & Ahicultural Marketing, Ramakishen Y-: Jaico publishing 2011, 2 e
3. Rural Marketing Concepts & Practices, Dogra Balram, Ghuman Karminder- (Tata Mc Graw-Hill) 2009, 4th Reprint, 1e
4. Rural Marketing- Environment Problems & Strategies, Gopaldaswamy T P- (Vikas Publishing House) 2009, Revised 3 e
5. Rural Marketing- Targeting the Non urban consumer, Velayudhan Sanal Kumar- (Response, SAGE Publication) 2002, 1 e


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