

**SKILL ENHANCEMENT COURSE
SECOND SEMESTER (FYUGP)**

Course Code: SEC234

Title of the Course: Agriculture and Rural marketing

End Semester: 80 Marks In Semester: 20 Marks Total Credit 03

Course Objectives

- To impart practical and value education and transformation of knowledge from class room to rural life.
- To give input on inclusive growth and reduce regional imbalances and income inequalities.
- Inculcate critical thinking to carry out strategies for agriculture and rural development.
- Equip the student with skills to analyse problems, formulate a hypothesis, evaluate and validate results, and draw reasonable conclusions thereof.
- Continue to acquire relevant knowledge and skills appropriate to professional activities for employment generation.

Unit	Contents	L	T	P
1 (20 Marks)	Introduction to Agriculture and Rural Marketing: Definition, nature and scope, classification of rural markets, rural v/s urban markets. marketing environment, infrastructure facilities, rural credit institutions, rural retail outlets.	09	01	
2 (20 Marks)	Rural Consumer behaviour: Consumer buying behaviour, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors, Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and prepurchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty. Researching Rural Market: Sensitizing rural market.	08	01	04
3 (20 Marks)	Marketing of agricultural inputs and outputs: Different agricultural inputs-a brief overview,	08		04

	Challenges for, factors suggesting better future prospects, marketing strategies for inputs. Profiling of Indian agricultural produces marketing, challenges in marketing of agricultural produce and inputs, Strategies to promote marketing of agricultural produce. Problems and Prospects of agriculture and rural marketing, strategies for rural marketing, Need for marketing finance --- Source of marketing finance, Farmers Service Societies (FSS), Regulated Market and Acts.			
4 (20 Marks)	<p>Standardization and Grading, processing and packaging: Inspection of quality control --- Inspection of AGMARK --- Indian Standards and Grade Specifications --- Food Products order (FPO) 1955 --- Consumer Protection Act 1986. --- The National Council for State Marketing Boards (NCOSAMB) State Trading corporation (STC), Public Distribution System (PDS). Different aspects of processing and packaging.</p> <p>Institutional Support to Agriculture and Rural Marketing – Commission on Agriculture Costs and Prices (CACP), National Agriculture Co-operative Marketing Federation (NAFED), Agriculture and Processed Food Exports Development Authority (APEDA), The National Co-operative Development Corporation (NCDC), Food Corporation of India (FCI), Panchayat , State Agriculture Marketing Boards, Assam --- Future of Rural marketing in Assam, Recent policies for agriculture.</p>	5+5=10		04
		35	02	12

L= Lecture

T=Tutorials

P= Practicals

Mode of In- Semester Assessment :

- One Test
- Students have to choose any one of the following suggested activities in a semester for their in-semester assessment
 - Seminar Presentation

- Debates and discussion
- Poster presentation
- Concept note
- Reflective Journal

Learner Outcomes

- Assam is a state having numerous rural areas and hence this will provide a career path for the candidates interested in this field.
- The Programme has been framed to provide an understanding and experience of different aspects of agriculture and rural marketing of agricultural products
- It is to provide a holistic perspective of schemes/programmes of central govt. in general and state govt. in particular.
- It is to develop expertise in planning and management of agricultural products and rural marketing
- Students can join in Rural Development Organizations / Institutions as Social Worker, Community Mobilizer.
- Students can set up Small Scale Industry in rural areas supported by State govt. institutions

Reference Books:

1. Badi R V Badi N.V: Rural Marketing
2. Acharya S S Agarwal: Agriculture Marketing in India
3. Economy of Assam: P.K. Dhar
4. Rural Marketing: CSG Krishnamacharyulu
5. Agricultural Economics: R. K. Lekhi