

**PONDICHERRY UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION**

POST GRADUATE DIPLOMA IN AGRICULTURAL MARKETING

Course Structure

Paper Code	Paper No.	Name of the Subject
H1011	I	Principles of Agriculture Marketing
H1021	II	Agriculture Economics
H1031	III	Marketing of Agricultural Inputs
H1041	IV	Marketing of Farm Products
H1051	V	Government and Co-operatives in Agricultural Marketing

SYLLABUS

COURSE CODE: 19

SUBJECT CODE : H1011

Paper I– PRINCIPLES OF AGRICULTURAL MARKETING

UNIT I	Agricultural Marketing - Definition and Scope - Concept - Subject Matter of Agricultural Marketing - Differences in Marketing of Agricultural and manufactured goods - Growth of Markets - Factors affecting rate of market - development.
UNIT II	Markets - Meaning - Components of a Market - Dimensions of Markets - Classification - Bases for Classification - Location, Area / Coverage, Time span, Volume of Transactions - Nature of Commodities, Stage of Marketing, Extent of Public Interventions.
UNIT III	Marketing Functions - Agencies - Channels - Efficiency and Costs - Price Spread and Market Integration - Producer's Surplus - Government Policy and Research - Training and Statistics in Agricultural Marketing.
UNIT IV	Market Structure - Meaning - Components of Market Structure - Dynamics of Market Structure - Conduct and Performance - Market Forces - Demand - Supply - Simple Market Model and Price Determination.
UNIT V	Efficiency - Marketing Efficiency - Definition - Efficient Marketing - Approach to the Assessment of Marketing Efficiency - Technical or Physical or Operational, Pricing or Allocative - Empirical Assessment of Marketing Efficiency - Marketing Costs and Efficiency - Efficiency of Indian Food Grain Marketing System.
UNIT VI	Integration - Market Integration - Types of Market integration - Horizontal, Vertical, Forward, Backward, Conglomeration - Degree of Integration - Ownership, Contract - Effects of Integration - Measurement of Integration.
UNIT VII	Marketing, Costs, Margins and Price Spread - Marketing Margin - Concept - Concurrent and Lagged Margins - Importance of study of marketing margins and costs - Estimation of marketing margins and costs - Factors affecting the cost of marketing - How to reduce marketing costs.
UNIT VIII	Training, Research and Statistics to Agricultural Marketing - Training - University / College Level, - on-the -job training - Extension Education - Research - Importance and Objection, Steps - Approaches to problems of marketing agriculture commodities.

References :-

1. Amarchand.D and Varadharajan.B : An introduction to Marketing - Vikas Publishing House Private Ltd., New Delhi.
2. Brunk, ME and LB Darrah : Marketing of Agricultural Products, The Ronald Press Company, New York 1955.
3. Gupta AP: Marketing of Agricultural Produce in India - Vora and Co Publishers(P) Ltd., Bombay - 1975.
4. Kohls RL and JN Uhl: Marketing of Agricultural Products - Macmillan Publishing Company Inc., New York, 7th Edition 1995.
5. SS Acharya and NL Agarwal : Agricultural Marketing in India - Oxford and IBH Publishing Co-New Delhi.

Paper II – AGRICULTURAL ECONOMICS

UNIT I	Importance of Economic Principles in Agricultural Marketing - Role of Agricultural Marketing in Economic Development - Marketing as economic link between producers and consumers - Economic growth and equitable distribution of goods and services.
UNIT II	Introduction to Economics and Economics - Nature of economics and economic perspective - Foundation of Economics - Wants and Resources - Economics and Efficiency - Markets - Demand and Supply - Market Equilibrium - Market System and Private and Public Sectors.
UNIT III	Micro Economics of Product and Resource Markets - Demand and Supply - Elasticities and Applications - Consumer Behaviour and Utility - Costs of Production - Price and output determination, Competition, Monopoly, Oligopoly - Production and Demand for resources - Employment of Resources - General Equilibrium.
UNIT IV	Agricultural Marketing and Economic Development - Importance of Agricultural Marketing - Market Oriented Agriculture - Optimization of Resource use and output management - Increase in farm income - widening of markets - Agro based industries - Adoption and spread of new technology - Employment - Creation of utility.
UNIT V	Surplus of agricultural commodities - Producer's surplus - Marketable surplus - Marketed surplus - Relationship between Marketable and Marketed Surplus - Factors affecting marketing surplus - Relationship between prices and marketable surplus - Estimation of surplus - Pattern of disposal of surplus.
UNIT VI	Agricultural marketing - Characteristics of good market, Developed market - Ideal marketing system - Scientific marketing of farm products - Mechanisation and modernisation of food grain markets.
UNIT VII	Economics of Agriculture - Fluctuating prices and declining incomes - Short run and long run farm problems - Inelastic demand for agricultural products - Fluctuation in farm products - Shifts in demand curve - Technology and supply increase - Income inelastic demand - Population growth.
UNIT VIII	Economics of farm policy - Price supports - Coping with surpluses - Subsidies - Politics in Far Policy - World trade and farm policy - GATT negotiations - Global view.

References :-

1. Sundaram RM: Development Economics - A Framework for Analysis and Policy - John Wiley and Sons, New York 1983.
2. AS Kahlon and MV George : Agricultural Marketing and Price Policies.
3. Kaushik Basu : Agrarian Questions - Oxford University Press - Madras
4. Dhingra IC : Agricultural Economy of India - Sage Publications - New Delhi.

Paper III – MARKETING AGRICULTURAL INPUTS

UNIT I	Inputs - Factors of production or inputs - Resource payment - Income received from supplying property resources - Wages and Profits - Input prices - Inputs Vs Productivity - Import Substitution - General equilibrium. Input Output Analysis - Input Output Table.
UNIT II	Chemical fertilizers - Supply - Demand (consumption) - Demand Supply Gap - Prices - Fertilizer subsidy - Marketing of Fertilizers - Defects in fertilizer marketing - Costs and Margins in Fertilizer Marketing.
UNIT III	Seeds - Seed Production and Supply - Seed Marketing - Distribution - Export and Import of seeds - National Seed Project (NSP) - Demand for Seeds - Pricing of seeds.
UNIT IV	Plant protection of chemicals - Groups of plant protection chemicals - Production of pesticides - Consumption of pesticides - Marketing of pesticides.
UNIT V	Energy supply - Elasticity - Supply, Demand and Marketing - Pricing of Electricity - Pattern of electricity generation - Pattern of electricity consumption and supply - Diesel - Supply, Demand and Marketing.
UNIT VI	Farm machinery - Demand for farm machineries - Pumpsets - Tractors - Production and Imports - Prices -Power tillers and combine harvestors - Supply and demand - Repair services - Agro industries centres.
UNIT VII	Farm 'C's of credit - Character, Capacity, Capital, Condition, Commensense - Seven P's of credit - Principles of Production Purpose, Personality, Productivity, Phased distribution proper utilization, Payment, Protection - Acquisition of capital - Procedural formalities in sanction of farm loans - Repayment plans.
UNIT VIII	Institutions in supply of inputs - National seeds - Corporations (NSC) - State Farms Corporations of India (SFCD), State Seeds Corporation (SSC's) - Co-operative finance - Deposit Insurance and credit Guarantee Corporation of India - Crop Loan - Higher Financing Agencies - RBI, ARDC,NABARD, AFC - Programmes of Rural Development - Role of Legislature and Government in Input Regulation and Control.

References :-

1. Rajagopal : Micro-level Planning for Agricultural Marketing - Renaissance, Delhi 1998.
2. GN Singh, DS Singh and RI Sing : Agricultural Marketing in India - Chugh Publications, Allahabad.
3. Mamoria CB: Agricultural Problem in India - Himalaya Publishing House - New Delhi.
4. AS Kahlon and MV George : Agricultural Marketing and Price Policies - Allied Publishers, New Delhi.

Paper IV – MARKETING OF FARM PRODUCTS

UNIT I	Marketing Functions - Classification of Marketing Functions - Processing of farm products - Packaging - Advantages of Packing and Packaging - Transportation - Advantage of Transport function - Means of transport - Transportation cost and factors affecting costs - Problems in transportation of agricultural commodities.
UNIT II	Grading and standardization - Meaning of grading - Types of grading - Criteria for grade standards - Inspection and quality control - Labelling - Advantage of grading - Grade specifications - Recommendation of National Commission on Agriculture - Popularisation of grading.
UNIT III	Storage and warehousing - Meaning and need - Storage practices - Risks in Storage - Storage Structures - Cold Storage - Costs of and return on storage - Warehousing - Types of warehouses - Costs and returns on warehousing - Warehousing in India.
UNIT IV	Buying, Selling and Pricing - Subsidiary functions before buying - Methods of buying and selling - Merits and Demerits of the various methods - Demand Creation - Price Discovery and price determination - Process of price discovery.
UNIT V	Market Information - Meaning and Importance - Types of Market information - Collection and dissemination of Market information - Criticism of market information - Market intelligence in India.
UNIT VI	Financing - Capital requirements of Agricultural marketing firms - Factors affecting capital requirements - Risk taking - Risk bearing - Types of risk - Minimisation of risk - Speculation and hedging - Forward Market.
UNIT VII	Market agencies and Institutions - Market agencies - Producers - Middlemen - Merchant middlemen - Agent middlemen - Speculative middlemen - Facilitative middlemen - Marketing Institutions - STC,FCI, NAFED, CCI, NDDB, NOVOD, APEDA and others - Roles and Functions of marketing institutions.
UNIT VIII	Marketing Channels - Definition - Factors affecting length of marketing channels - Marketing channels for various agricultural commodities - Effect of transportation and communication network on marketing channels for farm products in India.

References :-

1. Kulkarni K.R.: Agricultural Marketing in India, Somaiya Publications, Bombay.
2. Shekherd Geoffrey : Marketing Farm Products - Economic Analysis - The IOWA State University Press.
3. Ramasamy VS and Namakumari S : Marketing Management - Macmillan India Ltd., New Delhi 1990.
4. Moore JR etal : Indian Food Grain Marketing - Prentice Hall of India, New Delhi.

**Paper V – GOVERNMENT AND CO-OPERATIVES IN AGRICULTURAL
MARKETING**

UNIT I	Traditional Agricultural Marketing System - Village Sales of agricultural commodities - Post harvest immediate sales - Inadequacy of institutional marketing infrastructure - Existence of malpractices - Lack of market information - Low marketable surplus - Absence of grading and standardization.
UNIT II	Role of government - Forms of Government intervention in marketing system - Establishment of Directorate of Marketing and inspection - Market Research and Commodity Surveys - Market extension - Statutory Regulation of markets and market practices - Promotion of grading and standardization - Market intelligence, Marketing improvement and Development Cells - Training of Market Personnel.
UNIT III	Regulation of agricultural marketing - Definition - Objective - History of market regulation - Features of regulated market - State Agricultural Marketing Boards - COSAMB - State trading - Types - Food Corporation of India - Growth, Structure and Functions of FCI - Export and Import of Agricultural Commodities.
UNIT IV	Buffer stock, Procurement and Distribution - Buffer stock - Public Procurement of food grains - Procurement of food grains - Difficulties faced in procurement - Distribution of food grains and issue prices.
UNIT V	Quality Control - Agricultural products - Manufactured products - Indian Standard Institution (ISI) - Bureau of Indian Standards (BIS) - Objectives of ISI, BIS - Formulation of standards - Collaboration with similar organization in other countries.
UNIT VI	Consumer protection - Consumer awareness - Consumerisation - consumer oriented legislation - Consumer Protection Act - Salient Features - Prevention of Food Adulteration Act - The Standards of Weights and Measures Act - The Packaged commodities order - MRTP - Essential Commodities Act.
UNIT VII	Price Control - Statutory Price Control - Rationing - Administered Prices - Commission for Agricultural Costs and Prices (CACP) - CACP's recommendations - Agricultural Prices Commission - Minimum support price - Procurement Price.
UNIT VIII	Co-operative Marketing - Meaning - Objectives - Functions - Origin and Development - Types - Structure - Functioning - NAFEED - NDDDB, NCDF - Objectives and activities - Milk and Oilseeds Co-operatives - AMUL pattern.

References :-

1. G.S.Kamat : Managing Co-operative Marketing - Himalaya Publishing House, New Delhi.
2. T.P.Gopalasamy : Rural Marketing - Environment Problems and Strategies - Wheeler Publishing, New Delhi.
3. Rajagopal: Rural Marketing Administration in India, Kaveri Books, New Delhi
4. Ray Amal and Vanitha Subbaiah : Studies on Rural Development Administration in India - World Press, Calcutta.
