

RURAL MARKETING

Unit – I : Characteristics of rural marketing in India

Rural – Vs – Urban Marketing.
Population – Rural & Urban.

Socio-economic and political Environment and its impact on Rural Marketing.

Problems and Challenges of Rural Marketing – communications, Transportation and Purchasing Power. Marketing of Consumer Products and Consumer Durables in Rural set up.

Unit – II : Impact of Green Revolution and upcoming of industries in rural and backward areas and the resulting impact on rural marketing.

Agribusiness – A systems Approach.

Agricultural Marketing – Definition, Scope.

Importance of Agricultural Sector for the national economy.

Marketable Surplus, Estimation, Factors affecting.

Marketable Surplus, Regulated Markets, Co-op.
Marketing, Role of Government and Statutory Controls.

Unit – III : MARKETING OF AGRI – INPUTS

Seasonality, dependence on monsoon, impact of drought, flood and such other natural calamities, low and inconsistent purchasing power, infrastructural facilities.

MARKETING OF FERTILIZERS:

History of fertilizer production and consumption in India, their trends during the Five Year Plans, Market developmental activities, Product Ranges, Product Mix, location of fertilizer plants, capital outlays, marketing territories, soil – product compatibility, Essential Commodities Act.

Fertilizer Marketing Organizations, Product Pricing, Promotion and placement of products.

Rural Communication strategies adopted by fertilizer marketing Organizations, short and long term agricultural development

programs, transportation, warehousing, packaging, manpower planning.

Dealer channel selection and development, role of co-operative in fertilizer marketing.

Extension Manufacturing Units, Statutory regulation on prices, packaging, marketing territory, Management Information System in Fertilizer industry.

Unit – IV : PESTICIDES:

An overview of pesticide industry in India – Consumption patterns of pesticides in Agricultural and non – agricultural sectors.

Distribution, packaging, promotion, Governmental controls.

Unit – V : MARKETING OF AGRICULTURAL PRODUCE:

Marketable surplus, and market service, price fluctuations, seasonality, role and importance of marketing efficiency.

Marketing of Milk: Production, processing, storage, distribution and demand estimation.

Marketing of Horticultural Products : Selection, Processing and Marketing.

Marketing of Oil Seeds and Vegetables Oils.

Production constraints, Demand, Consumer Schemes and Governmental Policies.

References:

- Agricultural Marketing in India by S.S.Acharyar & N.L. Agrawal.
- Marketing of Agricultural Products in India by A.P.Gupta.
- Principles and Practices of Agricultural Marketing and Prices by S.C.Jain.
- Marketing Efficiency in Indian Agriculture.