

**CC V MANAGEMENT OF CO-OPERATIVE AND RURAL ENTERPRISES**

**Unit 1.**

Characteristics of Rural Enterprises-structure of Rural Enterprises – role of Co-operative, Public and Private sectors in Promoting rural enterprises.

**Unit 2.**

Agro-based and Agro-Promoting units- importance of Agro Processing – Different forms of Agro – Processing –Operational features of agro-Processing unit; Processing raw materials-transportation-Capacity utilization-seasonality-Critical analysis of performance of agro-processing unit. Productivity management-performance indicators- standardization -operation-operational measures of standards-time management-Quantity contract.

**Unit 3.**

Types of Agro- Processing and live stock enterprises: Dairy, Poultry, Fruit-processing, Oil seeds units-Experience of successful agro- processing units in co-operative and private sector.

**Unit 4.**

Infrastructure for rural enterprises-Logistics-Sources of Finance-Marketing channels. Rural Industrialization pattern-Small scale, Cottage and tiny rural industries-Developing group and micro enterprises.

**Unit 5.**

Agencies Promoting Rural and Cooperative enterprises-Role KVIC – Commodity Board and Small Scale Industries Corporation-NDDDB, NCDC Agro Industrial Corporation-District Industrial centre-Rural Industrial Estates – cooperation as agents of rural industrialization – Problems faced and measure to revitalize them.

**REFERENCES:**

1. V.S.Meharaj: Employment through Rural development-Towards sustainability, Deep and Deep Publication, 1993.
2. B.Mohanty: Agriculture&Rural Development common wealth Publication, New Delhi, 1996.
3. A.C.Mittal: Rural Development – 1991.
4. Dr.K.G.Gopal: Rural Development Banks, 1987.
5. V.Kulandaiswamy: Textbook of Cooperative Management, 2002.