

- UNIT 1: Problems of consumers - consumer's right - consumers exploitation. Unfair trade practices - consumerism - consumer protection - legislative measures - consumer education - role of voluntary agencies - role of consumer co-operatives.
- UNIT 2: Consumer co-operatives in foreign lands - origin, development structure, functions and management of consumer co-operatives in UK, USSR, Sweden, Japan - Lessons to India.
- UNIT 3: Consumer co-operatives in India - Pre and post Independence Development - growth and development under five year plans - structure management and operational policies - shop planning, layout, merchandising, policies, inventory control and holding price line - criteria for judging operational efficiency of consumer's stores.
- UNIT 4: Types of consumer co-operatives - Institutional stores, rural stores, women's stores, developmental stores - super markets - latest trends - sales promotion techniques self service scheme - mobile stores - door delivery.
- UNIT 5: Consumer Industries - Production and procurement of consumer goods - branding and promotion, - role of whole sale stores, state federations, NCCF, NAFFD - state aid to consumer co-operatives.

REFERENCE :

1. S.K. Goyal, Consumer's co-operative Movement in India, Meenakshi Prakashan, Begum Bridge Meerut, N.A. 1972.
2. S.C. Metha, Consumer co-operative in India, Atma Ram and sons Publishers and Book Sellers, Kashmere Gate, Delhi-6. Rs.20/- 1964.
3. Kulandaiswamy and Joh winfred, Management of consumer Co-operatives Rainbow Publications, Opp. Kalpana Theatre, Kavandampalayam, Coimbatore-30 Rs.30/- 1980.
4. ICA, Consumer co-operations in South East Asia ICA, Regional Officer, Bonow House, 43, Friends colony, New Delhi-110 004 Rs.25/- 1976.
5. A.K. Saxena, Consumer Co-operatives in India and Western countries - Vol.I & II Chugh publications, 2 Strachary Road, Civil lines, Allahabad. Rs.500/- 1988.
6. ICA, Readings in consumer co-operation, Asia Publishing House, Madras, 1972.
7. Patil M.B. Issues in Consumer co-operatives, Rainbow Publications, Opp. Kalpana Theatres, Kavandampalayam, Coimbatore-30, Rs.15/- 1983.
8. Sherlekar, S.A., Trade practices and consumerism, Himalaya publishing House, Ramoot, Bombay-400 004.
9. Report of the committee on consumer co-operatives (Natesan) National co-operative Development and Warehousing Board, New Delhi - 1961.
10. Selected Readings sand Notes on consumer co-operation, National co-operative Union of India, 3 Institutional Area, Panchashila Marg, Hauz khas, New Delhi - 110 006.
11. Government of India. Report of the Evaluvation of consumer co-operation. Hauz khass, New Delhi - 1965.
12. Taimini K.K. Consumer's co-operatives in Third World Strategy for Development, Harshad Prakashan, 1978.
13. Report of the All India Seminars on Consumer's, Co-operatives, National Co-operatives Union of India, New Delhi
14. Report of the working Group on Co-operation (5 Five year plan) National Co-operative Union of India, New Delhi