

PAPER XIV : ELECTIVE - III : MARKETING AND PROCESSING CO-OPERATIVES

- UNIT 1: General theory of markets and marketing - economic basis for marketing - definition - scope and importance of agricultural markets and marketing - evolution and types of markets in India - functions of marketing - economics of marketing, institutions for marketing.
- UNIT 2: Co-operative marketing - aims and objects - advantages - primary co-operative marketing societies - regional marketing societies. Apex marketing societies-constitution - working special features their working - types for purchase - regulated marketing system.
- UNIT 3: Marketing finance - Its relative importance and accessibility Role of Co-operative Banks - State Bank of India - Nationalised commercial banks - NABARD-NCDC.
- UNIT 4: National Agricultural co-operative marketing federation: Its constitution and working - its inter - state and international trade - Linking of credit with marketing - evaluation of marketing co-operatives - causes for poor performance - suggestions - IFFCO-constitution and working.
- UNIT 5: Co-operative processing societies - Types of co-operative processing societies - their importance in agricultural production - co-operative sugar factories-co-operative spinning mills - cotton spinning factories - Modern Rice Mills - Oil crushing factories - Flour Mills - Fruit processing units - their organisation - internal and external economics - pattern of assistance in the form of block and working capital from Govt. and other sources - defects and difficulties - suggestion.

BOOKS RECOMMENDED:

1. C.B. Mamoria, Principles and Practice of marketing in India.
2. B.C. Mathur, Agricultural Marketing for Co-operation.
3. Reports of Central and State Governments on Co-operation.
4. Govt. of India - Regulated Markets.
5. RBI 1966 Committee on Co-operative Marketing.