ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER **AGRICULTURE AND RURAL DEVELOPMENT** Time:3hrs/week

AECO242 (2) **AGRICULTURAL MARKETING, TRADE AND PRICES** Marks:60

w.e.f AJ 2022-2023 **SYLLABUS**

**Objectives**

* To calculate the elasticity’s for important agricultural commodities.
* To Study of relationship between market arrivals and prices of some selected commodities.
* To Computate marketable and marketed surplus of important commodities.
* To Study price behavior over time for some select commodities.

**Course Outcomes**

At the end of the course, students will be able to

**CO1:** Explain different aspects of agricultural marketing.

**CO2:** Discuss facilitating functions, market functionaries, supply chain management, market promotion and

**CO3:** Outlinethefactors affecting demand and supply of agricultural farm products.

**CO4:** Explain marketing concepts like segmentation, integration, cost, regulated markets and government interventions.

**CO5:** Discuss national, international cooperative marketing agencies.

**UNIT – 1 (6hrs)**

1. Agricultural Marketing - Concepts and definitions of market, marketing, agricultural marketing - Components of market, dynamics of market structure.

2. Classification and characteristics of each type of agricultural markets.

3. Demand and supply of Agri-commodities, factors affecting the demand and supply of farm products, producer’s surplus - Meaning and types and producer’s surplus of Agri-commodities in India.

4. Meaning of marketable surplus and marketed surplus, importance and their measurement. marketable surplus and marketed surplus of Agri-commodities in India, factors affecting them.

5. Marketing process and functions - Marketing process - Concentration, dispersion and equalization - Thompson’s classification.

6. Exchange functions – Buying and selling, methods - Physical functions – Storage, transportation and processing.

**UNIT – 2 (6hrs)**

1. Facilitating functions – Packing and packaging, branding, grading, standardization, FAQs for major crop produce, quality control and labeling - AGMARK, HACCP, FSSAI, CODEX - Need for codex certification and relevance.

2. Market functionaries - Types and importance of agencies involved in agricultural marketing and their role - Producers, middlemen (merchant middlemen, agent middlemen, speculative middlemen, processors, facilitative middlemen).

3. Meaning and definition of marketing channels and supply chain management and their importance.

4. Marketing mix - Meaning, 4Ps of marketing - Product, price, place and promotion Their importance and characteristics in agriculture.

5. Meaning and stages in PLC (Product Life Cycle) - Characteristics of PLC - Strategies in different stages of PLC.

6. Pricing and promotion strategies - Pricing considerations and approaches – Cost based and competition-based pricing.

7. Market promotion – Advertising, personal selling, sales promotion and publicity – Their meaning and merits and demerits.

**UNIT – 3 (6hrs)**

1. Market Segmentation-Meaning and its importance, types of market segmentation and benefits.

2. Market Integration - Meaning, definition - Marketing efficiency - Meaning, definition, measurement of marketing efficiency - Types of market integration and marketing efficiency.

3. Marketing costs, margins and price spread - Meaning and measurement, factors affecting cost of marketing - Reasons for higher marketing costs of farm commodities - Ways of reducing marketing costs.

4. Regulated Markets-Definition - Important features of regulated markets - Functions, progress and defects.

5. Model regulated market act, objectives and features - APMC Act in Andhra Pradesh - Objectives and features and functions

6. Govt. interventions in agricultural marketing, their need, importance, and role Important market acts - Public sector institutions - CWC, SWC, FCI, & DMI – Objectives and functions.

**UNIT- 4 (6hrs)**

1. Cooperative marketing - Meaning and its need and importance, cooperative marketing agencies in India - NAFED, MARKFED – Objectives and functions and activities.

2. Risk in marketing - Types of risk in marketing - Measures to minimize risks, speculation and hedging - Meaning, differences between speculation & hedging, advantages, disadvantages and process of speculation and hedging.

3. An overview of futures trading in agricultural commodities - Forward/future markets - Meaning, advantages and disadvantages of forward markets.

4. Commodity exchanges – Role and importance - Commodity exchanges in India MCX,NCDX,NCMX,ACX, Safal - Role of regulatory bodies in futures markets - SEBI, etc, Contract farming - Meaning, procedures and advantages - Contract farming act in Andhra Pradesh.

5. Meaning and functions of price - Characteristics of agricultural product prices Agricultural price stabilization - Need for agricultural price policy - Role of Commission for Agricultural Costs and Prices (CACP) - Meaning of administered prices - Minimum support price, procurement price and issue price, levy price.

6. Concept of International Trade and its importance in globalised world economies Free trade and protectionism - Meaning, pros and cons of free trade and protectionism.

**UNIT – 5 (6hrs)**

1. Theory of absolute and comparative advantage and their importance international trade.

2. Trends, present status and prospects of Indian agri-commodities trade in international trade.

3. WTO - Genesis, objectives, functions and principles of multilateral trade.

4. WTO agreements - Agreement on Agriculture (AoA) - Market access, Aggregate Measures of Support (AMS), export subsidies, sanitary and phytosantitary measures (SPS) and their implications and impact on Indian agriculture.

5. TRIPS and intellectual property rights and their implications to Indian agriculture Meaning of patents, copy rights, trademarks, geographical indications, industrial designs, trade secrets, integrated circuits, and plant varieties protection.

**Reference text books**

1. S S Acharya and N L Agarwal. 2012. Agricultural Marketing in India. Oxford & IBH Publications Co. Pvt. Ltd., New Delhi.
2. S S Acharya and N L Agarwal. Agricultural Price: Analysis and Policy. Oxford & IBH Publications Co. Pvt Ltd., New Delhi.
3. Subba Reddy, S., P.Raghu Ram., Sastry, T.V.N and Bhavani Devi, I. 2016. Agricultural Economics. Oxford & IBH Publishing Company Private Ltd., New Delhi,
4. Kahlon, A.S and Tyagi.D S. 1983. Agricultural Price Policy in India. Allied Publishers Pvt. Ltd., New Delhi.
5. Mamoria, C.B. and Joshi. R L.1995. Principles and Practices of Marketing in India. Kitab Mahal, Allahabad
6. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithileswarJha. 2009. Marketing Management: A South Asian Perspective. International 13th edition. Pearson Prentice Hall

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