

PAPER – 9

Rural Produces and Rural Industries, its Processing, Preservation and Marketing Management

Credit-4

P.P.W: 4

Objectives:

1. To create understanding about the agriculture produce, its importance, processing and preservation of different agriculture produces in the present globalize era.
2. To get acquaintance with different scientific modern methods of processing and preservation of agricultural produces.

Module – 1

Importance of rural produces and agricultural produces.

1. Importance of processing and preservation of agricultural produces in the present era of globalization meeting of processing & preservation of agri/ produce.
2. Adaptation, of scientific methods of crop cultivation in developing countries and high tech methods in developed countries. Eg. Improved seeds, fertilizers, chemicals, integrated plant protection management, drip irrigation, atmospheric control etc.
3. Various food product demands are continuous through out the year, while productions are available periodically, therefore facilities need to be developed to overcome this situation.
4. Ample productions of various food products of preferable quality obtained in a particular period so perishable agricultural produces required be processing and preserving to control its deterioration.
5. Agricultural productions are higher than their demands during harvesting period, leading to descending prices and some times go below than cost of production resulting into farming loss.
6. To satisfy needs of people of various categories eg. Region, race, culture economic levels.

Module – 2

To balance the food supplies and demands at all times. Classification of all kinds of agricultural produces according to their perishability period and time of getting their yields.

Food Product	Perishability Period	Yield availability
Fruits	Short time/Medium time/Long time	Month
Vegetables	“ “ “	“
Milk	“ “ “	“
Grains	“ “ “	“
Pulses	“ “ “	“
Oilseeds	“ “ “	“

Spices/Condimonts

Seed Processing

Calculating percentage benefit / profit an processing and preservation of each agri. Produce.

Module – 3

1. Importance of collecting information about are and post productions data of different agricultural produces every season and every year to decide for processing and prevation.
2. Collecting information from reliable sources.
3. Importance of speedy and timely collection of information.
4. Tabulating and analyzing the data.
5. Arriving at conclusion for processing and preservation.

Module – 4

1. Studying different scientific modern methods of processing and preservation of agricultural produces.
2. Planning for machinery, manpower and money.
3. Raw material collectin – timely, enough and at cheapest rate
4. Managing for storing and safety of raw materials.
5. Efficient operation of plant and qualitative output
6. Calculating cost benefit ratio (Viability) of the production unit.

Module – 5

Visiting the different Agro-based processing and preservation small, medium and large scale, private limited, co-operative, Government, semi government, public sector units/plans/factories operating in and out of the state and preparing detailed critical study report on any one given unit about it's functioning, administrain, marketing, viability etc. and on the basic of it's merits, demerits making right type of suggestion for improvements, modification, closure etc.

Reference:

1. Food and Technology
2. Agriculture Economics
3. Milk and Milk Product- Kodagali
4. Food Preservation
5. Hand Book of Agriculture- ICAR- New Delhi
6. Grow your own fruit and vegetables – Faber Ltd. London.