

ELECTIVE PAPER – 1 RURAL MARKETING MANAGEMENT

Total Marks: 100 M.R.S. SEM: I

P.P.W: 5

Credit: 5

Part:- Rural Marketing

1. Theory of Marketing and Price :

Meaning of marketing of rural marketing, Social marketing, Market structure and types, Price spread and margins, selling cost and its analysis

2. Rural Marketing Environment :

Size and role of rural marketing evolution of rural marketing channels in India, Classification of rural markets, Myths scene, Institution and legislative supports for rural markets.

3. Cooperative marketing in India :

Origin and form of cooperative marketing, review of the performance of cooperative marketing, critical issues, concept of regulated market, its role and a review of performance, critical issues for efficient regulated marketing system, Suggested actions.

4. Transportation and storage facility :

Forms, role, review of transportation infrastructure in India, critical review of policy and programmes in the plans, gaps in policy suggested actions.

5. Prices for Rural Products :

Role of price and price policy in developing rural enterprises, types of prices, concept of price spread and its role in evaluation price, principles for pricing rural products, terms of trade, review of price policy and its implementation, critical issues relating to price policy suggested policy alternatives.

References for Rural Marketing :

1. D.P. Sharma– Rural Marketing in India -Rural Economic of India – PP. 194-213.
2. Balkrishnan and Dutua – Rural Marketing – Myths and reality EPW – Aug. 16, 1971
3. V. Mukund Das and Sundeep Ghash – Perspective in Rural Marketing Economic times, June, 13, 1984.
4. V. Mukund Das - Some aspects of Rural Marketing in India Economics Times, May, 26/27, 1982.

5. Navin Mathus – Rural Marketings Indian Journal of Marketing VCL. IINE. 8 April, 1981
6. Mondira Dutt, Bllrishna – Rural marketing Myths and Reality EPW. (Review of Management, Aug. 26, 1978.
7. K. Subbarao – Agriculture Marketing in Dantwala in Indian Agricultural Development since independence oxford, PP. 308 -329.
8. Public Intervention in Agricultural marketing in Dantwala (edited) Indian Agriculture Development since independence 1986, PP. 329 -358.
9. D.S. Sindhy – Pelicies pertaining to Agricultural marketing and input supply in Indian journal of Agriculture Economics vol. XII July -Sept. 1986, No.3, Part-I pp. 310-326.
10. Ministry of Agriculture – Regulated Markets in India, 1970.
11. Joshi V.H. – Regulated Markets in Gujarat Sardar patel University, 1975.
12. I.S. Singh – Agricultural price policy and stabilization measures, 1983.
13. kahlon and Tyagi – Agriculture price policy in Indian, 1983.