Syllabus

Class: FYBA Economics

Semester: II

Course Type: Skill Enhancement Course (SEC)

Course Name: Agribusiness

Course Code: SEC-151-ECO

No. of Credits: 2 Credits [Theory]

No. of Hours: 30 Hours

Total Marks: 50 Marks

Course Outcomes:

After Learning this course, the students will be able to-

1) To understand the Nature of Agriculture Marketing in India
2) To Understand Agriculture Price Policy in India
3) To Know Digital Platforms for Agriculture Marketing in India.
4) To Analyse the Role of Agro-Processing Businesses in India

UNITS AND CONTENTS

Unit No.	Unit Title and Contents	Hours
1	**1. Agriculture Marketing in India** 1.1 - Agriculture Marketing **-** Meaning and Concept 1.2 - Nature of Agriculture Marketing in India 1.3 - APMCs, Government Procurement and Export Trading 1.4 - Digital Platforms for Agriculture Marketing 1.5 Problems of Agriculture Marketing in India 1.6 - Agriculture Export Promotion Policies in India	16
2	**2. Agro-Processing Business** 2.1 - Introduction of Agro-Processing Business 2.2 - Size and Growth of Agro-Processing Industry in India 2.3 - Government Policies to Promote Agro-Processing Business – Farmer Producer Organizations (FPO) 2.4 - Success Stories in Agro-Processing Business	14

References –

1. S. Reddy, P Raghuram, T.V. Neelkanth Sastry, I. Bhavani Devi, (2021), *"Agriculture Economics",* CBS Publishers and Distributors.

2. S.S. Acharya & N. L. Agarwal, (2021), *"Agriculture Marketing in India",* CBS Publishers and Distributors.

3. Shoji Lal Bairwa, Lokesh Kumar Meena, Meera Kumari, (2018), *"Agribusiness Management: Theory and Practice",* Write and Print Publications.

4. V.T. Raju (2017), *"Economics of Farm Production and Management",* Oxford & IBH Publishing Pvt. Ltd.

5. Gaurav Datt & Ashwani Mahajan, (2020), *"Indian Economy",* S. Chand Publications.

Website-

1. https://naarm.org.in/books/

2. https://cacp.da.gov.in/ViewContents.aspx?Input=1&PageId=36&KeyId=0

3. https://agmarknet.gov.in/

4. https://www.msamb.com/Export/Export