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| JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR | | | | |
| MBA III Semester | L | T | P | C |
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(17E00313) Rural Marketing
(Elective III)

Objective :The objective of the course is to give an understanding about the structure of Rural markets in India & Government role in promoting Rural Marketing.

- 1. Introduction to Rural marketing:** Meaning, scope, definition & importance, Rural versus Urban mindsets, Growth of rural markets, Basic differences between rural, semi urban and urban markets. Classification of Rural Consumer based on economic status, profile of rural consumer, rural consumer behavior.
- 2. Rural Marketing strategies:** Product strategies, pricing strategies, distribution strategies, production strategies, Methods of sale, Hatha system, Private Negotiations, Quotations on samples, Dara Moghum sale Methods, Open Auction Method. Prevalence of Beoparis and Arahatis Rural Mandi's, APMC's etc.
- 3. Role of Government in the development of Agricultural Marketing :** Government intervention in Marketing system, Role of agencies like , Council of State Agricultural Marketing Boards, (COSAMB), State trading, Cooperative Marketing, Types of Cooperative marketing societies, Cooperative Processing, National Agricultural Cooperative marketing federation (NAFED), National Cooperative Development Corporation (NCDC), Public Distribution Systems (PDS), Food Corporation of India, Directors of Marketing and Inspection (DMI), National institute of Agricultural Marketing (NIAM), Self help Groups (SHG's)
- 4. Agricultural Credit and Crop Insurance:** Agricultural Credit Policy, Institutional Agreements for Agricultural Credit, Crop Insurance, Agricultural Insurance.
- 5. Role of IT in Rural Marketing:** Infrastructure, Importance & scope, Modern techniques for rural distribution, Case study of ITC's " e-choupal" Initiative

References:

- Rural Marketing : Environment, Problems and strategies – T.P. Gopalaswamy, Vikas Publishing house.
- Rural Marketing in India – K.S. Habeb Rahman , Himalaya Publishers.
- Rural Marketing in India – R.V. Bedi , Himalaya Publishers
- Rural Marketing- Focus on agricultural inputs, Sukhpalsingh , Vikas Publishing house.
- Integrated rural development – R.C. Arora , S.Chand & company