**Veer Bahadur Singh Purvanchal University, Jaunpur (UP)**

**New and Restructured Post-Graduate Curricula & Syllabus**

**(Agricultural Economics)**

***w.e.f.* 2019-20**

**Semester System as per ICAR**



**Submitted by:**

**Board of studies (Agricultural Economics)**

**Veer Bahadur Singh Purvanchal University, Jaunpur (UP)**

**M. Sc. (Ag) in Agricultural Economics**

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| **Code No** | **Course Title**  | **Credit Hours** | **Evaluation Pattern** |
| **Mid-term** | **Practical** | **Theory** | **Total** |
| **1st Semester** |
| **AG ECON 501** | **MICRO ECONOMIC THEORY AND APPLICATIONS** | **3 (3+0)** | **20** | **--** | **80** | **100** |
| **AG ECON 504** | **AGRICULTURAL PRODUCTION ECONOMICS** | **3 (2+1)** | **20** | **30** | **50** | **100** |
| **AG ECON 505** | **AGRICULTURAL MARKETING AND PRICE ANALYSIS** | **3 (2+1)** | **20** | **30** | **50** | **100** |
| **STAT** | **STATISTICA FOR AGRICULTURAL ECONOMICS** | **3 (2+1)** | **20** | **30** | **50** | **100** |
| **2nd Semester** |
| **AG ECON 502** | **MACRO ECONOMICS AND POLICY** | **3 (3+0)** | **20** | **--** | **80** | **100** |
| **AG ECON 506**  | **RESEARCH METHODOLOGY FOR SOCIAL SCIENCES** | **3 (2+1)** | **20** | **30** | **50** | **100** |
| **AG ECON 509**  | **AGRICULTURAL FINANCE AND PROJECT MANAGEMENT** | **3 (2+1)**  | **20** | **30** | **50** | **100** |
| **AG ECON 510** | **INTERNATIONAL ECONOMICS** | **2 (1+1)** | **20** | **30** | **50** | **100** |
| **3rd Semester** |
| **AG ECON 503** | **EVOLUTION OF ECONOMIC THOUGHT** | **2 (2+0)** | **20** | **--** | **80** | **100** |
| **AG ECON 507** | **ECONOMETRICS** | **3 (2+1)** | **20** | **30** | **50** | **100** |
| **AG ECON 508** | **LINEAR PROGRAMMING** | **3 (2+1)** | **20** | **30** | **50** | **100** |
| **AG ECON 515** | **RURAL MARKETING** | **3 (2+1)** | **20** | **30** | **50** | **100** |
| **4th Semester** |
| **AG ECON 591** | **MASTERS SEMINAR** | **1** | **-** | **-** |  | **-** | **100** |
| **AG ECON 599** | **MASTERS RESEARCH**  | **20** | **-** | **-** | **-** | **-** | **100** |
| **Total Credit Hours** | **55** |  |  |  |  |  |

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|  | **AGRICULTURAL ECONOMICS** |
|  |  | **Course Contents** |
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| **AG ECON 501** | **MICRO ECONOMIC THEORY AND APPLICATIONS 3+0** |

**Theory**

UNIT I

Theory of Consumer Behavior - Cardinal Utility Approach - Ordinal Utility Approach – Income effect and substitution effect – Applications of Indifference curve approach - Revealed Preference Hypothesis – Consumer surplus - Derivation of Demand curve – Elasticity of demand.

UNIT II

Theory of Production - Production functions – Returns to scale and economies of scale – Technical progress – Theory of Costs – Cost curves– Profit maximization and cost minimization – Derivation of supply curve – Law of Supply – Producers’ surplus.

UNIT III

Market Equilibrium - Behavior of Firms in Competitive Markets - Perfect Competition- Effect of Taxation and Subsidies on market equilibrium - Monopoly-Monopolistic - Oligopoly- Theory of Factor Markets.

UNIT IV

General Equilibrium Theory - Welfare Economics - Pareto Optimality – Social welfare criteria - Social Welfare functions.

**Suggested Readings**

David M Kreps 1990. *A Course in Microeconomic Theory*. Princeton University Press.

Dewitt KK. 2002. *Modern Economic Theory*. Sultan Chand & Co.

Henderson JM & Quandt RE. 2000. *Microeconomic Theory: A Mathematical* *Approach*. McGraw-Hill.

Koutsoyiannis A. 2003. Modern Microeconomics. The Macmillan Press. Silberberg E & Suen W. 2001. *The Structure of Economics – A Mathematical Analysis*. McGraw-Hill.

Varian Hal R. 1999. *Intermediate Microeconomics*. Affiliated East-West Press.

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| **AG ECON 504** | **AGRICULTURAL PRODUCTION ECONOMICS** | **2+1** |

**Theory**

UNIT I

Nature, scope and significance of agricultural production economics - Agricultural Production processes, character and dimensions-spatial, temporal - Centrality of production functions, assumptions of production functions, commonly used forms Properties, limitations, specification, estimation and interpretation of commonly used production functions.

UNIT II

Factors of production, classification, interdependence, and factor substitution - Determination of optimal levels of production and factor application -Optimal factor combination and least cost combination of production - Theory of product choice; selection of optimal product combination.

UNIT III

Cost functions and cost curves, components, and cost minimization -Duality theory – cost and production functions and its applications -Derivation of firm’s input demand and output supply functions -Economies and diseconomies of scale.

UNIT IV

Technology in agricultural production, nature and effects and measurement - Measuring efficiency in agricultural production; technical, allocative and economic efficiencies - Yield gap analysis-concepts-types and measurement - Nature and sources of risk, modeling and coping strategies.

**Practical**

Different forms of production functions - specification, estimation and interpretation of production functions – returns to scale, factor shares, elasticity of production - physical optima -economic optima-least cost combination- optimal product choice- cost function estimation, interpretation-estimation of yield gap - incorporation of technology in production functions- measuring returns to scale-risk analysis through linear programming.

**Suggested Readings**

Beattie BR & Taylor CR. 1985. *The Economics of Production*. John Wiley & Sons.

Doll JP & Frank O. 1978. *Production Economics - Theory and* *Applications*.

John Wiley & Sons.

Gardner BL & Rausser GC. 2001. *Handbook of Agricultural Economics*. Vol. I. *Agricultural Production*. Elsevier.

Heady EO. *Economics of Agricultural Production and Resource Use*. Prentice-Hall.

Sankayan PL. 1983. *Introduction to Farm Management*. Tata Mc Graw Hill.

**AG ECON 505** **AGRICULTURAL MARKETING AND PRICE ANALYSIS 2+1**

**Theory**

UNIT I

Review of Concepts in Agricultural Marketing - Characteristic of Agricultural product and Production – Problems in Agricultural Marketing from Demand and Supply and Institutions sides. Market intermediaries and their role - Need for regulation in the present context - Marketable & Marketed surplus estimation. Marketing Efficiency - Structure Conduct and Performance analysis - Vertical and Horizontal integration - Integration over space, time and form-Vertical co-ordination.

UNIT II

Marketing Co-operatives – APMC Regulated Markets - Direct marketing, Contract farming and Retailing - Supply Chain Management - State trading, Warehousing and other Government agencies -Performance and Strategies - Market infrastructure needs, performance and Government role - Value Chain Finance.

UNIT III

Role of Information Technology and telecommunication in marketing of agricultural commodities - Market research-Market information service - electronic auctions (e-bay), e-Chaupals, Agmarket and Domestic and Export market Intelligence Cell (DEMIC) – Market extension.

UNIT IV

Spatial and temporal price relationship – price forecasting – time series analysis – time series models – spectral analysis. Price policy and economic development – non-price instruments.

UNIT V

Theory of storage - Introduction to Commodities markets and future trading - Basics of commodity futures - Operation Mechanism of Commodity markets –

Price discovery - Hedging and Basis - Fundamental analysis - Technical Analysis - Role of Government in promoting commodity trading and regulatory measures.

**Practical**

Supply and demand elasticities in relation to problems in agricultural marketing. Price spread and marketing efficiency analysis. Marketing structure analysis through concentration ratios. Performance analysis of Regulated market and marketing societies. Analysis on contract farming and supply chain management of different agricultural commodities, milk and poultry products. Chain Analysis - quantitative estimation of supply chain efficiency - Market Intelligence – Characters, Accessibility, and Availability Price forecasting. Online searches for market information sources and interpretation of market intelligence reports – commodity outlook - Technical Analysis for important agricultural commodities - Fundamental Analysis for important agricultural commodities - Presentation of the survey results and wrap-up discussion.

**Suggested Readings**

Purecell WD & Koontz SR. 1999. *Agricultural Futures and Options: Principles* *and Strategies*. 2ndEd. Prentice-Hall.

Rhodes VJ. 1978. *The Agricultural Marketing System*. Grid Publ., Ohio.

Shepherd SG & Gene AF. 1982. *Marketing Farm Products*. Iowa State Univ. Press.

Singhal AK. 1986. *Agricultural Marketing in India*. Annual Publ., New Delhi.

**STAT STATISTICS FOR AGRICULTURAL ECONOMICS 2+1**

 UNIT- I

Classification, tabulation and graphical representation of data. Box-plot, Descriptive statistics. Exploratory data analysis, measures of central tendency, measures of dispersion, correlation & regression analysis, Theory of probability, random variable, mathematical expectation.

UNIT- II

Discrete and continuous probability distributions: Binomial, Poisson, Normal distribution, Concept of sampling distribution, Test of significance: chi-square, T,F, and Z tests.

UNIT- III

Determinants, Matrix algebra: matrix addition, subtraction, and multiplication, some special types of matrices and inverse of matrix, concept of limits and differentiation, some common laws of differentiation, Differentiation of Power and exponential function.

UNIT –IV

Time series construction and use of Index Number, Interpolation and Extrapolation, Theory of sampling, Random and Stratified sampling.

**Practical**

classification of data, Estimation of correlation, regression; descriptive statistics analysis , test of significance, applications of various statistical test in agricultural data.

 **Suggested Readings**

 *Anderson TW. 1958. An Introduction to Multivariate Statistical Analysis. John Wiley.*

*Dillon WR & Goldstein M. 1984.Multivariate Analysis - Methods and 15Applications.John Wiley.*

*Goon AM, Gupta MK &Dasgupta B. 1977. An Outline of Statistical Theory.Vol.I.The World Press.*

 *Goon AM, Gupta MK & Dasgupta B. 1983. Fundamentals of Statistics.Vol.I.The World Press.*

 *Hoel PG. 1971. Introduction to Mathematical Statistics. John Wiley.*

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| **AG ECON 502** | **MACRO ECONOMICS AND POLICY** | **3+0** |

**Theory**

UNIT I

Nature and Scope of Macro Economics - Methodology and Keynesian Concepts National Income - Concepts and measurement- Classical theory of Employment and Say’s Law-Modern theory of Employment and Effective Demand.

UNIT II

Consumption function- Investment and savings - Concept of Multiplier and Accelerator - Output and Employment - Rate of interest - Classical, Neo classical and Keynesian version- Classical theory Vs Keynesian theory - Unemployment and Full employment.

UNIT III

Money and classical theories of Money and Price - Keynesian theory of money and Friedman Restatement theory of money - Supply of Money - Demand for Money -Inflation: Nature, Effects and control.

UNIT IV

IS & LM frame work - General Equilibrium of product and money markets -

Monetary policy - Fiscal policy- Effectiveness of Monetary and Fiscal policy -

Central banking.

UNIT V

Business cycles - Balance of Payment - Foreign Exchange Rate determination.

**Suggested Readings**

Ahuja HL. 2007. *Macroeconomics: Theory and Policy*. S. Chand & Co.

Eugene A Diulio 2006. *Macroeconomics*. 4th Ed. Schaums’ Outlines.

Gardner Ackely 1987. *Macro Economic: Theory and Policy*. Collier Macmillan. Dornbusch. 2006. *Macroeconomics*. McGraw Hill Publication

**AG ECON 506** **RESEARCH METHODOLOGY FOR SOCIAL SCIENCES** **2+1**

**Theory**

UNIT I

Importance and scope of research in agricultural economics. Types of research - Fundamental vs. Applied. Concept of researchable problem – research prioritization – selection of research problem. Approach to research – research process.

UNIT II

Hypothesis – meaning - characteristics - types of hypothesis – review of literature – setting of Course Objective and hypotheses - testing of hypothesis.

UNIT III

Sampling theory and sampling design – sampling error - methods of sampling – probability and non-probability sampling methods - criteria to choose. Project proposals – contents and scope – different types of projects to meet different needs – trade-off between scope and cost of the study. Research design and techniques – Types of research design.

UNIT IV

Data collection – assessment of data needs – sources of data collection – discussion of different situations. Mailed questionnaire and interview schedule – structured, unstructured, open ended and closed-ended questions. Scaling Techniques. Preparation of schedule – problems in measurement of variables in agriculture. Interviewing techniques and field problems - methods of conducting survey – Reconnaissance survey and Pre testing.

UNIT V

Coding editing – tabulation – validation of data. Tools of analysis – data processing. Interpretation of results – Preparing research report / thesis – Universal procedures for preparation of bibliography – writing of research articles.

**Practical**

Exercises in problem identification. Project proposals – contents and scope. Formulation of Objective and hypotheses. Assessment of data needs – sources of data – methods of collection of data. Methods of sampling – criteria to choose – discussion on sampling under different situations. Scaling Techniques – measurement of scales. Preparation of interview schedule - Field testing. Method of conducting survey. Exercise on coding, editing, tabulation and validation of data. Preparing for data entry into computer. Hypothesis testing – Parametric and Non-Parametric Tests. Exercises on format for Thesis / Report writing. Presentation of the results.

**Suggested Readings**

Black TR. 1993. *Evaluating Social Science Research - An Introduction***.** SAGE Publ.

Creswell JW. 1999. *Research Design - Qualitative and Quantitative Approaches****.*** SAGE Publ.

Dhondyal SP. 1997. *Research Methodology in Social Sciences and Essentials of* *Thesis Writing*. Amman Publ. House, New Delhi.

Kothari CR. 2004. *Research Methodology - Methods and Techniques***.** Wishwa Prakashan, Chennai.

Rao KV. 1993. *Research Methodology in Commerce and Management***.** Sterling Publ., New Delhi.

Singh AK. 1993. *Tests, Measurements and Research Methods in Behavioural* *Sciences***.**Tata McGraw-Hill.

Venkatasubramanian V. 1999. *Introduction to Research Methodology in* *Agricultural and Biological Sciences*. SAGE Publ.

**AG ECON 509 AGRICULTURAL FINANCE AND PROJECT MANAGEMENT 2+1**

**Theory**

UNIT I

Role and Importance of Agricultural Finance. Financial Institutions and credit flow to rural/priority sector. Agricultural lending – Direct and Indirect Financing - Financing through Co-operatives, NABARD and Commercial Banks and RRBs. District Credit Plan and lending to agriculture/priority sector. Micro-Financing and Role of MFI’s - NGO’s, and SHG’s.

UNIT II

Lending to farmers – The concept of 3 C’s, 7 P’s and 3 R's of credit. Estimation of Technical feasibility, Economic viability and repaying capacity of borrowers and appraisal of credit proposals. Understanding lenders and developing better working relationship and supervisory credit system. Credit inclusions – credit widening and credit deepening.

UNIT III

Financial Decisions – Investment, Financing, Liquidity and Solvency. Preparation of financial statements - Balance Sheet, Cash Flow Statement and Profit and Loss Account. Ratio Analysis and Assessing the performance of farm/firm.

UNIT IV

Project Approach in financing agriculture. Financial, economic and environmental appraisal of investment projects. Identification, preparation, appraisal, financing and implementation of projects. Project Appraisal techniques – Undiscounted measures. Time value of money – Use of discounted measures - B-C ratio, NPV and IRR. Agreements, supervision, monitoring and evaluation phases in appraising agricultural investment projects. Net work Techniques – PERT and CPM.

UNIT V

Risks in financing agriculture. Risk management strategies and coping mechanism. Crop Insurance programmes – review of different crop insurance schemes - yield loss and weather based insurance and their applications.

**Practical**

Development of Rural Institutional Lending - Branch expansion, demand and supply of institutional agricultural credit and Over dues and Loan waiving- : An overview, Rural Lending Programmes of Commercial Banks, Lead Bank Scheme-Preparation of District Credit Plan, Rural Lending Programmes of Co-operative Lending Institutions, Preparation of financial statements using farm/firm level data, Farm credit appraisal techniques and farm financial analysis through financial statements, Performance of Micro Financing Institutions - NGO’s and Self-Help Groups, Identification and formulation of investment projects, Project appraisal techniques – Undiscounted Measures and their limitations. Project appraisal techniques – Discounted Measures, Network techniques – PERT and CPM for project management, Case Study Analysis of an Agricultural project Financial Risk and risk management strategies – crop insurance schemes, Financial instruments and methods – E banking, Kisan Cards and core banking.

**Suggested Readings**

Dhubashi PR. 1986. *Policy and Performance - Agricultural and Rural Development in Post Independent India*. Sage Publ.

Gittinger JP 1982. *Economic Analysis of Agricultural Projects***.** The Johns Hopkins Univ. Press.

Gupta SC. 1987. *Development Banking for Rural Development*. Deep & Deep Publ.

Little IMD & Mirlees JA. 1974. *Project Appraisal and Planning for Developing* *Countries***.**Oxford & IBH Publ.

Muniraj R. 1987. *Farm Finance for Development*. Oxford & IBH Publ.

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| **AG ECON 510** | **INTERNATIONAL ECONOMICS** | **1+1** |

**Theory**

UNIT I

Scope and Significance of International Economics - The role of trade- General Equilibrium in a Closed Economy (Autarky Equilibrium) – Equilibrium in a Simple Open Economy - Possibility of World Trade - Trade gains and Trade Equilibrium.

UNIT II

Tariff, Producer Subsidy, Export Subsidy, Import Quota and Export Voluntary Restraints- The Case of Small Country and Large Country Case.

UNIT III

Ricardian Model of Trade- Specific Factors Model- Heckscher - Ohlin Model - Trade Creation and Trade Diversion – Offer Curve - Export Supply Elasticity and Import Demand Elasticity - Comparative Advantage and Absolute Advantage. Terms of Trade – Trade Blocks.

UNIT V

IMF, World Bank, IDA, IFC, ADB – International Trade agreements – Uruguay Round – GATT – WTO.

**Practical**

Producer's Surplus, Consumer's Surplus, National Welfare under Autarky and Free Trade Equilibrium with small and large country assumption- Estimation of Trade Gains- Estimation of competitive and comparative measures like NPC, EPC, ERP and DRC- Estimation of Offer Curve Elasticity- Estimation of Effect of Tariff, Export Subsidy, Producer Subsidy, Import Quota and Export Voluntary Restraints on National Welfare- Estimation of Ricardian Model - Estimation of Effect of Trade under Specific Factor Model- Estimation of trade Equilibrium under Heckscher -Ohlin model - Trade Creation and Diversion.

**Suggested Readings**

Apple Yard DR & Field AJ Jr. 1995. *International Economics - Trade, Theory and* *Policy*. Irwin, Chicago.

Cherunilam F. 1998. *International Economics*. Tata McGraw Hill.

 Krugman PR & Obstfeld M. 2000. *International Economics – Theory and Policy*. Addison-Wesley.

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| **AG ECON 503** | **EVOLUTION OF ECONOMIC THOUGHT** | **2+0** |

**Theory**

UNIT 1

Approaches for the study of history of economic thought – Absolutist vs. Relativist approaches – Evolution of Economic Thought vs. Economic History. Ancient economic thought – medieval economic thought – mercantilism – physiocracy – Forerunners of Classical Political Economy.

UNIT II

Development of Classical Thoughts (Adam Smith, Robert Malthus and David Ricardo) – Critics of Classical Thoughts- Socialist critics – Socialist and Marxian Economic Ideas – Austrian School of Thought – Origins of Formal Microeconomic Analysis – William Stanley Jevons, Cournot and Dupuit.

UNIT III

The birth of neoclassical economic thought – Marshall and Walras – General Equilibrium Theory - Welfare Theory – Keynesian economics.

UNIT IV

The Era of globalization – Experiences of developing world - Rigidity of the past vs. emerging realism – The changing path of international Institutions to economic growth and development approaches.

UNIT V

Economic Thought in India – Naoroji and Gokhale – Gandhian Economics - Economic thought of independent India – Nehru’s economic philosophy - Experiences of the Structural adjustment programmes of the post liberalization era.

**Suggested Readings**

Blaug M. 1964. *Economic Theory in Retrospect*. Heineman.

Blaug M. 1986. *Economic History and the History of Economic Thought*. Wheatsheaf Books, Brighton.

Ekelund RB & Hebert RF. 1975. *A History of Economic Theory and Methods*. McGraw-Hill.

John Mills A. 2002. *Critical History of Economics: Missed Opportunities*. Palgrave Macmillan.

Screpanti E & Zamagni S. 1995. *An Outline of the History of Economic Thought*. Clarendon Press, Oxford.

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| **AG ECON 507** | **ECONOMETRICS** | **2+1** |

**Theory**

UNIT I

Introduction – relationship between economic theory, mathematical economics, models and econometrics, methodology of econometrics-regression analysis.

UNIT II

Basic two variable regression - assumptions estimation and interpretation-approaches to estimation - OLS, MLE and their properties - extensions to multi variable models-multiple regression estimation and interpretation.

UNIT III

Violation of assumptions – identification, consequences and remedies for Multicollinearity, heteroscedasticity, autocorrelation – data problems and remedial approaches - model misspecification.

UNIT IV

Use of dummy variables-limited dependent variables – specification, estimation and interpretation.

**Practical**

Single equation two variable model specification and estimation - hypothesis testing- transformations of functional forms and OLS application-estimation of multiple regression model - hypothesis testing - testing and correcting specification errors - testing and managing Multicollinearity - testing and managing heteroscedasticity - testing and managing autocorrelation - estimation of regressions with dummy variables - estimation of regression with limited dependent variable - identification of equations in simultaneous equation systems.

**Suggested Readings**

Gujarati DN. 2003. *Basic Econometrics*. McGraw Hill.

Johnson AG Jr., Johnson MB & Buse RC. 1990. *Econometrics - Basic and* *Applied.* MacMillan.

Kelejan HH & Oates WE. 1994.*Introduction to Econometrics Principles and* *Applications*. Harper and Row Publ.

Koutsoyianis A. 1997. *Theory of Econometrics*. Barner & Noble.

Maddala GS. 1992. *Introduction to Econometrics*. MacMillan.

Maddala GS. 1997. *Econometrics.* McGraw Hill.

Pindyck RS & Rubinfeld DL. 1990. *Econometrics Models and Econometric* *Forecasts*. McGraw Hill.

**AG ECON 508** **LINEAR PROGRAMMING** **2+1**

**Theory**

UNIT I

Decision Making- Concepts of decision making, introduction to quantitative tools, introduction to linear programming, uses of LP in different fields, graphic solution to problems, formulation of problems.

UNIT II

Simplex Method: Concept of simplex Method, solving profit maximization and cost minimizations problems. Formulation of farms and nonfarm problems as linear programming models and solutions.

UNIT III

Extension of Linear Programming models: Variable resource and price programming, transportation problems, recursive programming, dynamic programming.

**Practical**

Graphical and algebraic formulation of linear programming models. Solving of maximization and minimization problems by simplex method. Formulation of the simplex matrices for typical farm situations.

**Suggested Readings**

Dorfman R. 1996. *Linear Programming & Economic Analysis*. McGraw Hill.

Loomba NP.2006. *Linear Programming*. Tata McGraw Hill.

Shenoy G. 1989. *Linear Programming-Principles & Applications*. Wiley Eastern Publ.

Vaserstein. 2006. *Introduction to Linear Programming*. Pearson Education Publication

**AG ECON 515 RURAL MARKETING 2+1**

**Theory**

UNIT I

Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural communication and distribution.

UNIT II

Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.

UNIT III

Rural consumer’s behaviour - behavior of rural consumers and farmers; buyer characteristics and buying behaviour; Rural v/s urban markets, customer relationship management, rural market research.

UNIT IV

Rural marketing strategy - Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; product mix, pricing Course Objective, pricing policy and pricing strategy, distribution strategy.

UNIT V

Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.

**Practical**

Conduct Survey of rural market, both primary and secondary case study of a minor and major commodity with respect to rural marketing channel prevailed in rural areas of UP. Estimation of Price spread-Costs, Margin and producer's share in consumer's rupee, Estimation of marketing efficiency, online search of market information and preparation of market intelligence report to various agricultural commodity with special reference to UP.

**Suggested Readings**

*Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu.*

*Ramaswamy VS & Nanakumari S. 2006. Marketing Management. 3rd Ed. MacMillan Publ.*

*Singh AK & Pandey S. 2005. Rural Marketing. New Age.*

*Singh Sukhpal. 2004. Rural Marketing. Vikas Publ. House.*