

Practical Manual
on
Agricultural Marketing Trade and Prices

AEC– 227 Credit Hours 3(2+1)
(For Undergraduate Agricultural students)



Dr. Prince Kumar

2020

College of Agriculture
Rani Lakshmi Bai Central Agricultural University
Jhansi-284003

Syllabus

Plotting and study of demand and supply curves and calculation of elasticities; Study of relationship between market arrivals and prices of some selected commodities; Computation of marketable and marketed surplus of important commodities; Study of price behaviour over time for some selected commodities; Construction of index numbers; Visit to a local market to study various marketing functions performed by different agencies, identification of marketing channels for selected commodity, collection of data regarding marketing costs, margins and price spread and presentation of report in the class; Visit to market institutions – NAFED, SWC, CWC, cooperative marketing society, etc. to study their organization and functioning; Application of principles of comparative advantage of international trade.

Name of Student

Roll No.

Batch

Session

Semester

Course Name :

Course No. :

Credit

Published: 2020

No. of copies:

Price: Rs.

CERTIFICATE

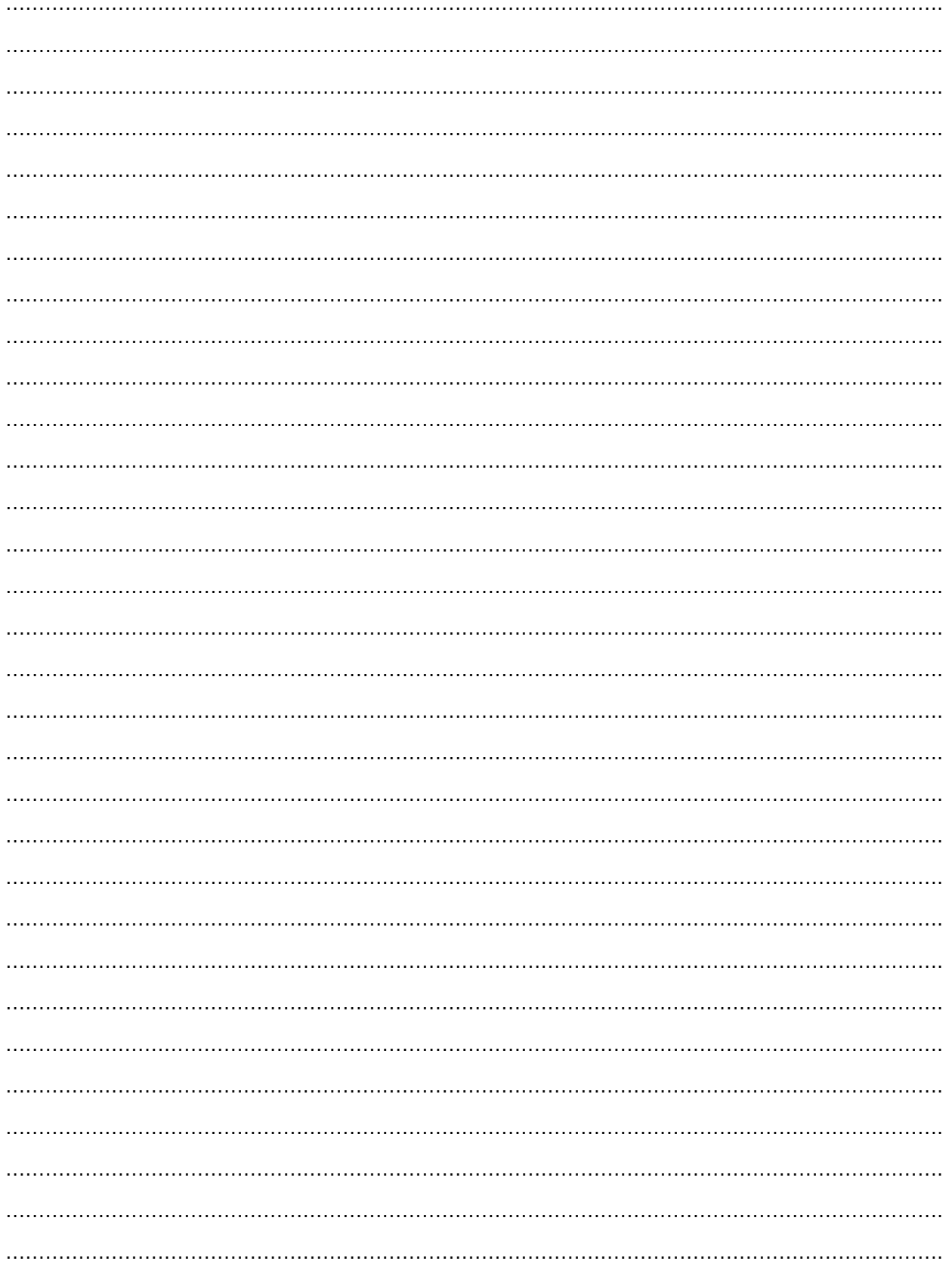
This is to certify that Shri./Km.ID No.....has completed the practical of course.....course No. as per the syllabus of B.Sc. (Hons.) Agriculture/ Horticulture/ Forestry semester in the year.....in the respective lab/field of College.

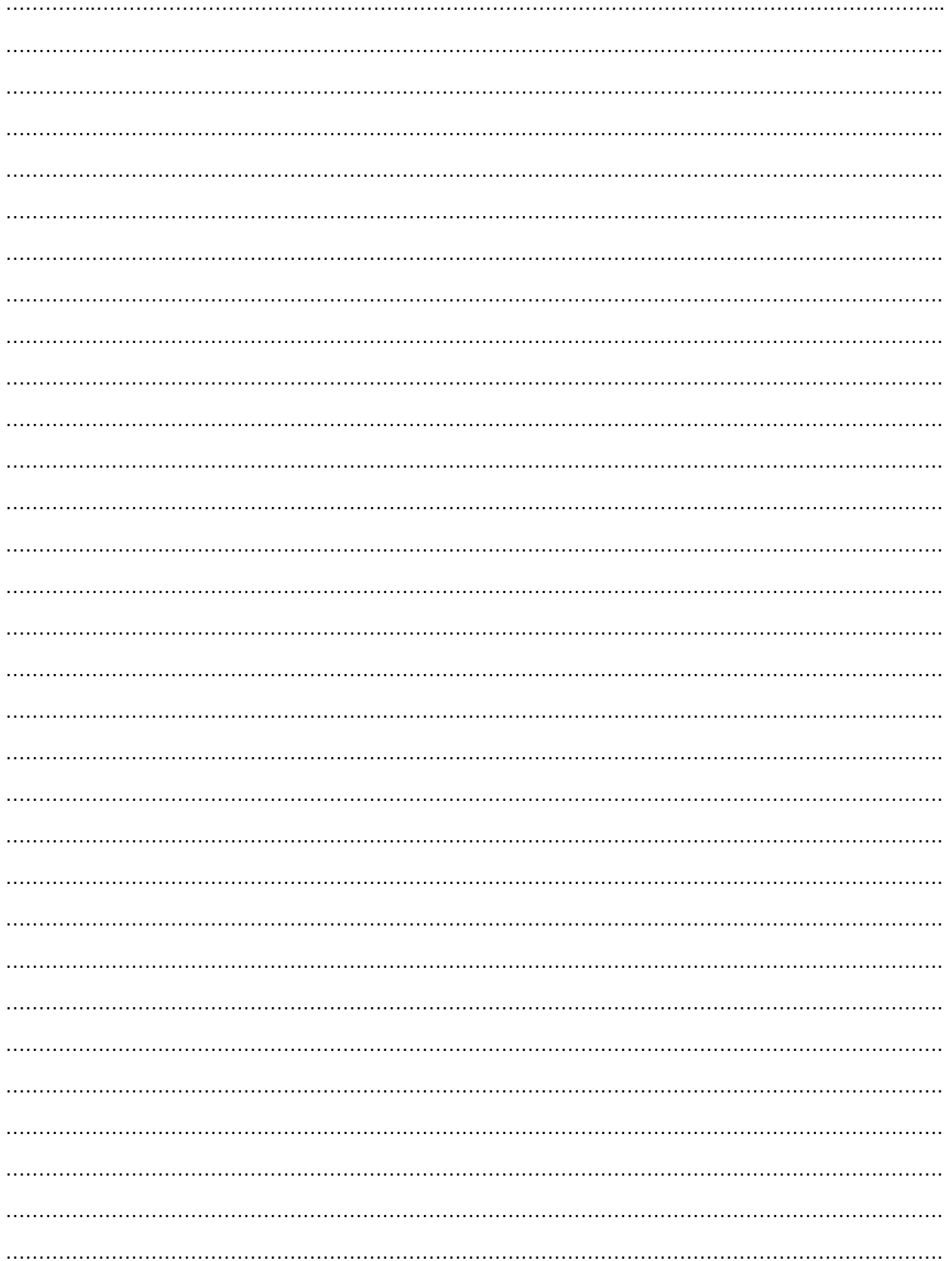
Date:

Course Teacher

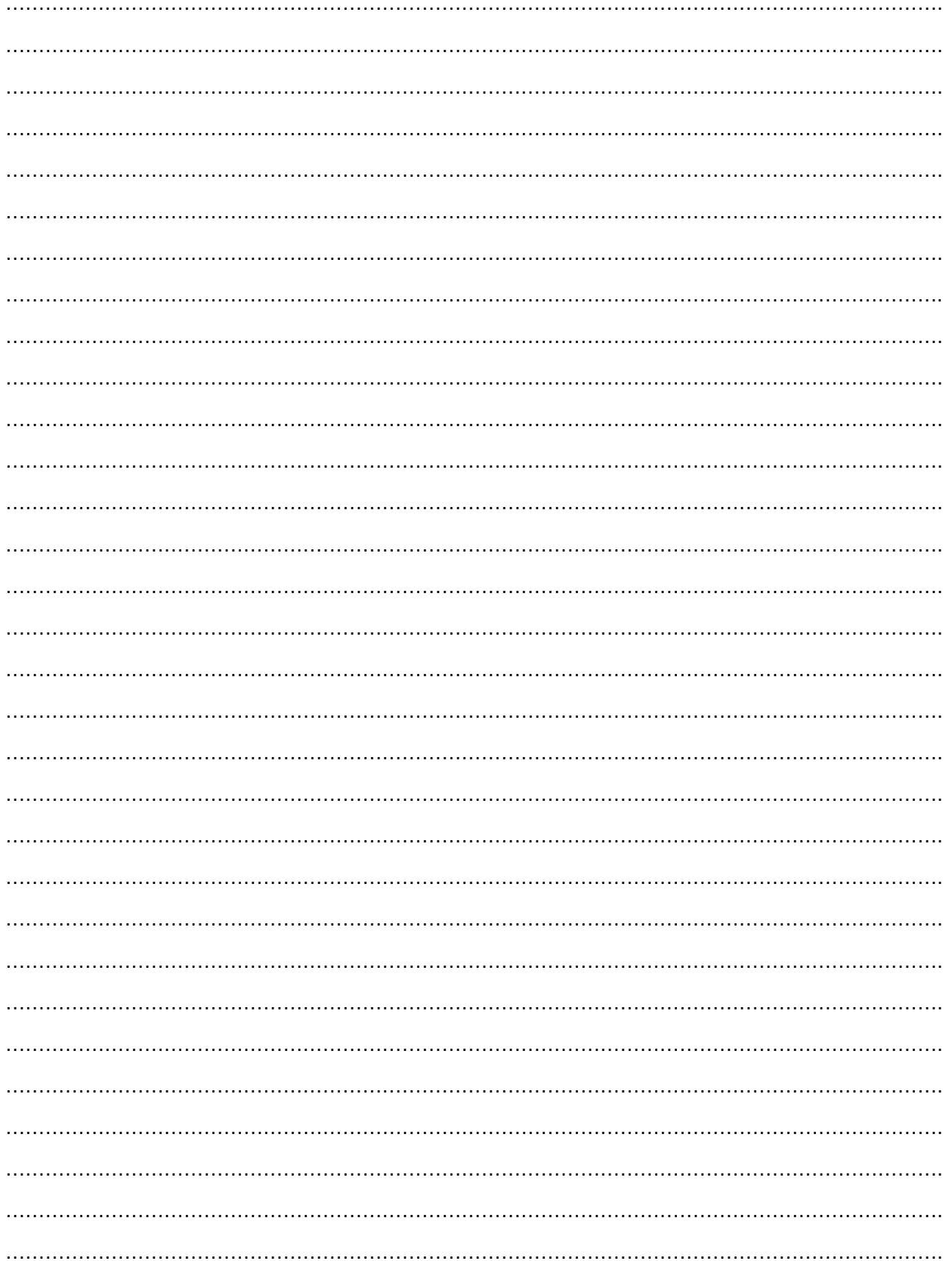
INDEX

Exercise No.	Topic	Page No.	Signature
1-3	Plotting and study of demand and supply curves and calculation of elasticities		
04	Study of relationship between market arrivals and prices of some selected commodities		
5-8	Computation of marketable and marketed surplus of important commodities		
9-10	Study of price behaviour over time for some selected commodities		
11	Construction of index numbers		
12	Visit to a local market to study various marketing functions performed by different agencies		
13	Identification of marketing channels for selected commodity		
14	collection of data regarding marketing costs, margins and price spread and presentation of report in the class		
15	Visit to market institutions – NAFED		
16	Visit to market institutions – CWC, SWC		
17	Visit to market institutions cooperative marketing society		
18-19	Application of principles of comparative advantage of international trade.		

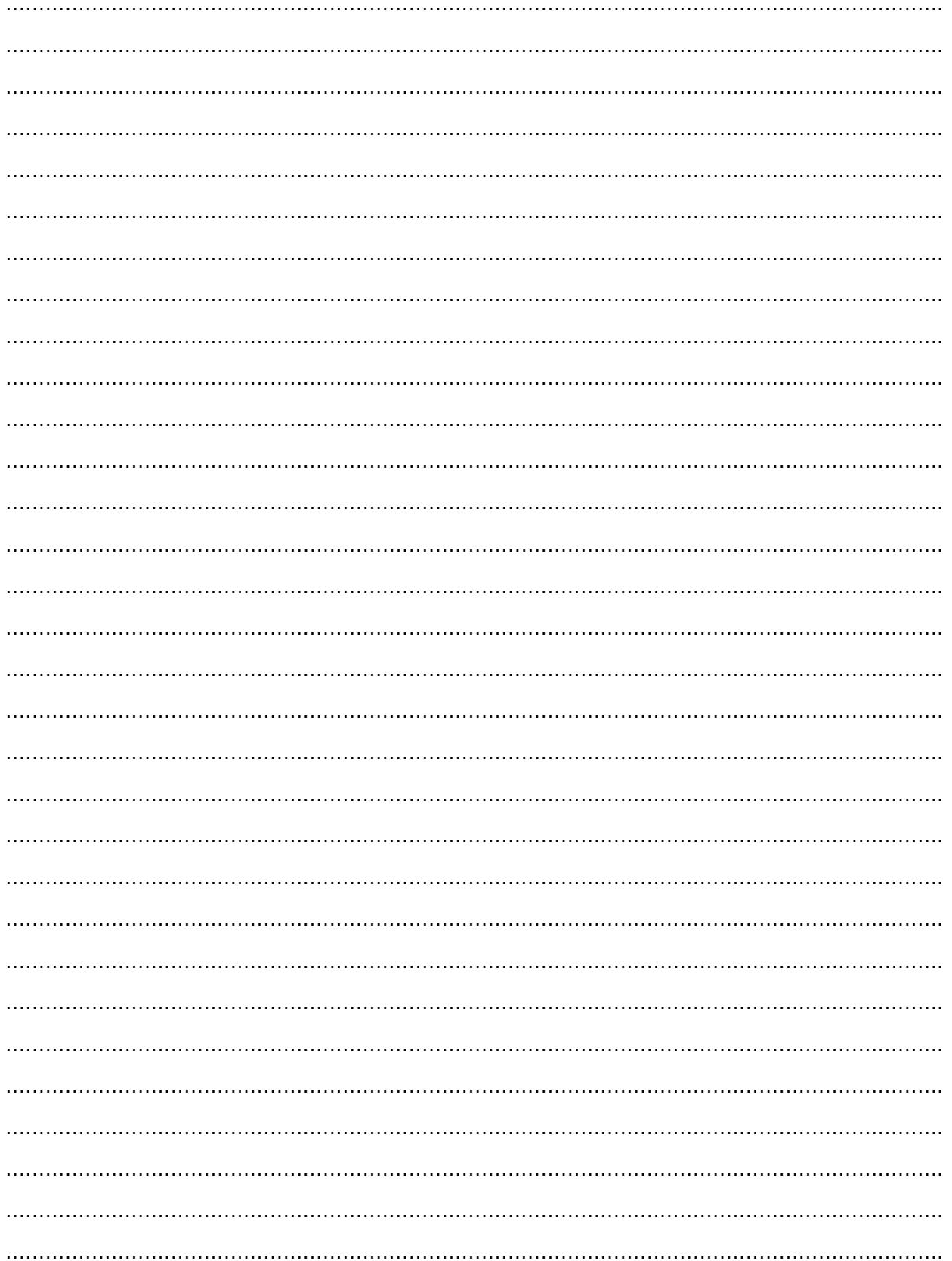


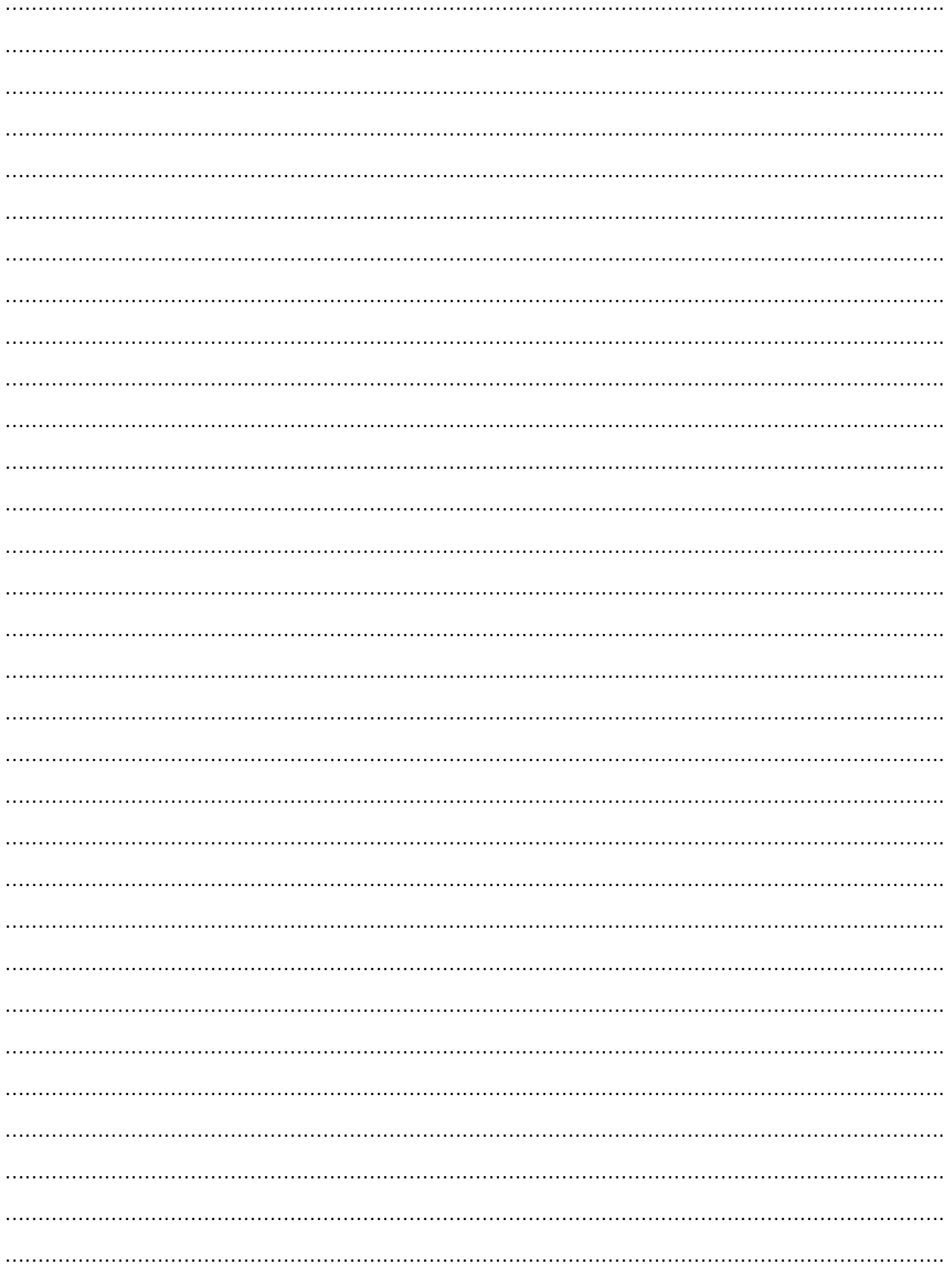


.....



A series of 25 horizontal dotted lines, evenly spaced, spanning the width of the page, intended for handwriting practice.





.....

Exercise No: 12

Objective: Visit to a local market to study various marketing functions performed by different agencies

Aim: visit a local market to study various marketing functions performed by different agencies

Problem: Collect the following information and write a report

1. Name of the Institute:
2. Location.....
3. Area of operation:
4. Year of establishment and organizational pattern:
5. Notified commodities and notified area:
6. Functions and Objectives of the market:
.....
.....
7. Constitution of market committee:
8. Source of funds to run the committee:
9. What are the facilities provided in the local market to farmers in terms of storage, grading, finance and others?
10. Is commercial grading facility provided for grading the farmer's produce?
11. Do the farmers make use of the commercial grading facility?
12. How traders are selected to operate within the market
13. Is storage facilities provided to farmers to store the produce till they get expected price:
14. What are the special schemes in operation to help the farmers:
15. What is the percentage of utilization of regulated market by the farmers in the locality?
16. What are the difficulties faced in providing facilities to serve the farmers in marketing their produce:

Objective: Visit to market institutions – NAFED

AIM: To introduce the students on the activities and functions of NAFED

Problem: Collect the following information and write a report

- 1 Name of the Institute:
- 2 Location:
- 3 Area of operation:
- 4 Year of establishment and organizational pattern:
.....
- 5 Notified commodities and notified area:
.....
- 6 Functions and Objectives of the market:
.....
.....
- 7 Constitution of market committee:
.....
.....
- 8 Source of funds to run the committee:
- 9 What are the facilities provided in the regulated market to farmers in terms of storage, grading, finance and others?
.....
.....
.....
- 10 Is commercial grading facility provided for grading the farmer's produce?
.....
.....

11 Do the farmers make use of the commercial grading facility?

.....
.....

12 How traders are selected to operate within the market yard.....

.....
.....

13 Is storage facilities provided to farmers to store the produce till they get expected price.....

.....
.....

14 What are the special schemes in operation to help the farmers.....

.....
.....

15 What is the percentage of utilization of by the farmers in the locality?

.....
.....

16 What are the difficulties faced in providing facilities to serve the farmers in marketing their produce.....

.....
.....
.....
.....

17 What help do you expect from the government to help the farmers in a better way to market their produce.

.....
.....

18 Contact five farmers visiting the market and elicit their response on facilities provided, problems faced in marketing.

.....

19 Any other information:.....

.....
.....
.....
.....

.....
.....
.....

Objective: Visit to market institutions – CWC, SWC

AIM: To introduce the students on the importance of Central ware housing Corporation and state ware housing corporation.

Problem: Collect the following information and write a Report on CWC, SWC

1. Name of the Warehousing Corporation:
2. Organisational set-up:
3. Objectives:
.....
.....
.....
4. Functions of the corporation:.....
.....
.....
.....
5. Lay out of the warehouse structure:
6. Storage methods and commodities stored at present:
7. Capacity utilization of the warehouse & Percentage of utilization of the warehouse:

.....
.....
8. Methods of staking:

.....
.....
.....

9. Storage pest control measures followed:

.....
.....
.....

10. Storage loss if any; / Storage charges:

.....
.....
.....

11. Difficulties faced in providing warehouse facilities to farmers and agricultural input traders:

.....
.....
.....

12. Warehouse management:

a. Labour:

.....
.....
.....

b. Customers:

.....
.....

.....
.....

c. Employees:

.....
.....
.....
.....

d. Others:

.....
.....
.....
.....

Exercise No: 17

Objective: To study the roles and functions of market institution- cooperative marketing society

Aim: Visit to market institution- cooperative marketing society

Collect the following information and write a Report on Co-operative Market

1. Name of the Cooperative society:

2. Organisational set-up:

3. Objectives:

4. Functions of the co-operative society:

5. Lay out of the society structure:

.....
.....

6. Storage methods and commodities stored at present:

.....
.....
.....
.....
.....

7. Capacity utilization of the warehouse & Percentage of utilization of the society:

.....
.....
.....
.....
.....
.....

8. Methods of staking:

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

9. Storage pest control measures followed:

.....
.....
.....
.....

Exercise No: 19

Problem: India takes 4 hrs to make bread and 12 hours to prepare jam. China takes one hour to make bread and 5 hours to prepare jam.

Country	Bread	Jam
India	4hrs	12 hrs
China	1 hr	5 hrs

What is the opportunity cost for producing one of each product?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Who has comparative advantage in Bread?

.....

.....

.....

