



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF COMMERCE

VALUE ADDED COURSE

21VCMAB - AGRI BUSINESS

PAPER – I INTRODUCTION OF AGRI BUSINESS

**Course Objective:** To enable the students to understand the fundamental concepts of Agri Business

| UNIT I   | Introduction to Agri Business | 4 Hours         |
|--|-------------------------------|-----------------|
| Introduction – Meaning – Definition - Importance – Scope of Agri business – Agri business and Challenges – features of Agri business – Dimensions of Agri business.          |                               |                 |
| UNIT II  | Agricultural Efficiency       | 4 Hours         |
| Agriculture Efficiency – Types of Efficiency – Land efficiency – Labour Efficiency – Capital efficiency  |                               |                 |
| UNIT III   | Agricultural Labour           | 4Hours          |
| Agricultural labour – Classification – Characteristics – Causes of growth of Agricultural Labour – Problem of Agricultural Labour – Measures to improve Agricultural Labour. |                               |                 |
| UNIT IV  | Green Revolution              | 4 Hours         |
| Green revolution - Characteristics of green Revolution - Advantages -Disadvantages - Suggestions to improve Agricultural Productivity.                                       |                               |                 |
| UNIT V   | Agricultural Marketing        | 4 Hours         |
| Agricultural Marketing in India – Need for Efficient Marketing – process – present system of Indian Agricultural Marketing – problem of Indian Agricultural Marketing        |                               |                 |
| <b>Total Hours</b>   |                               | <b>20 Hours</b> |

**Books for Reference:**

- 1.Dr.S.Sankaran – Indian Economy problems, policies and development – Margham publication – 12<sup>th</sup> Edition 2012
- 2.Dr. R.K. Lekhi – Agricultural Economy of India – kalyani Publishers – 2<sup>nd</sup> Edition 2012


**OUTCOME:**

Upon successful completion of the Course, the students will be able to:

Apply critical thinking and problem solving skills required to successfully demand and supply of the market condition.

Demonstrate the ability to analyze, identify and define the technology required to standardization and measuring of scale using in market.



  
**Dr. N. RAMAN**  
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KONGU ARTS AND SCIENCE COLLEGE  
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DEPARTMENT OF COMMERCE

VALUE ADDED COURSE  
21VCMAB - AGRI BUSINESS

PAPER – II - PRICE POLICY AND FINANCIAL FUNCTIONS

Course Objective: To enable the students to understand the fundamental concepts of Agri Business

|  |  |                 |
|--|--|-----------------|
| <b>UNIT I</b>  | <b>Agricultural price policy</b>         | 4 Hours         |
| Agricultural price policy – causes – objectives – features – measures of Agricultural price policy                           |  |                 |
| <b>UNIT II</b>   | <b>Agricultural Finance</b>              | 4 Hours         |
| Agricultural Finance – Features – Need for Finance – Kissan Credit Card Scheme – Problem of Agricultural finance             |  |                 |
| <b>UNIT III</b>  | <b>Agricultural co-operative society</b> | 4Hours          |
| Co- operative credit – central and state co- operative credit bank – State co-operative banks – Co –operative credit society |  |                 |
| <b>UNIT IV</b>   | <b>Practical work</b>                    | 4 Hours         |
| Practical Work   |  |                 |
| <b>UNIT V</b>  | <b>Practical work</b>                    | 4 Hours         |
| Practical Work   |  |                 |
| <b>Total Hours</b>   |  | <b>20 Hours</b> |

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1. Dr.S.Sankaran – Indian Economy problems, policies and development – Margham publication – 12<sup>th</sup> Edition 2012
2. Dr. R.K. Lekhi – Agricultural Economy of India – kalyani Publishers – 2<sup>nd</sup> Edition 2012
3. Datt & sundharam – Indian Economy - S.Chand & company PVT.LTD. – 67<sup>TH</sup> Edition 2013

Distribution of Marks: -

1. In Paper – I (100% theory) /100 Marks
2. In Paper – II (50% Theory) /50 Marks (Practical)

**OUTCOME:**

Students get proficiency in pricing techniques in the market. Upon successful completion the student will be able to:

- ❖ Grading the Standardizing the agricultural Product
- ❖ Identify the basic components of a weighting scale Measuring in the market
- ❖ Work in Agricultural farmers Association in ullavazhar Sandhai
- ❖ Identify the basic price fixation in ullavahar sandhai and regulated Nethaji Market in Erode town and Municipal town market.



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