

# Reading Material Along with Power Point Presentations



Course No: Ag. Econ.476

Management of Agro-Based Industry


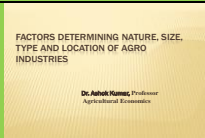





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**College of Agriculture**  
**Department of Agricultural Economics, Extension Education & Rural Sociology**

**Course Outline Lecture/ Practical schedule:**

Sr.No.	Name of the Topic/ Practical	No. of tentative lectures/Practical's	No. of tentative Slides/ Power Point Presentation.
1.	Agro-industry- definition, importance and role in the development of agriculture, Nature of agro-industrial projects	2	
3.	Factors determining the nature, type, size and location of agro industries	2	
4.	Formation of agro industrial projects and their technical, economic and financial feasibility	2	
5.	Methods for evaluation and ranking of projects	1	
6.	Financing of agro-industrial projects, sources of finance and structure of financial institutions, central and state incentives;	3	
7.	Implementation of project, organizational structure, Management control and information system, sales promotion strategies, monitoring and feedback,	2	
8.	Operational problems in implementation of projects	2	

9.	Industrial policy support and incentives for promotion of agro industries in hill environment.	2	
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S.N.	Name of the Book with the edition/ year of publication	Author (s)
1.	Principles ad Practices of Marketing in India, Kit Mahal, Allahabad. 1984	Memoria, C.B. and R.L. Joshi
2.	Agricultural Marketing in India, Oxford and IBH Publishing Company, New Delhi.1987.	Acharya, S.S. and N.L. Agarwal
3.	Agricultural Price Policy in Economic Development, Kalayani Publishers, Ludhiana. 1975.	Kaur, Rajbans
4.	Marketing Management: Analysis, Planning and Control, Prentice Hall of India Private Limited, New Delhi-110001. 1978.	Philip Kotler
5.	Principles of Economics by K.P.M-2013	Sundram and M.C. Vaish.
6.	India 2013, Government of India.	Goverenment of India
7.	Journals; Kurukshetra, Yojna, Economic & Political Weekly, etc.	2013 Issues

Agro-industry- definition, importance and role in the development of agriculture, nature of agro-industrial projects, factors determining the nature, type, size and location of agro industries; formation of agro industrial projects and their technical, economic and financial feasibility; methods for evaluation and ranking of projects; financing of agro-industrial projects, sources of finance and structure of financial institutions, central and state incentives; implementation of project, organizational structure, management control and information system, sales promotion strategies, monitoring and feedback, operational problems in implementation of projects; industrial policy support and incentives for promotion of agro industries in hill environment.

## **Practical**

Preparation of district wise list of important agro industrial projects/units in the state and their organizational set up; preparation of questionnaires for primary data collection on technical, economic and financial aspects of agro industrial units; conduct of exercises using project evaluation techniques, project appraisal and project evaluation report on selected project; a case study of economic viability of agro-based industry; documentation of different incentives for setting up varied sized agro industrial projects/units in identified industrial areas of Himachal Pradesh; listing and examining incentives availed of by different units; studying management control methods and sales promotion strategies adopted by sample industrial unit; identifying problems and constraints being faced by agro industrial units of the area and possible solutions thereof; estimating impact on state economy in terms of income and employment.

## **Suggested Readings**

1. Memoria, C.B. and R.L. Joshi (1984). Principles ad Practices of Marketing in India, Kit Mahal, Allahabad.
2. Acharya, S.S. and N.L. Agarwal (1987). Agricultural Marketing in India, Oxford and IBH Publishing Company, New Delhi.
3. Kaur, Rajbans (1975). Agricultural Price Policy in Economic Development, Kalayani Publishers, Ludhiana.
4. Philif Kotler (1978). Marketing Management: Analysis, Planning and Control, Prentice Hall of India Private Limited, New Delhi-110001.
5. Principles of Economics by K.P.M. Sundram and M.C. Vaish.
6. India 2013, Government of India.
7. Journals; Kurukshetra, Yojna, Economic & Political Weekly, etc.