

Gauhati University
Skill Enhancement Course (SEC)

Jawaharlal Nehru College, Boko
Department of Economics

SEMESTER: 1

Credit:3

Paper Code & Name: **SEC0109003: Rural Marketing**

Course Objectives: *The objective of the course rural marketing is to familiarize the students with the conceptual understanding of rural marketing and its corresponding development practices in Indian context.*

Course Outcome: *The course outcome of Rural Marketing may be as follows:*

- *Understanding the agricultural marketing system and role of price discovery in our economic system*
- *To Understand, defined, and explain value added processing*
- *To Understand, define and explain competition in the market place.*
- *To Understand, define and explain consumer demand issues.*
- *To understand the role of information technology in rural marketing.*

Unit – I: Introduction to Rural Marketing:

Meaning, Scope, Definition and Importance of Rural versus Urban Marketing, Growth of Rural Market, Basic Different between Rural, Semi-Urban and Urban Markets, Profile of Rural Consumer Behavior.

Unit – II: Role of Government in the Development of Agricultural Marketing:

Government Intervention in Marketing System, Role of Agencies like State Agricultural Marketing Boards, Co-Operative Marketing, Types of Co-Operative Marketing Societies, AGMARK, National NCDC (National Co-operative Development Corporation), Publics Distribution System, Self-Help Group in Assam (SHGs), North Eastern Regional Agricultural Marketing.

Unit – III: Agricultural Credit and Crop Insurance:

Agricultural Credit Policy, Institutional Agreement for Agricultural Credit, Crop Insurance, Agricultural Insurance.

Unit – IV: Role of Information Technology in Rural Marketing:

Infrastructure, Importance and Scope, Modern Techniques for Rural Distribution.

Reference Books:

1. Rural Marketing: Ashok Jain, Varun Jain.
2. Rural Marketing Text and Cases: Krishnamacharyulu and Lalitha Ramkrishnan
3. Rural Marketing: Pradeep Kashyap.

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Skill Enhancement Course (SEC)

(Based on FYUGP: 2023-24)

Jawaharlal Nehru College, Boko
Department of Economics

SEMESTER: 2

Paper Code & Name: SEC0204403: Farm Management

Credit: 3 (2+1)

(Theory: 30, Practical: 25, Internal: 20)

***Course Description:** This course is designed to familiarise the students to the fundamentals of farm management, various types of farming that exist and introduce them to the recent developments in this aspect. The course also expects to enhance the existing knowledge of use of statistical tools of the students and helping them to use such knowledge in practical works.*

Part-1: Theory

Unit 1- Farm management: Factors of production, Types of farming: capitalistic farming, specialized farming, dry farming, collective farming, cooperative farming, mixed farming, Integrated Farming, Shifting cultivation, Role of a farm manager, Record keeping, Budgeting for agricultural production, Farmers' producers' organisation, Marketing of produces, Seed production and certification, Protected cultivation and Precision farming, Agri-preneurship development.

Unit 2- Statistical methods, Central tendency - mean, median, mode, Use of statistical tools in agriculture- standard deviation, regression and correlation, Methods of data collection, Tabulation, Processing and presentation of data- textual, tables and diagrammatic. Sampling Techniques, probability.

Part-2: Project

Unit 3- Practical - Project preparation in Agriculture, Horticulture and Integrated Farming, Visit to Agri-preneurs

Skill Enhancement Courses (FYUGP)

Subject: Economics

Third Semester

Academic Session: 2024-25

SkillCourseName		Paper Code	Credit	Evaluation
Sl.No.27	Data Analysis in Social Sciences	XXXX	3	40-60

Total Marks: 75 *SEC0301003*

(Theory: 45, Internal Assessment: 30)

Credit: 3

Course Outcomes

This curriculum is meticulously crafted to facilitate students in grasping the foundational principles and multifaceted dimensions of select statistical methodologies employed within research paradigm used in Economics. Students shall engage in pragmatic exercises involving data entry, and the exposition of data through computational tools such as Microsoft Excel. Additionally, students shall be tasked with compiling a comprehensive report on the accrued data, followed by a nuanced interpretation of the derived outcomes.

Course Outlines

Unit No.	Unit Content	No. of Classes(60)	Marks(75)
1.	Data Analysis	10	10
	Introduction, Data sources; Types of data-Primary and Secondary data, Quantitative data (Discrete, Continuous), Categorical data (Nominal, Ordinal); Time-series and Cross-section data.		
2.	An Overview of Survey Research	20	25
	Definition of a survey, types of survey, Basics of Research Methods—developing research questions/hypotheses and objectives, designing questions and response formats, sample size determination, Types of hypothesis, Procedure of testing hypothesis.		
3.	Bivariate Statistics	10	20
	Correlation-Types, Co-efficient of Correlation, Rank Correlation; Simple Linear Regression analysis, Regression Equations.		
4.	Application	20	20
	Handson analysis of real datasets using computer software		