

RAYAT SHIKSHAN SANSTHAS,
ARTS, SCIENCE AND COMMERCE COLLEGE, MOKHADA. DIST: PALGHAR

**DEPARTMENT OF ECONOMICS
SHORT TERM COURSE ON
AGRICULTURAL MARKETING**

**ACADEMIC YEAR-2018-19
BOARD OF STUDIES- 2018-19**

Sr. No.	Designation	Name of the Person
1	Chairman	Prin. Dr. L. D. BHOR (Chairman)
2	Member	Dr. N. R. Madhavi (Member)
3	Member	Mr.S. G. Mengal (Member)
4	Member	Prof. R. N. Gosavi (Course coordinator)
5	Member	Prof. V. V. Gadhave

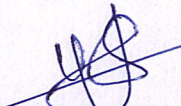
Minutes of the Meeting:


Board of Studies meeting of the Short Term Course of Certificate Course in Agricultural Marketing was conducted on 02-12-2018 in the principal cabin.

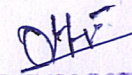
The following Points are discussed in the meeting.

1. Syllabus formation of Agricultural Marketing short term course.
2. Distribution of work
3. Encouragement of Student
4. To run the short term course free of cost




Course Coordinator


Head of the Department


PRINCIPAL
Arts Science and Commerce College
Mokhada, Dist. Palghar

Rayat Shikshan Sanstha's
Arts, Science & Commerce, College, Mokhada, Dist. Palghar

Department of Economics
Short Term Course - 'AGRICULTURE MARKETING'

Notice

Date - 01/12/2018

All the students of T.Y.B.A./T.Y.B.COM Classes are hereby informed the department of Economics organizes a Short-Term Course of Certificate Course in 'Agriculture Marketing'. The lecture will start on 10th December 2018 from 11:15 to 12:15pm. Hereby attached the lecture time table.



Course Coordinator



Head of the Department


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ARTS, SCIENCE AND COMMERCE COLLEGE, MOKHADA. DIST: PALGHAR

DEPARTMENT OF ECONOMICS

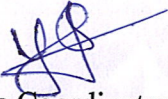
SHORT TERM COURSE ON

AGRICULTURAL MARKETING

ACADEMIC YEAR-2018-19

TIME TABLE

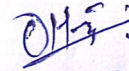
DAY & TIME	MONDAY	TUESDAY	WEDENSDAY	THURSDAY	FRIDAY	SATERDAY
11.15 AM TO 12.15 PM	Prof. R. N. Gosavi	Prof. V. V. Gadhave -	Prof. R. N. Gosavi	Prof. V. V. Gadhave	Prof. R. N. Gosavi	Prof. V. V. Gadhave



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Head of the Department



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DEPARTMENT OF ECONOMICS
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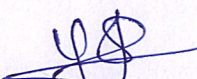
ACADEMIC YEAR-2018-19


STUDENT LIST OF SHORT-TERMCOURSE

SR. NO.	CLASS	STUDENT NAME
1	T.Y.B.COM.	KHETALE AVINASH VISHNU
2	T.Y.B.COM	/GAVARI LAXMI SAKHARAM
3	T.Y.B.COM	GODE PRANAV SHIVAJI
4	T.Y.B.COM	GOVIND DEVRAM RADKA
5	T.Y.B.COM	CHAUDHARI BHAGVAN KALU
6	T.Y.B.COM	/BARAF SONALI SURENDRA
7	T.Y.B.COM	BHUSARE JAYVANT DAMU
8	T.Y.B.COM	WAGHERE JAGDISH DEVRAM
9	T.Y.B.COM	/VAJE DIPALI SOBIRAM
10	T.Y.B.COM	VAJE RAJARAM SHANKAR
11	T.Y.B.COM	SHAIKH JAMIRAHAMAD ANSAR
12	T.Y.B.COM	/SHAIKH NIDA RAFIK
13	T.Y.B.A.	CHAUDHAREE YOGIRAJ BALU
14	T.Y.B.A.	MALI JAYVANT DEVJI
15	T.Y.B.A.	WARGHADE RAMCHANDRA DAMU
16	T.Y.B.A.	DIGHA ROHIDAS RAMESH
17	T.Y.B.A.	BUDHAR YUVRAJ SADU
18	T.Y.B.A.	DIVE SHYAM VITTHAL
19	T.Y.B.A.	MOULE MAHESH ASHOK




Course Coordinator


Head of the Department


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SHORT TERM COURSE ON
AGRICULTURAL MARKETING
ACADEMIC YEAR-2018-19

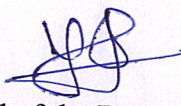
COURSE CODE: - UA ECS01
SYLLABUS

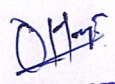
*TOTAL HOURS- 60*TOTAL LECTURE – 25 1 LEC.. = 2 HOURS * FIELD VISITS – 10 HOURS

TOPIC NO.	SYLLABUS	TOTAL LECTURE/HOURS
1	INTRODUCTION TO AGRICULTURE - Status of agriculture in India - Role of agriculture in economic development of India - Soil and water analysis - Climate change and agriculture -Challenges in agriculture sector	06 LECTURE
2	CROPPING PATTERN AND AGRO-BUSINESS - Cropping pattern - Source of finance * Non institutional * institutional - Agro-business	06 LECTURE
3	AGRICULTURE MARKETING -Concept, nature and types - Marketing agencies - Institutional support to agriculture and rural marketing – CACP,NAFED,APEDA	06 LECTURE
4	PROBLEMS AND STRATEGIES OF AGRICULTURE MARKETING - Problems of rural marketing - Marketing strategies * Promotional initiatives (flex, brochures, handouts, leaflets) * Need of market research * Branding and packaging - Importance of e-business in agriculture marketing	07 LECTURE
	FIELD VISITS - Visit to agriculture market - Visit to agro-industries	10 HOURS




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रघत शिक्षण संस्थेचे
कला, विज्ञान व वाणिज्य महाविद्यालय, मोखाडा
ता. मोखाडा जि. पालघर

शॉर्ट टर्म कोर्सें इन अॅग्रिकल्चर मार्केटिंग (Short term Course in Agriculture Marketing)
विद्यार्थी उपस्थिती पत्रक

अ.क्र.	विद्यार्थ्यांचे नाव	वर्ग	10/12/2018	11/10/2019	12/12/2018	13/12/18	14/12/18	15/12/18
०१	खेताले अविनाश विष्णू	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
०३	गोडे प्रणव शिवाजी	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
०४	गोविंद देवराम रडका	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
०५	चौधरी भगवान काळू	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
०६	बरफ सोनाली सुरेंद्र	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
०७	भुसारे जयवंत दामू	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
०८	वाघेरे जगदीश देवराम	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
०९	वाजे दिपाली सोबिराम	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१०	वाजे राजाराम शंकर	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
११	शेख जमीर अनसार	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१२	शेख निदा रफीक	T.Y.B.Com	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१३	चौधरी योगीराज बाळू	T.Y.B.A.	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१४	माळी जयवंत देवजी	T.Y.B.A.	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१५	वारघडे रामचंद्र दामू	T.Y.B.A.	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१६	दिघा रोहिदास रमेश	T.Y.B.A.	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१७	बुधर युवराज सद्दु	T.Y.B.A.	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१८	दिवे श्याम विठ्ठल	T.Y.B.A.	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
१९	मौळे महेश अशोक	T.Y.B.A.	Aosh	Aosh	Aosh	Aosh	Aosh	Aosh
Topic								
Lecturer								

(Signature)
Coordinator

Head / विभागाध्यक्ष
Department of Economics / अर्थशास्त्र विभाग

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Mokhada, Dist. Palghar

(Signature)

अ.क्र.	विद्यार्थीचे नाव	वर्ग	17/11/18	18/11/18	19/11/18	20/11/18	21/11/18	22/11/18
०१	खेताले अविनाश विष्णू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०३	गोडे प्रणव शिवाजी	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०४	गोविंद देवराज रडका	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०५	चौधरी भगवान काळू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०६	बरफ सोनाली सुरेंद्र	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०७	भुसारे जयवंत दामू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०८	वाघरे जगदीश देवराज	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०९	वाजे दिपाली सोबिराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१०	वाजे राजाराम शंकर	T.Y.B.Com	Present	Present	Present	Present	Present	Present
११	शेख जमीर अन्सार	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१२	शेख निदा रफीक	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१३	चौधरी योगीराज बाळू	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१४	माळी जयवंत देवजी	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१५	वारघडे रामचंद्र दामू	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१६	दिघा रोहिदास रमेश	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१७	बुधर युवराज सतु	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१८	दिवे श्याम विठ्ठल	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१९	मौळे महेश अशोक	T.Y.B.A.	Present	Present	Present	Present	Present	Present
Topic								
Lecturer								

Coordinator

Head / विभागप्रमुख
Department of Economics / अर्थशास्त्र विभाग

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Arts Science and Commerce College
Mokhada, Dist. Palghar

अ.क्र.	विद्यार्थ्यांचे नाव	वर्ग	२५/११/१८	०२/०१/१९	०३/०१/१९	०४/०१/१९	०५/०१/१९	०६/०१/१९
०१	खेताले अविनाश विष्णू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०३	गोडे प्रणव शिवाजी	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०४	गोविंद देवराम रडका	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०५	चौधरी भगवान काळू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०६	बरफ सोनाली सुरेंद्र	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०७	भुसारे जयवंत दामू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०८	वाघरे जगदीश देवराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०९	वाजे दिपाली सोबिराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१०	वाजे राजाराम शंकर	T.Y.B.Com	Present	Present	Present	Present	Present	Present
११	शेख जमीर अन्सार	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१२	शेख निदा रफीक	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१३	चौधरी योगीराज बाळू	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१४	माळी जयवंत देवजी	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१५	वारघडे रामचंद्र दामू	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१६	दिवा रोहिदास रमेश	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१७	बुधर युवराज सद्दु	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१८	दिवे श्याम विठ्ठल	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१९	मौळे महेश अशोक	T.Y.B.A.	Present	Present	Present	Present	Present	Present
Topic								
Lecturer								

Handwritten signature
Coordinator

Head / विभागप्रमुख
Department of Economics / अर्थशास्त्र विभाग

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Mokhada, Dist. Palghar





स्यत शिक्षण संस्थेचे

कला, विज्ञान व वाणिज्य महाविद्यालय, मोखाडा

ता. मोखाडा जि. पालघर

शॉर्ट टर्म कोर्सेस इन अॅग्रिकल्चर मार्केटिंग (Short term Course in Agriculture Marketing)

विद्यार्थी उपस्थिती पत्रक

अ.क्र.	विद्यार्थ्यांचे नाव	वर्ग	०८/०१/१९	०९/०१/१९	१०/०१/१९	११/०१/१९	१२/०१/१९	१२/०१/१९
०१	खेताले अविनाश विष्णू	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
०३	गोडे प्रणव शिवाजी	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
०४	गोविंद देवराज रडका	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
०५	चौधरी भगवान काळू	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
०६	बरफ सोनाली सुरेंद्र	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
०७	भुसारे जयवंत दामू	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
०८	वाघेरी जगदीश देवराज	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
०९	वाजे दिपाली सोबिराम	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१०	वाजे राजाराम शंकर	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
११	शेख जमीर अन्सार	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१२	शेख निदा रफीक	T.Y.B.Com	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१३	चौधरी योगीराज बाळू	T.Y.B.A.	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१४	माळी जयवंत देवजी	T.Y.B.A.	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१५	वारघडे रामचंद्र दामू	T.Y.B.A.	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१६	दिधा रोहिदास रमेश	T.Y.B.A.	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१७	बुधर युवराज सद्दु	T.Y.B.A.	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१८	दिवे श्याम विठ्ठल	T.Y.B.A.	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
१९	मौळे महेश अशोक	T.Y.B.A.	Ashu	Ashu	Ashu	Ashu	Ashu	Ashu
Topic								
Lecturer								

Coordinator

Head / विभागाध्यक्ष
Department of Economics / अर्थशास्त्र विभाग

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Mokhada, Dist. Palghar

अ.क्र.	विद्यार्थ्यांचे नाव	वर्ग	15/11/19	16/11/19	17/11/19	18/11/19	19/11/19	21/11/19
०१	खेताले अविनाश विष्णू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०३	गोडे प्रणव शिवाजी	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०४	गोविंद देवराम रडका	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०५	चौधरी भगवान काळू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०६	बरफ सोनाली सुरेंद्र	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०७	भुसारे जयवंत दामू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०८	वाधरे जगदीश देवराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०९	वाजे दिपाली सोबिराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१०	वाजे राजाराम शंकर	T.Y.B.Com	Present	Present	Present	Present	Present	Present
११	शेख जमीर अन्सार	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१२	शेख निदा रफीक	T.Y.B.Com	Present	Present	Present	Present	Present	Present
१३	चौधरी योगीराज बाळू	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१४	माळी जयवंत देवजी	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१५	वारघडे रामचंद्र दामू	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१६	दिधा रोहिदास रमेश	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१७	बुधर युवराज सद्दु	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१८	दिवे श्याम विठ्ठल	T.Y.B.A.	Present	Present	Present	Present	Present	Present
१९	मौले महेश अशोक	T.Y.B.A.	Present	Present	Present	Present	Present	Present
Topic								
Lecturer								

(Signature)
Coordinator

Head / विभागाध्यक्ष
Department of Economics / अर्थशास्त्र विभाग

PRINCIPAL
Arts Science and Commerce College
Mokhada, Dist. Palghar





उत्तम शिक्षण संस्थेचे

कला, विज्ञान व वाणिज्य महाविद्यालय, मोखाडा

ता. मोखाडा जि. पालघर

शॉर्ट टर्म कोर्स इन अॅग्रिकल्चर मार्केटिंग (Short term Course in Agriculture Marketing)

विद्यार्थी उपस्थिती पत्रक

अ.क्र.	विद्यार्थ्यांचे नाव	वर्ग	२०/०१/१५	२६/०१/१५	२४/०१/१५	२५/०१/१५	२८/०१/१५	२९/०१/१५
०१	खेताले अविनाश विष्णू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
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०४	गोविंद देवराम रडका	T.Y.B.Com	Present	Present	Present	Present	Present	Present
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०६	बरफ सोनाली सुरेंद्र	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०७	भुसारे जयवंत दामू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
०८	वाघरे जगदीश देवराम	T.Y.B.Com	Present	Present	Present	Present	Present	Present
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स्यत शिक्षण संस्थेचे

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अ.क्र.	विद्यार्थ्यांचे नाव	वर्ग	30/11/19	31/11/19	02/12/19	03/12/19	04/12/19	05/12/19
०१	खेताले अविनाश विष्णू	T.Y.B.Com						
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com						
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०७	भुसारे जयवंत दामू	T.Y.B.Com						
०८	वाघेरी जगदीश देवराम	T.Y.B.Com						
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१२	शेख निदा रफीक	T.Y.B.Com						
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रयत शिक्षण संस्थेचे

कला, विज्ञान व वाणिज्य महाविद्यालय, मोखाडा

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अ.क्र.	विद्यार्थ्यांचे नाव	वर्ग	०८/०२/१९	०७/०२/१९	०८/०२/१९	०९/०२/१९	११/०२/१९	१२/०२/१९
०१	खेताले अविनाश विष्णू	T.Y.B.Com						
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com						
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०७	भुसारे जयवंत दामू	T.Y.B.Com						
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Lecturer								

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Mokhada, Dist. Palghar

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स्यत शिक्षण संस्थेचे

कला, विज्ञान व वाणिज्य महाविद्यालय, मोखाडा

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अ.क्र.	विद्यार्थ्यांचे नाव	वर्ग	12/02/19	14/02/19	15/02/19	16/02/19	18/02/19	20/02/19
०१	खेताले अविनाश विष्णू	T.Y.B.Com						
०२	गवारी लक्ष्मि सखाराम	T.Y.B.Com						
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Topic								
Lecturer								

Coordinator

Head / विभागप्रमुख
Department of Economics / अर्थशास्त्र विभाग

PRINCIPAL
Arts Science and Commerce College
Mokhada, Dist. Palghar

यत् शिक्षण संस्थेचे

कला, विज्ञान व वाणिज्य महाविद्यालय, मोखाडा

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विद्यार्थी उपस्थिती पत्रक

अ.क्र.	विद्यार्थीचे नाव	वर्ग	२१/०५/१९	२२/०५/१९	२३/०५/१९	२४/०५/१९	२६/०५/१९	२७/०५/१९
०१	खेताले अविनाश विष्णू	T.Y.B.Com	Present	Present	Present	Present	Present	Present
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Topic								
Lecturer								

Coordinator

Head / विभागाध्यक्ष

Department of Economics / अर्थशास्त्र विभाग

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Rayat Shikshan Sanstha's

Arts, Science & Commerce College, Mokhada

Tal.Mokhada Dist.Palghar

Short Term Course

Question Paper

Subject: Agricultural Marketing

Time: 11.00a.m to 11.30a.m

Date: 16/02/2019

Marks: 30

Roll No.....

Sign:.....

Instructions for students: 1. There are 15 que for 2 marks each question.
2. Each question has four multiple choice questions.

1. What are the types of soil.

- A. Sandy Soil
B. Silt Soil
C. Clay Soil
D. All of the above

• Ans.....

2. Ph

- A. Power of Hydrogen
B. Potential of Hydrogen
C. Both A & B
D. None of A & B

• Ans.....

3.EC

- A. Emulsifiable concentrate
B. Electric Conductivity
C. Both A & B
D. None of A & B

• Ans.....

4.These are the main causes of soil Degradation.

- A. Chemical Fertilizers
B. Excess use of water
C. Chemical Pesticides
D. All of the Above

• Ans.....

5. FYM

- A. Farm Yard Manure
B. Fiscal Year Management
C. Both A & B
D. None of A & B

• Ans.....

6. Agriculture market rates downs when

- A. Excess supply of produce
B. Excess Demand
C. Export of produce
D. None of the above

• Ans.....

7. Residue free farming importance in human diet



- A. Healthy Life
C. Healthy Environment

- B. Healthy soil
D. All of the above

• Ans.....

8. Packaging is important because

- A. Protect good
C. easy handling

- B. Maintain the quality
D. All of the above

• Ans.....

9. USP

- A. Unique Selling Preposition
C. Unit Selling Point

- B. United states of Pakistan
D. None of the above

• Ans.....

10. Following are the methods of layout in production

- A. Product Layout
C. Cellular & Fixed position layout
- B. Process Layout
D. All of the above

• Ans.....

11. The member of distribution channels are

- A. Wholesaler
C. Retailer

- B. Distributor
D. All of the above

• Ans.....

12. Which is not a part of 4 P's of marketing?

- A. Product
C. Place

- B. Price
D. Process

• Ans.....

13. Promotional initiatives methods are

- A. Leaflets
C. Brochures & Handout

- B. Flex
D. All of the above

• Ans.....

14. Farmers meetings are helpful for

- A. Increase in production
C. Minimize the cost of production
- B. Improves the quality
D. All of the above

• Ans.....

15. Attractive Packaging of products attracts

- A. Producers
C. Customers

- B. Animals
D. All of the above

• Ans.....

Head / विभागप्रमुख
Department of Economics / अर्थशास्त्र विभाग

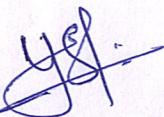
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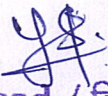
DEPARTMENT OF ECONOMICS
ACADEMIC YEAR-2018-19
AGRICULTURAL MARKETING




SHORT TERM COURSE RESULT

SR. NO.	ROLL. NO.	NAME OF STUDENT	MIN. MARKS	OUT OFF 30 MARKS	TOTAL MARKS
1	T.Y.B.COM.	KHETALE AVINASH VISHNU	12	22	22
2	T.Y.B.COM.	GAVARI LAKSHIMAN SAKHARAM	12	26	26
3	T.Y.B.COM.	GODE PRANAV SHIVAJI	12	20	20
4	T.Y.B.COM.	GOVIND DEVRAM RADAKA	12	14	14
5	T.Y.B.COM.	CHOUDHARI BAGAWAN KALU	12	18	18
6	T.Y.B.COM.	BARAF SONALI SURENDRA	12	20	20
7	T.Y.B.COM.	BHUSARE JAYWANT DAMU	12	24	24
8	T.Y.B.COM.	WAGHERE JAGDISH DEVRAM	12	24	24
9	T.Y.B.COM.	VAJE DEEPALI SOBIRAM	12	22	22
10	T.Y.B.COM.	VAJE RAJARAM SHANKAR	12	19	19
11	T.Y.B.COM.	SHEKH JAMIR ANSARI	12	20	20
12	T.Y.B.COM.	SHEKH NIDA RAFIK	12	22	22
13	T.Y.B.A.	CHOUDHARI YOGIRAJ BALU	12	22	22
14	T.Y.B.A.	MALI JAYVANT DEVJI	12	22	22
15	T.Y.B.A.	WARGHADE RAMCHANDRA DAMU	12	18	18
16	T.Y.B.A.	DIGHA ROHIDAS RAMESH	12	23	23
17	T.Y.B.A.	BUDHAR YUVRAJ SADU	12	16	16
18	T.Y.B.A.	DIVE SHYAM VITTHAL	12	28	28
19	T.Y.B.A.	MOULE MAHESH ASHOK	12	17	17


COURSE COORDINATOR


Head / विभागप्रमुख
Department of Economics / अर्थशास्त्र विभाग


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Rayat Shikshan Sanstha's
Arts, Science & Commerce Science College, Mokhada
Department of Economics
Academic Year – 2018-19

Report of Short-Term Course
AGRICULTURAL MARKETING

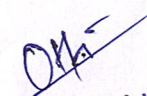
The Department of Economics has carried out Short Term course entitled “Agricultural Marketing” in the academic year 2018-19. Total 19 students have participated in this course. The students were taught Agricultural Marketing. The designed curriculum was completed in the stipulated time and exam was conducted to check the skills oriented by the students. All students have successfully completed this course. Through this course, the participating students got agriculture marketing knowledge and this is the outcome of this course.



Course Coordinator



Head of the Department



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Mokhada, Dist. Palghat



Rayat Shikshan Sanstha's

**Art's, Science and Commerce College,
Mokhada Dist. Palghar, 401604**

(Affiliated to University of Mumbai)

Accredited Grade 'B' by NAAC with CGPA Score 2.21



CERTIFICATE

This is to certify that **Mr./Mrs./Miss. *Khetake Avinash Vishoy*** of

T.Y.B.A/T.Y.B.COM. has successfully completed short term course entitled

'AGRICULTURAL MARKETING' during Year 2018-2019 conducted by

Department of Economics, A.S.C. College, Mokhada.

[Signature]

Coordinator



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Head of the Dept.

Department of Economics / अर्थशास्त्र विभाग

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This is to certify that **Mr./Mrs./Miss. *Mali. Jayvant Devaji*** of
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M.S.
Coordinator



M.S.
Head of the Dept.

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M.S.

Principal

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