



# **SNS B-SPINE**

**Coimbatore-35  
An Autonomous Institution**

## **DEPARTMENT OF MANAGEMENT STUDIES**

### **19BAE752 - AGRICULTURE MARKETING MANAGEMENT**

**II YEAR III SEM**

**UNIT 1 - INTRODUCTION TO AGRICULTURE MARKETING**

**TOPIC 2 – AGRICULTURAL MARKETING AND ECONOMIC DEVELOPMENT**



# Relationship between efficient agricultural marketing systems and overall economic development

# Income Generation



# Employment Opportunities



# Rural Development





# **How effective marketing practices contribute to increased income and improved livelihoods**

# Price Realization



# Reduced Wastage





# Access to Information





# Value Addition





# **Group Assignments - Countries where advancements in agricultural marketing have positively impacted the economy**



# India - Green Revolution

Write a short essay (500 words) on how the Green Revolution transformed Indian agriculture. Explain the importance of high-yielding crop varieties and improved marketing systems. Discuss the impact on food production, rural incomes, and overall economic growth.



# Vietnam - Coffee Export

Create a presentation outlining the key reasons behind Vietnam's success in coffee exports. Highlight the role of marketing strategies and improved cultivation practices. What challenges did Vietnam face, and how did it overcome them?



# Kenya - Floriculture

Prepare a report (300-400 words) on Kenya's floriculture industry. Describe its economic impact, including job creation and foreign exchange earnings. Discuss any environmental or social issues associated with the industry and suggest solutions.



# Brazil - Soybean Production

Conduct a brief analysis (400 words) of Brazil's soybean production growth. Explain the role of government policies and infrastructure improvements.

What were the positive and negative consequences of this boom, and what recommendations would you make for sustainable development