

# Retail Association

## B. Voc. in Retail Management with Specialization in Agriculture Retail

### Course Introduction

Retailing is one of the traditional business operations, which has repercussions in all the sectors of the economy. Retailing has found its way in agriculture too, after a boost in this sector due to economic reforms in the last decade. Owing to increased derived demand of agro inputs and realizing the advantage of an integrated approach, input companies are trying to provide (in addition to conventional offerings) all possible solutions to farmers' field related problems.

The Indian rural market size which includes FMCG, agri inputs and farm machinery is estimated to be about 1,25,000 crores (source : Fertilizer News), 50% of which is contributed by agri inputs. It is expected to increase to two lakh crores in 2005-2007. The companies entering this arena are lured by two factors viz. the vast untapped potential of the rural market and slowly increasing purchasing power of the rural population.

The huge potential of the rural market along with the benefit that can be accrued by organizing the existing fragmented market has led to the concept of organised agri input retailing or 'one stop shops'. Many companies have spawned innovative business models to tap this big business opportunity.

### Eligibility for Admission

The eligibility for admission to B. Voc. in Retail Management with Specialization in Agriculture Retail shall be 10+2 or equivalent, in any stream.

### Career Prospects/Job Roles

In India, about 20 to 30 per cent crop is wasted each year due to spoilage, floods, pests, diseases, improper handling and lack of awareness about post-harvest technologies. In a developing country like India, the agri-retailing sector has emerged as a field of prime importance. Organisations in all sectors i.e. public, private and cooperative, are looking to hire competent and well trained professionals and agribusiness managers.

The field opens up several avenues for those who hold a degree in Agribusiness management. A career in Agribusiness can open doors to a plethora of industries such as *farming, real-estate, retail marketing, food processing and food production. From livestock, farming to human nutrition, food production, Agri Retailing* covers a significant number of careers globally.

### Semester-wise Listing of Courses

SEMESTER I		
Subject Code	Subject Name	Credits
GE 1.1	Functional English	4
GE 1.2	Communication Skills – I	4
GE 1.3	Computing Skills – I	4
RM 1.1	Introduction to Retail Store Operations	2
RM 1.2	In-store Cashiering & Merchandising Operations – I	2
RM 1.3	Retail Sales Process Management	2
RM VP 1	Vocational Practical	12

SEMESTER II		
Subject Code	Subject Name	Credits
GE 2.1	Basics of Economics and Markets	4
GE 2.2	Environment Sciences	4
GE 2.3	Ethics and Governance	4
RM 2.1	In Store Cashiering & Merchandising Operations – II	2
RM 2.2	Customer Relationship Management	2
RM 2.3	FMCG / FMCD Sales Management	2
RM VP 2	Vocational Practical	12

SEMESTER III		
Subject Code	Subject Name	Credits
GE 3.1	Communication Skills - II	4
GE 3.2	Financial Literacy	4
GE 3.3	Basics of Legal and HR Policies	4
RAG 3.1	Agriculture Marketing Institutions and Organisations	2
RAG 3.2	Pre-Requisites for Effective Agricultural Marketing	2
RAG 3.3	Agri Retail Legislation and Management	2
RAG VP 3	Vocational Practical	12

SEMESTER IV		
Subject Code	Subject Name	Credits
GE 4.1	Computing Skills – II	2
GE 4.2	Basics of Accounting	4
GE 4.3	Design Thinking	4
GE 4.4	Organizational Behaviour	2
RAG 4.1	Introduction to Agriculture Marketing	2
RAG 4.2	Rural Marketing and Market Infrastructure	2
RAG 4.3	Agricultural Input Marketing Management	2
RAG VP 4	Vocational Practical	12

SEMESTER V		
Subject Code	Subject Name	Credits
GE 5.1	Digital Literacy	4
GE 5.2	Health and Wellness	4
GE 5.3	Personal Grooming	4
RAG 5.1	Agricultural Marketing in India	2
RAG 5.2	Trading of Agriculture Commodities – I	2
RAG 5.3	Agri Inventory Management	2
RAG VP 5	Vocational Practical	12

SEMESTER VI		
Subject Code	Subject Name	Credits
GE 6.1	Entrepreneurship	4
GE 6.2	Employment Readiness	4
GE 6.3	Effective Workplace Skills & Competencies	4
RAG 6.1	Agriculture Commodity Market Fundamentals	2
RAG 6.2	Trading of Agriculture Commodities – II	2
RAG 6.3	Fresh Produce Retail Management	2
RAG VP 6	Vocational Practical	12

**Programme fees:** (Rs. 60,000/-per annum)

**Examination fees:** (Rs. 1,600/- per semester and Rs.3200 per annum)

**Caution Deposit (Refundable):** Rs.5000

**Convocation Fees:** Rs.2000/- (In absentia Rs.2500/-)

**Campus Immersion Expenses:** (Travel & Logistics for 7-10 days on Campus) are not part of the fee structure and the expenses will have to be met by the students followed by communication.