

SRI A.S.N.M GOVERNMENT COLLEGE(A)PALAKOL
DEPARTMENT OF COMMERCE
2017-2018



VALUE ADDED COURSE
ON
Rural Marketing

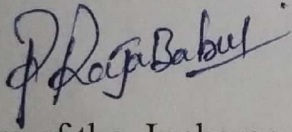
MINUTES OF THE MEETING

The Department of Commerce held a meeting on 28/11/2017 and passed a resolution to organize Value –added Course in “Rural Marketing” under the guidance of P.Raja Babu. The course was planned to be held for 30 working hours. The Value added course was organized from 04-12-2017 to 24-01-2018 for the academic year 2017-2018 to the III B.Com (General) students for curriculum enrichment.

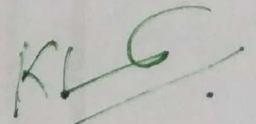
CIRCULAR

DATE : 30/11/2019

The Students of Sri A.S.N.M.GOV'T (A) College, Palakol are here by informing you that the Department of Commerce is going to Organizing a value-added course in "Rural Marketing" for 30 days. So the interested candidates are requested to register their names at Department of Commerce.



Signature of the Incharge
Department of Commerce
SRI A. S. N. M. COLLEGE (A)
PALAKOL - 534 260, W.G.Dt.



Signature of the Principal
PRINCIPAL
Sri A.S.N.M. GOVT. COLLEGE (A)
PALAKOL-534 260, W.G.DIST.

Palakol,
29-11-2017.

To
The Principal,
Sri A.S.N.M. Government College (A),
Palakol, W.G.DT, AP.

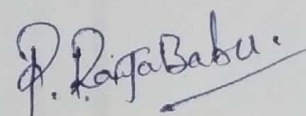
Respected Sir,

Sub: Value Added course- Rural Marketing -2017-18 Submission of Work done
statements-request for action-reg.

We submit that the Department of Commerce conducted classes
for the Value Added course in Rural Marketing 2017-18. The statement showing
the work done together with the details of number of hours and the faculty
names provided in the statement that follow.

Thanking you sir

Yours faithfully,

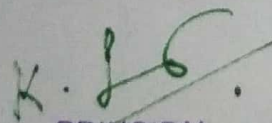


(P.Raja Babu)

In-charge of Commerce
Department of Commerce
SRI A. S. N. M. COLLEGE (A)
PALAKOL - 534 260, W.G.Dt.

Abstract:

S.No	Name of the Lecturer	No. of Hours
1.	P.Rajababu	30 Hrs (04-12-2017 to 24 -01-2018)


PRINCIPAL
Sri A.S.N.M. GOVT. COLLEGE (A)
PALAKOL-534 260, W.G.DIST.

SRI A.S.N.M.GOVERNMENT COLLEGE (A), PALAKOL
DEPARTMENT OF COMMERCE

2017-18

Value Added Course on Rural Marketing

Objective:

Students at the successful completion of this course will be able to

- ❖ Conceptual clarity about fundamental rural marketing concepts.
- ❖ Learn about evolution of rural marketing in India.
- ❖ Comprehend the rural marketing process as rural marketing model.
- ❖ Comparative analysis of rural and urban marketing.

Outcomes:

On successful completion of this practical course, student shall be able to:

- ❖ Understand the scope, growth, importance of rural marketing and rural environment.
- ❖ Know the concept of rural marketing research and examine the differences between rural, semi –urban and urban markets.
- ❖ Identify the classification of rural consumer based upon the economic status and rural consumer behavior.
- ❖ Enumerate the different types of product and pricing strategies in rural marketing

Syllabus:

Unit 1

Introduction to Rural Markets

Definition, Concept, Nature, Size and Scope of Indian Rural Markets, Rural Demand, Buying Characteristics, Rural Market Structure : Demographic, Physical, Economic Environment.

Unit 2

Understanding the Rural Consumer

Rural Community in India, Profile of Rural Markets: Segmenting the Rural Market, Target and Positioning, Rural Consumer Behavior, Rural Buyer Characteristics, Consumer Buying Decision Process, Factors Affecting Consumer Behavior – Cultural, Social, Technological, Economic and Political.

Unit 3

Marketing Mix in Rural Markets

Product: Significance, Concept and Product Mix Decisions, Pricing Strategy: Objectives, Policies and Strategies, Promotion: Advertising, Sales Promotions Communication in Rural Marketing, Language and Culture Distribution Strategies, Channels of Distribution, Role of Co-operative, Government, Financial Institutions, Public Sector Undertakings, Regulated Markets and Public Distribution Systems.

Department of Commerce

Value Added Course on Rural Marketing 2017-2018

III B.Com (General) Students List and Signatures

S.No	Reg. No	Name of the Student	Signature
1	1531001	ASHA GUDIVADA	Asha Gudivada
2	1531003	AYILA KALYAN	Ayila Kalyan
3	1531004	BADDA HARSHA VARDHAN	B. Vardha Vardhan
4	1531007	BEJAWADA DURGA BHAVANI	B. Durga Bhavani
5	1531008	BEJAWADA SAI KRISHNA	B. Sai Krishna
6	1531012	CHUTTUGULLA ARAVIND	CH. ARAVIND
7	1531014	GANTA SANJAY KUMAR	G. SANJAY KUMAR
8	1531020	KALISSETTI BHARATHI	K. Bharathi
9	1531025	KETHA NARESH	K. Nareesh
10	1531027	KOLLA SAI DURGA	K. Sai Durga
11	1531032	KOPPADI SULEMAN RAJU	K. Suleman Raju
12	1531035	MANEM KRISHNA VENI	M. Krishna Veni
13	1531037	NADIPUDI SAI TEJASRI	N. Sai Tejasri
14	1531038	NANDIWADA SIRISHA	N. Sirisha
15	1531039	NEKKANTI VINAY BABU	N. Vinay Babu
16	1531040	PAPPALA SAI LAKSHMI	P. Sai Lakshmi
17	1531044	SAKA BRUHASPATHI KRISHNA	S. B. Krishna
18	1531048	VILLURI KAMALA KUMARI	V. Kamala Kumari
19	1531049	VUYYURU GOPI CHAND	V. Gopi Chand

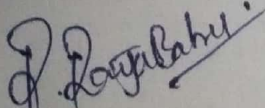
Signature of the In-charge
Department of Commerce
SRI A. S. N. M. COLLEGE (A)
PALAKOL - 534 260, W.G.Dt.

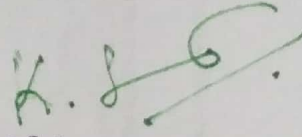
Signature of the Principal
PRINCIPAL
Sri A. S. N. M. GOVT. COLLEGE (A)
PALAKOL-534 260, W.G.DIST

ATTENDANCE SHEET

SL.No	NAME OF THE STUDENT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1.	ASHA GUDIVADA	p	p	p	A	p	p	p	p	p	p	p	p	p	A	p	p	p
2.	AYILA KALYAN	p	p	p	p	p	p	p	p	p	A	p	p	p	p	p	p	p
3.	BADDA HARSHA VARDHAN	p	p	p	p	p	A	p	p	p	p	p	p	p	p	p	p	p
4.	BEJAWADA DURGABHAVANI	p	p	p	p	p	p	p	p	p	p	A	p	p	p	p	p	p
5.	BEJAWADA SAI KRISHNA	p	p	p	p	p	p	p	p	A	p	p	p	p	p	p	p	p
6.	CHUTTUGULLA ARAVIND	p	p	p	p	p	A	p	p	p	p	p	p	p	p	p	p	p
7.	GANTA SANJAY KUMAR	p	p	p	p	p	p	p	p	p	p	p	p	A	p	p	p	p
8.	KALISSETTI BHARATHI	p	p	p	p	p	p	p	A	p	p	p	p	p	p	p	p	p
9.	KETHA NARESH	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p
10.	KOLLA SAI DURGA	p	p	p	p	p	p	p	p	p	A	p	p	p	p	p	p	p
11.	KOPPADI SULEMAN RAJU	p	p	p	p	p	A	p	p	p	p	p	p	p	p	p	p	p
12.	MANEM KRISHNA VENI	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p	A	p
13.	NADIPUDI SAI TEJASRI	p	A	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p
14.	NANDIWADA SIRISHA	p	p	p	p	p	p	p	A	p	p	p	p	p	p	p	p	p
15.	NEKKANTI VINAY BABU	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p	A
16.	PAPPALA SAI LAKSHMI	p	p	p	p	p	p	p	p	p	A	p	p	p	p	p	p	p
17.	SAKA BRUHASPATHI KRISHNA	p	p	p	p	p	p	p	p	p	A	p	p	p	p	p	p	p
18.	VILLURI KAMALA KUMARI	p	p	p	p	p	A	p	p	p	p	p	p	p	p	p	p	p
19.	VUYYURU GOPI CHAND	p	p	p	p	p	p	p	p	p	p	A	p	p	p	p	p	p

S/N	NAME OF THE STUDENT	18	19	20	21	22	23	24	25	26	27	28	29	30
1.	ASHA GUDIVADA	p	p	p	A	p	p	p	p	p	p	p	p	p
2.	AYILA KALYAN	p	p	p	p	p	p	p	p	p	A	p	p	p
3.	BADDA HARSHA VARDHAN	p	p	p	p	p	A	p	p	p	p	p	p	p
4.	BEJAWADA DURGABHAVANI	p	p	p	p	p	p	p	p	p	p	A	p	p
5.	BEJAWADA SAI KRISHNA	p	p	p	p	p	p	p	p	A	p	p	p	p
6.	CHUTTUGULLA ARAVIND	p	p	p	p	p	A	p	p	p	p	p	p	p
7.	GANTA SANJAY KUMAR	p	p	p	p	p	p	p	p	p	p	p	p	A
8.	KALISSETTI BHARATHI	p	p	p	p	p	p	p	A	p	p	p	p	p
9.	KETHA NARESH	p	p	p	p	p	p	p	p	p	p	p	p	p
10.	KOLLA SAI DURGA	p	p	p	p	p	p	p	p	p	A	p	p	p
11.	KOPPADI SULEMAN RAJU	p	p	p	p	p	A	p	p	p	p	p	p	p
12.	MANEM KRISHNA VENI	p	p	p	p	p	p	p	p	p	p	p	p	p
13.	NADIPUDI SAI TEJASRI	p	A	p	p	p	p	p	p	p	p	p	p	p
14.	NANDIWADA SIRISHA	p	p	p	p	p	p	p	A	p	p	p	p	p
15.	NEKKANTI VINAY BABU	p	p	p	p	p	p	p	p	p	p	p	p	p
16.	PAPPALA SAI LAKSHMI	p	p	p	p	p	p	p	p	p	A	p	p	p
17.	SAKA BRUHASPATHI KRISHNA	p	p	p	A	p	p	p	p	p	p	p	p	p
18.	VILLURI KAMALA KUMARI	p	p	p	p	p	p	p	p	p	A	p	p	p
19.	1531049 VUYYURU GOPI CHAND	p	p	p	p	p	A	p	p	p	p	p	p	p


 Signature of the In-charge
 Department of Commerce
 SRI A. S. N. M. COLLEGE (A)
 PALAKOL - 534 260, W.G.Dt.

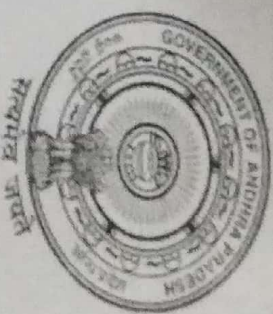

 Signature of the Principal
 SRI A. S. N. M. GOVT. COLLEGE (A)
 PALAKOL-534 260, W.G.DIST.

CLASSROOM PICTURE





Sri ASN M Govt College(A), Palakol
(NAAC Re-accredited with B Grade)



Department of Commerce

This is to Certify that Mr/Ms B. HARSHA VARDHAN
of B.Com (General) Program has successfully completed
the Value added Course in Rural Marketing during the
year 2017-18

P. Nagar Boudh:

Coordinator
Department of Commerce
SRI A. S. N. M. COLLEGE (A)
PALAKOL - 534 260, W.G.Dt.

K. J. S.

Principal
Sri A. S. N. M. GOVT. COLLEGE (A)
PALAKOL - 534 260, W.G.Dist.