



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Food Processing and Quality Control

Course / Subject Code: BV03009081

Course / Subject Name: Purchase Assistant - Food and Agricultural Commodities

w. e. f. Academic Year:	2024-25
Semester:	3
Category of the Course:	OJT Elective Subject

Prerequisite: Basic knowledge of agricultural commodities, elementary supply chain concepts, and proficiency in business communication.

Rationale:	The course is designed to equip learners with essential knowledge and skills in purchasing and procurement of food and agricultural commodities. It integrates theoretical knowledge with practical training to enhance decision-making, negotiation, and supply chain management abilities. Graduates will be prepared to meet the dynamic requirements of agri-business sectors and procurement roles.
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Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Understand the fundamentals of procurement, market dynamics, and quality standards of food and agricultural commodities.
02	Apply modern tools and methods for inventory management, cost control, and logistics in procurement.
03	Evaluate supplier performance, contracts, and compliance with ethical and legal standards in agriculture.
04	Develop effective communication and negotiation strategies to secure competitive and sustainable procurement.

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA/CA(M)	PA/CA (I)	ESE (V)	
0	0	12	6	0	0	100	100	200



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Agricultural Procurement Basics of procurement: Definitions, roles, and importance. Overview of food and agricultural commodity markets. Types of procurement strategies and policies. Challenges in agricultural procurement.	35	15
2.	Quality Standards and Commodity Grading Importance of quality standards (AGMARK, FSSAI, etc.). Methods of grading agricultural produce. Inspection, sampling, and certification processes. Case studies on quality management.	35	20
3.	Inventory and Supply Chain Management Principles of inventory control and stock management. Logistics planning: Transportation, storage, and distribution. Technology in supply chain: ERP and inventory software. Cost optimization techniques.	40	25
4.	Legal and Ethical Aspects in Procurement Agricultural trade policies and acts. Contract farming and agreements. Ethical sourcing practices and corporate responsibility: Sustainable Procurement, Labor Practices, Corporate Social Responsibility Case laws and examples in procurement disputes: Monsanto India Ltd. vs. Nuziveedu Seeds Ltd. & Others (2019)	35	20
5.	Negotiation Skills and Vendor Management Principles of negotiation in procurement. Communication strategies for effective negotiations. Evaluating and managing vendor performance. Building sustainable vendor relationships.	35	20
	Total	180	100

Suggested Specification Table with Marks (Practical):

Distribution of Practical Marks					
R Level	U Level	A Level	N Level	E Level	C Level



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15	30	22	18	12	3
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Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Agricultural Marketing in India by Acharya S.S. and Agarwal N.L. (Indian Author)
2. Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra
3. Procurement Principles and Management by Peter Baily, David Farmer, et al.

(b) Open-source software and website:

1. Agmarknet.nic.in – Government portal for market standards.
2. FAO.org – Global agricultural guidelines and resources.
3. OpenERP/Odoo – Open-source inventory management tool.

Suggested Course Practical List:

1. **Market Visit and Report:** Study the agricultural commodity market dynamics and prepare a report.
2. **Grading Practical:** Grading and quality assessment of grains/fruits/vegetables.
3. **Inventory Management Simulation:** Use open-source software (like Odoo) for inventory control.
4. **Negotiation Role-play:** Conduct mock negotiations for procurement scenarios.
5. **Case Study Analysis:** Analyze legal cases or procurement issues in agricultural contexts.
6. **Vendor Management Project:** Develop a vendor evaluation and selection strategy.
7. **Supply Chain Map:** Create a supply chain map for a selected agricultural commodity.

Suggested Activities for Students: Practical Work Book

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