

Livestock Business Management



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UNIT I

Livestock business- concepts, nature and scope; production, consumption, trade in livestock in India, Livestock contributions to national economy.

UNIT II

Livestock produce and products. Components, characteristic of small business. Marketable livestock commodities. Marketing of livestock, and perishable and non-perishable livestock products.

UNIT III

Market opportunities - marketing channels of livestock and livestock products, organized/unorganized markets and cattle fairs. Overview of Livestock Programme.

UNIT IV

Import and export of animal and animal products. International Agreements/Regulations (WTO and General Agreement on Trade and Tariff-GATT) for marketing/trade of live animals and products, MFPO, BIS Standards for meat products, National and international specifications and standards. Visit to livestock farms.

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