

Centre for e-Learning

Kerala Agricultural University

POST HARVEST MANAGEMENT & MARKETING OF FRUITS & VEGETABLES (PHM)

SYLLABUS

MODULE 1: Concepts of Post Harvest Management

1. Importance of fruits and vegetables
2. Foods and nutrition: an overview
3. History, need and scope of post harvest management
4. Physiology of maturity, ripening and senescence
5. Causes of pre and post harvest losses
6. Importance of micro organism in food industry
7. Food poisoning, food borne disease, food intoxication, food infection
8. Safe chemicals and microbial limits for different foods

MODULE 2: Processing and Preservation Techniques – I

1. Techniques to prevent deterioration
2. Procedures of fruits and vegetable preservation
3. Principles underlying general methods of preservation
4. Drying and dehydration of fruits and vegetables
5. Methods of preservation
6. Minimal processing of fruits and vegetables
7. Food additives and food colours

MODULE 3: Processing and preservation techniques – II

1. Introduction to products and production methods
2. Varieties suitable for processing
3. Fried products, process of frying
4. Dried fruits and vegetables
5. Juices, squashes and cordials

6. Sauces
7. Wines
8. Chutneys
9. Jam, jellies and marmalade
10. Pickles and salted vegetables
11. Pastes and purees
12. Bottled fruits
13. Crystallized fruits, fruit leathers and cheeses
14. By-product and waste utilization

MODULE 4: Post Harvest Management as an Enterprise

1. Processing sector in India and Kerala: An overview
2. Site selection and layout
3. Equipment and machinery
4. Plant sanitation and Effluent treatment
5. Food laws and Associated bodies
6. Quality characteristics
7. Quality assurance: Regulation, codes, grades and standards

MODULE 5: Marketing management

1. Packaging – Need and importance
2. Packaging of Fruits and vegetables
3. Packaging materials - 1
4. Packaging materials - 2
5. Packaging process and machinery
6. Market and market mechanization
7. Marketing of fresh fruit and vegetables and their processed products
8. Transportation of fresh produce and control of losses

MODULE 6: Entrepreneurship Development

1. Entrepreneurship – Concept, characteristics, approaches, need for entrepreneurship
2. Traits of an entrepreneur – Risk taking, leadership, decision making, planning, organizing, coordinating and marketing; Types of entrepreneurs
3. Agri-Enterprises- Stages of establishing enterprise, Project Identification, Step to be considered in setting up an enterprise, Feasibility Report, Product selection
4. Project management and appraisal – Market, technical, social, financial analysis
5. Market Management – Concept planning for marketing target marketing and competitive strategy

MODULE 7: Assignment

MODULE 8: Project Work