

between formal and substantive democratisation, but also probe the lived contradictions of life of the State such as corruption, police intimidation, an ineffective local and regional judiciary and elite capture of key government institutions are pressing problems – problems that do not end at the state border of course but which are specially pronounced in the State of Uttar Pradesh.

Obviously, this book presents brilliant ideas for all sections of stakeholders, users and institutions involved in democratisation and transition techniques from lab to land. This also helps in focusing much better in tackling pertinent issues relating to reservation and management of human resources and presenting analysis of the various elements involved in integrated political development and resource systems that the subject specialist, researcher, planner and policymaker will find this book interesting and useful.

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Agri-input Marketing in India by Pingali Venugopal and Ram Kaundinya, 2014, Published by SAGE Publications, B1/I-1, Mohan Cooperative Industrial Area, Mathura Road, New Delhi – 110 044, India, pp. 246, ₹ 595.

The National Sample Survey report which states that 40 per cent of the farmers are not interested in agriculture and would quit agriculture if they have an alternative is an alarm bell not only for the government of India but also to the agricultural input industry. This book studies the agricultural development in India from 1950 to 2012 and develops an understanding of the present situation of agricultural input marketing and the current farmer behaviour. The two authors have brought their rich experiences to the readers in an elegant book with much

needed facts and innovative ideas. This volume has been divided into three parts, to build direction for agri-input marketing in India. Part – 1 build an understanding on the way agricultural input marketing evolved (the past), Part II describes the present situation of agri-input marketing and its consequences, and Part III develops the strategies for the future. The volume comprises 17 chapters, of which Part-I has eight chapters, Part-II with three chapters and finally Part-III has six chapters.

Part-I has discussed the current scenario and points out that agricultural input marketing in India is at the cross roads and there is a need to reorient the strategies of agri-input marketing to align them with the principles of sustaining agriculture and attaining food security. Agriculture growth was seen as a prerequisite for inclusive growth, reduction in poverty levels and enhancement of farm incomes. While there are several challenges, new agricultural opportunities are also emerging as important avenues for farmers and agri-input industry. The mind-set of the agri-input industry and their approach to marketing will have to undergo a major change if they have to take Indian agriculture to the next level. National Commission of Agriculture (NCA) (2006), Government of India, has mentioned in its report that the additional production must accrue through yield increases varying from 25 – 100 per cent. The average yield increase required is 30 per cent for rice, 33 per cent for wheat, 85 per cent for pulses, 85 per cent for vegetables, and 100 per cent for fruits by 2020 over the yield of 2010-11. This suggests there is a potential and that the increased yield is achievable through technological enhancement and efficient use of water, plant nutrition and other inputs. Agricultural inputs were critical for India's transition from

a “ship-to-mouth” economy to a self-sufficient economy. NCA states that mechanisation has increased the timeliness of operations, which increased productivity by over 37 per cent per cropped hectare. While agricultural inputs have played a crucial role in meeting the needs of the growing population, agri-input companies in the future need to promote agri-input usage taking into account the environmental consequences and other issues.

The reducing availability of land, reducing farm holding sizes, and changing cropping patterns have put enormous pressure on the availability of food grain. India has to find innovative solutions to increase the productivity of land under the given situations. Government policies have helped India become self-sufficient but the policies have encouraged short-term profit maximisation overlooking sustainability and equity issues. The future would not only require increasing agronomic (yield) potential, but also modifications in the seed type to address other agronomic problems. Infrastructure development requires continuous investment. The model followed in India so far has not promoted private sector investment in developing infrastructure in agriculture. The government has been the prime investor. There has been a significant investment made in creating infrastructure facilities, but unfortunately it has been inadequate to meet the requirements. There is no doubt that public extension services played an important part in ensuring India becoming self-sufficient, but the extension services could not keep pace with the changing requirements of agriculture and farmers. There is need to encourage private extension services like in Australia.

Part-II has examined the present situation where the agri-input market has become very competitive. Standardised usage

recommendations along with push-based strategies reinforced the input-output equation and the importance of functional benefit over technical knowledge. This has led to unscientific use of inputs and made agri-input market very competitive. The promotion of functional knowledge has increased the perceived knowledge of the farmers and reduced the credibility of the company as an information source. Also with a reduction in the “promised functional benefits,” farmers started over-using inputs or experimenting new combinations of inputs without scientific basis. Fertiliser application in India has largely been governed by thumb rules and not based on soil tests. Though 4:2:1 ratio of NPK is considered as an ideal indicator for fertiliser usage at national level, it is difficult to trace the genesis of this NPK ratio (National Academy of Agricultural Sciences (NAAS), 2009). Before Green revolution in India, average increase in yield due to N, P, and K, fertilisation was 3.7, 2.3, and 1.4 q/ha, respectively. NAAS (2009) assumes that these data played a key role in deciding upon the NPK ratio of 4:2:1. The fact that the negative consequences are within manageable limits, agri-input companies have to promote input usage keeping environmental impacts in mind.

Part-III consists of six chapters, focusing on building strategies for marketing agricultural inputs in the future. In 12th chapter authors have discussed the need to redefine the objective to match the needs to the UN environmental concerns. The ranking of 177 countries in 2007 on the level of sustainability of agriculture places India in the 110th place, which is reported to be on a serious category. Good agricultural practices (GAPs) are a guide toward a sustainable agriculture for producing high quality agricultural output as well as to contribute to food security and generating income to the farmers through the access to markets. 13th and 14th chapters emphasised

on strategies for agri-input marketing (basis for positioning, product and pricing strategy). Authors stated that companies should shift from selling products to promoting marketing solutions. This would require a change in the mind-set from market share to customer base and a shift from just building brand image to creating company image and relationships. In 14th chapter, authors discussed on agro-climatic zones, soil health, seed, nutrient and pest management, Pricing strategies are based on value-based pricing. Chapter 15 would familiarise the reader with the farmers' information requirements, farmers' knowledge and company credibility matrix and knowledge transfer framework. Integrated agri-input supply Model (basis for place strategy) is presented in chapter – 16 covering the topics of salesperson as a consultant, building a farmer database, customised services and integrated input supply model. In the last chapter, authors have discussed on future directions emphasising on integrated solutions and value-added services.

The reader will find this book a repository of effective business strategies toward the development of the agri-input industry. Authors have developed appropriate 'solution-based' frameworks which could be adopted by agri-input industry. This book will be of immense use to all the Agri-Business Management students, scientists, the farmers, the government, traders, consumers and NGOs who are involved in addressing the complicated issues of Indian Agriculture.

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State of India's Livelihoods Report 2013,
Published by ACCESS Publications, Edited by
Vipin Sharma, P:146.

The State of India's Livelihoods (SOIL) reports were being published annually since 2008 by ACCESS development services, documenting

recent trends and issues, policies and programmes in the sphere of livelihoods promotion of the poor. The SOIL report 2013, is part of an annual series, a digest of evidence, debates and events which have taken place during the year. It is a collection of unique papers which explore specific themes selected for their pertinence to livelihoods at that time. The present report assimilates current debates and developments around the poor and their plight, the potential livelihood opportunities, the role of promoters and the private sector and policies that impede and advance the possibilities for strengthening the livelihoods of the poor. The report is divided into six chapters each taking off from where the last one has left, making for a more comprehensive and complete reading.

The opening chapter "Overview: Economic Crisis and Livelihoods" contributed by Reshmi P. Bhaskaran focused on the macro-economic and sectoral issues and their effect on livelihood opportunities of the people. The chapter explores the factors for current economic woes and touches upon the key human development and supporting sectors which are required to ensure a high impact on growth, education, skills, health, financial inclusion, infrastructure and urban services. The second chapter, "A Statistical Atlas of Livelihoods" by Tara Nair is an attempt to illustrate some of the major indicators of the status of livelihoods, with the help of disaggregated data at the State level. The analysis draws upon the conceptual understanding of livelihood security as a multifaceted phenomenon that combines the elements of means of earning a living, ownership and control over assets, capabilities and the ability to stake claims. Through a detailed analysis of 20 major States, this study has brought about valuable insights as to how to identify 'pockets of impoverishment' by extending enquiries