

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.

Dr. V. Suresh Babu

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

beyond the State level. It is observed that the challenges to livelihood diversification are particularly serious for the poorest States - Jharkhand, Chhattisgarh, Madhya Pradesh, Bihar and Odisha- as they lag behind others in terms of human development achievements also. Initiatives to promote livelihoods in these State hence need to be anchored effectively on the goals of expansion of economic opportunities, alleviation of human poverty, improvement of capabilities and reduction of inequalities. The third chapter on "Policy Initiatives and Policy Paralysis" by Ashok Kumar Sircar provides the process of budgeting, the commencement of implementation of the Twelfth Plan and myriad of legislations at different stages of progress. He pointed out that year after year the budget is analysed only in terms of utilisation, allocation and estimate of funds. He observed that the plan document does not make any serious attempt to declare what has been achieved in the previous plan period before announcing the new set of plan indicators. He suggested that adding a monitorable indicator section to each sectoral objective would strengthen the accountability of the Plan.

The Chapter on "Agriculture and Livelihoods" by Adarsh Kumar identifies key trends in the agriculture sector and highlights the gaps and bottlenecks that need to be addressed to provide livelihood support to vulnerable population. The chapter focuses upon the initiatives underway across the country to address the areas of concern including aggregation, tenancy reform, new models for extension support, building stronger supply chains, advocacy towards a sustainable agriculture policy, finance to farmers at different levels and interventions in support of vulnerable farmers, women and agricultural labour. The Chapter on "Social

Protection and Livelihoods" by Savitha Suresh Babu and Kirti Vardhana explores the link between livelihood outcomes and behaviour and social protection. The focus is on workers in informal enterprises and workers hired informally in the formal sector who comprise about 93 per cent of the working population. The chapter examines the role of the government in providing social services, through an analysis of specific schemes and entitlements and their links to livelihood behaviour and outcomes, both for rural and urban population. The Chapter Six on 'Skilling India' by Orlando Ruthven explores the current state of skills policy in India and the evidence that we have so far of its impact and effectiveness on poor people's livelihoods.

Capturing the livelihood context of India is a complex task largely because of the diversity of resources conditions as well as development dynamics across regions. The exercise of the Access Development services to bring a volume on this regularly is laudable. It is a good reference document which will be useful for both policymakers as well as practitioners.

Dr. Ch. Radhika Rani

State of the Adivasis in Odisha 2014 - A Human Development Analysis by Harishwar Dayal, Faria Noamani, Debraj Bagchi and Jaykishan Godsora from Institute For Human Development, Published by Sage Publications India Pvt Ltd, Mohan Cooperative Industrial Area, New Delhi-110 002, pp 102.

The present book focused on the objective to understand different aspects of development and deprivations of Adivasis of Odisha. In order to understand the status, eight villages and two resettlement colonies from five blocks of three districts from Odisha State were selected and various tools like Participatory Rural Appraisal (PRA), Focused