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Book Reviews

Nehru and Planning in India, Edited by N.B. Das Gupta, J.L. Raina, H.M. Jauhari and B.M. Jauhari, Concept Publishing Company, New Delhi. 1993. Pp. 270. Price Rs. 325.00.

This book is a compilation of works presented at the two day National Seminar on Pandit Nehru, Planning Commission and Planned Development in India, held on March 29 and 30, 1989 and organised by the Indian Centre for Socialist Studies, Ghaziabad. It is a well-timed and rich tribute to the memory of Pandit Jawaharlal Nehru, the architect of modern India in the post independence era, during the Nehru Centenary Year.

The subjects covered in the book encompass the various facets of Nehruvian philosophy including planned development in the field of agriculture, industry, infrastructural development, poverty eradication, mixed economy as well as the social and political aims to achieve the set objectives. The various chapters are grouped under five sections, namely, Nehru and Planned Development, Industry, Agriculture, Nehru: Panchsheel and Secularism and Freedom Movement and the Personality of Nehru. A galaxy of renowned scientists, economists, planners and administrators have spelt out very brilliantly these different philosophical aspects with Nehru as the focal point.

Nehru emphasised on the development of science and technology and its interaction with agriculture and industry. He believed that such developments will have a profound bearing on the social upliftment of the general masses and usher in economic development. No doubt there was too much emphasis on the development of heavy industries at the cost of small scale and cottage industries as envisaged under the Gandhian plan of development, but during the period immediately after independence, looking to the international situation, it was quite necessary to create situations to achieve self-sufficiency in future in that respect.

Section I, which deals with 'Nehru and Planned Development', includes seven articles dealing with the genesis and process of planning

for economic development and the significant role of Pandit Nehru in this process. Section II on 'Industry' consists of four articles which deal with Nehru's ideas on industrialisation, mixed economy and the public sector. The articles deal with industrial development in India and the direction imparted to it by Nehru. Pandit Nehru believed that in India without the development of agriculture, industrial and technological growth and economic development would not be successful. Section III on 'Agriculture' carries three articles on agricultural development, creation of rural infrastructure and agrarian relations in the context of Nehruvian thinking on these aspects. Section IV comprises eight articles based on Nehru's ideas of peaceful coexistence, non-alignment, communal polity, secularism and socialism. The seven articles in the final section deal with the philosophical and intellectual aspects of Nehru's personality. The literary and nationalist aspects of Nehru's personality as well as his ideas on education and science are brought out in these articles.

The articles in this compilation throw ample light on the profound influence of Nehru on the process of planning and planned development in India. His deep belief in industrial development as also his appreciation of the importance of agriculture and rural development are evident in many articles. Nehru's disenchantment with communism and the emphasis he placed on socialism and secularism have also been dealt with in some articles.

The final chapter "Man Alive—The Man Immortal" is indeed a very fitting tribute to Nehru, the man of vision—a vision for a great, powerful and a prosperous India, a messenger for peace in the world and a spiritual leader.

The book is very timely and thought provoking contribution, an open window to look through our achievements as well as failures in the past, and to chalk out a brighter future. However, its price (Rs. 325) is quite high and would limit its access to the readers. If feasible, some of its sections (I to III) relating to Planned Development, Industry and Agriculture and those relating to Political Philosophy, etc. (IV and V) may be compiled separately in future to reduce its cost and thus make it available to different sections of readers as per their immediate interest.

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Agricultural Marketing in India, S.S. Acharya and N.L. Agarwal. Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi. 1992. Second Edition. pp xxi + 403. Price Rs. 85.00.

As undergraduate and post graduate students of agricultural marketing most of us have, at one time or the other, felt the dire lack of an appropriate text book on the subject. A number of books on agricultural marketing are available but those suitable to the Indian setting are far too few. This gap was filled by Drs. Acharya and Agarwal by their book *Agricultural Marketing in India*, the first edition of which appeared in 1987. The authors have now brought out a revised second edition of the book which is a welcome addition to the literature on agricultural marketing.

The book has nine chapters which cover almost all aspects of agricultural marketing. The first chapter deals with the concept and scope of agricultural marketing and the differences between the marketing of agricultural and manufactured products. The second chapter discusses market structure, conduct and performance which are important for understanding the adjustments made by producers and sellers to the markets they operate in. Besides touching upon the factors affecting the demand for and supply of agricultural products, this chapter also has a section on price determination and an appendix on Nerlovian price expectations and acreage adjustment models which are basic to the understanding of acreage adjustments made by farmers in response to price changes. Chapter three on 'Agricultural Marketing and Economic Development' includes a discussion on marketable and marketed surplus. An important appendix to this chapter is on the derivation of elasticities of marketed surplus of subsistence crops wherein Rajkrishna's and Behrman's models are detailed. The fourth chapter on the 'Marketing of Farm Products' includes various aspects of the marketing of farm outputs such as marketing functions, marketing agencies, marketing channels, grading, storage, packaging, transportation, warehousing and processing which gain importance because of the very nature of agricultural products. Marketing of agricultural inputs is covered in chapter five. This is an important topic which is generally not covered in marketing texts separately. The next chapter deals with the role of the government and cooperatives in agricultural marketing. Chapter seven is another important chapter in the book in which aspects of integration, efficiency and marketing costs and price spreads are discussed. These are important aspects from the point of view of welfare of both the producers and consumers. Chapter eight on 'Training, Research and Statistics' deals with the methods and process of marketing research, the organisations involved in the process of marketing of agricultural products and the data sources in marketing.

An important and interesting section in this chapter is a discussion on the emerging problems for research in agricultural marketing. The last chapter deals with the external trade in agricultural products.

This book has an edge over other books which, although few in number, exist on the subject. For instance, the fundamentals of price expectations and acreage adjustment models and marketed surplus models have been included, an understanding of which would make it easier for the students to read further from journals and advanced texts. Similarly, the section on emerging problems in agricultural marketing may provide ideas for the type of research studies to be undertaken in future by students.

An addition over the first edition of the book is the chapter on external trade in agricultural commodities. With the globalisation and opening up of the Indian economy in the wake of the recent economic reforms, this section is a useful addition. Readers will be able to acquire valuable information from it on foreign trade in agricultural products.

The authors have vast experience in the field of academics and research in agricultural marketing which is evident in almost all the chapters of the book. Considerable use has been made of current data to explain various facets of agricultural output and input marketing. A large number of empirical exercises have been included which will be of considerable help to the serious students of the subject. Most important, the book has been written with the Indian context in view and is, therefore, an useful addition to the literature. This book is an essential reading for students and researchers in the field of agricultural marketing.

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