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Vol XXVII
No. 2

ISSN 0019-5014

APRIL-
JUNE
1972

INDIAN JOURNAL OF AGRICULTURAL ECONOMICS



INDIAN SOCIETY OF
AGRICULTURAL ECONOMICS,
BOMBAY

REVIEWS IN BRIEF

Principles and Practice of Agricultural Marketing and Prices, S. C. Jain, Vora & Co., Publishers Private Ltd., Bombay, 1971. Pp. viii+328. Rs. 20.00.

This textbook on agricultural marketing justly claims to give a more elaborate treatment of the mechanics of marketing, namely, demand, supply, prices, market operations and policy. The subject matter of the book is divided into six parts. Part I deals with the elementary theory of markets and marketing. The topics dealt in this part include importance and objects of marketing, markets and their types, marketing systems and characteristics of an ideal marketing system, and approaches to marketing problems. Part II deals with the nature of demand, individual, market and total demand, elasticity of demand and its measurement, and factors affecting elasticity of demand. The nature of agricultural products and the economic determinants of production, the concept of market supply, supply response models and marketed surplus, elasticity of supply and its measurement, factors affecting market supply, and annual and seasonal variation in market supply are examined in Part III. Part IV discusses price determination under different market structures and in different marketing situations, price patterns at different levels of marketing, price differentials through time, place and form and problems of pricing of agricultural products. The functions and services of marketing, marketing costs, margin and efficiency are dealt in Part V. The last part describes the defects in the present system of marketing, the means by which agricultural marketing in India could be improved and the efforts of the Government both at the Centre and in the States in improving the system of marketing. The descriptive accounts of various aspects of agricultural marketing given in this book are supplemented with modern tools and techniques of analysis. The merit of the book lies in providing a good exposition of the theory of marketing with illustrative examples drawn from Indian situations. Inclusion of a list of select references at the end of each chapter enhances its utility.

Toward Modern Land Policies: Studies in the Development of National Policy Toward Land in Selected Countries, Davis McEntire and Danilo Agostini (Eds.), Institute of Agricultural Economics and Policy, University of Padua, Padua, Italy, 1970. Pp. 490. \$7.00.

The major objective of the eight studies included in this volume is to compare the evolution of national policies toward land among seven European countries and Mexico and to discover the factors that are unique and the factors that are common to all or several of these countries in their definitions of problems and their policy decisions connected with land. The European countries included in this study are France, Ireland, Italy, Poland, Spain, Sweden and Yugoslavia. This volume is the joint product of a group of scholars who worked independently but co-operatively. Accomplished in

this way, the several country studies are doubtless not rigidly or completely comparable in view of the different environmental conditions, historical evolution, traditions, and economic and political systems of the selected countries. But as the authors have worked together according to a common plan of research, this volume is more than a simple collection of separate studies. Divided into ten chapters, the introductory chapter presents an excellent summary of the evolution and objectives of land policy in the developed and developing countries of the world. A chapter each is devoted to each country study which examines "the confrontation of old ideas and new and the manner in which governments have attempted to reconcile conflicting values and goals in the formulation of policies toward land." In the concluding chapter, an attempt is made to compare the land policies of the several countries studied, with a view to discovering the features which they have in common and the aspects which are distinctive. It compares the goals pursued, the ideas that have inspired the goals, the principal administrative methods, the major changes in policy from time to time and the nature of constraints on policy formulation operating in the different countries.

The comparative analysis of land policy in the different countries revealed both similarities and striking differences in the evolution of national policies toward the land. The Western European countries (France, Ireland, Italy and Sweden) have a basically similar type of evolution with national variations. Land policies in these countries show an increasing emphasis on the goal of redistributing the land in such a way as to equalize the income opportunities of workers on the land with those of workers in other economic sectors. In the Western European countries the movement toward larger farming units and modernization of farming methods is propelled by economic forces. It is a moot point whether governmental policies have stimulated or inhibited the trend. Poland and Yugoslavia exemplify the alternatives possible within the boundaries of socialism. In Yugoslavia, the large-scale mechanized farm is elevated to the status of official doctrine alongside traditional peasant agriculture. With a similar preponderance of small, peasant farms, Poland has made a different policy choice which consisted in building up the productive capacity of the existing farming structure. Mexico bears a certain resemblance to Yugoslavia in maintaining a dual system of large, mechanized farms alongside a large number of small peasant holdings. Unlike in Yugoslavia and Poland, the Mexican dualism, however, has arisen not from authoritative decision but from the play of political forces. In Mexico, the peasantry wielded the political power to compel the government to allocate resources to it, including continuing redistribution of land.

While the European countries have projected their land policies against the prospect of a diminishing population dependent on agriculture, Mexico, by

contrast, must plan for providing for a growing population on the land. An important conclusion emerging from these several studies is that the degree of economic development of a country is more determining than any other factor in shaping its land policy.

Spread Effects of Dairy Enterprise—A Case Study of Anand, Small Industry Extension Training Institute, Hyderabad (A.P.), 1971. Pp. 82. Rs. 5.00.

This study examines the spread effects of a dairy enterprise, viz., the Kaira District Milk Co-operative Producers' Union Ltd. in Anand with special reference to the impact of the milk union on industrialisation. A profile of the Kaira district in Gujarat is given in Chapter 1 which embodies information relating to the topography, soil types, population, education, agriculture, livestock resources, occupational pattern, manufacturing industries, co-operative movement, banking, power, roads and communications, transport, and other infra-structure facilities in the district. Chapter 2 traces the origin and progress of the dairy industry in the district. The results of a study of 100 sample farmers-cum-milk producers selected from ten villages in the region are presented in Chapter 3. The study has attempted to analyse the economic conditions of the milk producers vis-a-vis their relationship to dairy farming in the region. The growth of dairy farming in the region and its impact on the overall economy of the district and particularly on the farming community are analysed in Chapter 4. The impact of dairy farming on the growth of input industries and of industries unrelated to dairy enterprise in the region is analysed in the subsequent two chapters. The last chapter examines the 'backwash' effects and 'spread' effects of the dairy industry in the district. The study reveals that the dairy has benefited in 1970 about 1,75,000 families in the region, who received almost double the prevailing price of milk and collected by way of this subsidiary occupation about Rs. 13.75 crores. It has helped to improve animal health, breeding and feeding and milk yield. The dairy industry has created job opportunities of various types and has developed into a complex of a host of related agro-based industries.

Foundations of Farm Policy, Luther Tweeten, University of Nebraska Press, Lincoln, Nebraska, U.S.A., 1970. Pp. xi + 507. \$9.50.

This book seeks to provide the foundation needed for interpreting and analysing farm policy in the U.S. It is both historical and analytical in content. It claims to be the first definitive study to integrate the social, political, and economic aspects of farm policy, to give historical background as well as analysis in depth of current policies and alternative policies for the future, and to view the goals and objectives of farm policy from an urban as well as a rural perspective. Composed of sixteen chapters, Chapters 1 and 2 of the book discuss the farmers' goals and values and the objectives for agricultural policies from an urban perspective respectively. Chapter 3 deals with farm group behaviour and provides historical examples of farm group involvement

in holding actions, collective bargaining, and other measures to raise income. The economic history of American agriculture is presented in Chapters 4 and 5. They illustrate how attitudes, resources, technology, and institutions interact to generate economic growth and to increase the productivity of farming. The symptoms and causes of farm problems are examined in Chapter 6. The discussion of symptoms of farm problems is focussed on farm income and government involvement in agriculture. It also deals extensively with the origin of problems of low-resource earnings and why these problems do not disappear. In Chapter 7, the nature of demand for farm commodities and the structure of industries that market farm products are reviewed. In Chapters 8 and 9, the structure, conduct, and performance of the input markets are examined for clues to farm economic ills. The elasticities of supply, demand and production that predict farm output, prices and earnings under alternative policies are also discussed in Chapters 7, 8 and 9. The major commodity legislation of the four decades preceding 1970 is reviewed in Chapter 10. It deals primarily with programmes of the federal government to alleviate commercial farm problems. The advantages and disadvantages of numerous alternative commodity programmes for the future, including bargaining power and free markets are discussed in Chapter 11 which illustrates the utility of cost-effectiveness criteria for comparing commercial farm programmes. The next three chapters respectively discuss the dimensions and causes of rural poverty, past public programmes to raise the incomes of the disadvantaged and the priorities for future efforts to alleviate rural poverty. The advantages of foreign trade, the importance of such trade to the U.S. and the progress made over the years to remove trade barriers are described in Chapter 15. The last chapter outlines the origins of welfare economics and deals with criteria for economic proportions, with perfect competition as a norm of efficiency and with factors that interfere with economic efficiency in society.

This book is designed for all serious students of farm policy. A reading of this book will prove rewarding to students of agricultural economics in the less developed countries. The list of reference works cited at the end of each chapter and the index enhance the utility of this book.

Rural Industrialisation: An Integrated Approach, V. S. Vyas, Economic Series No. 10, Karnatak University, Dharwar, 1971. Pp. iv + 77. Rs. 3.00.

The problems and prospects of rural industrialization in India are discussed in this brochure. After briefly reviewing the case for rural industrialization both in the developed and the developing countries, a few hypotheses for rural industrialization are formulated. The specific case of India is then examined to substantiate the hypotheses formulated in this brochure. The two components of rural development strategy outlined in this brochure are an intensive and surplus creating agriculture and the rural works programme planned to create an infra-structure which is essential for strengthen-

ing the agricultural base of the rural economy of India. The various attempts made for rural industrialization in India are then reviewed. This is followed by a brief review of the government policy on rural industrialization. The encouraging features in the shift in the government's policy relating to rural industrialization are brought out and the missing links in the rural industrialization programmes are outlined. A broad framework for a viable and self-sustaining programme of rural industrialization is spelt out in detail. Dispersal of industries in the rural areas and their direct link or integration with the agricultural sector is suggested as it will progressively expand the market for the products of industries with the increase in the incomes of the agriculturists.