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REVIEWS IN BRIEF

Marketing Livestock and Meat, M. G. Fenn, FAO Marketing Guide No. 3, Second Edition, FAO Animal Production and Health Series No. 1, Food and Agriculture Organization of the United Nations, Rome, Italy, 1977. Pp. xiii+198.

Since the publication of the first edition of this guide in 1960, many changes have occurred in the livestock and meat marketing system in most of the developing countries. This second edition of the guide takes into account the new developments in marketing and trade policies relating to livestock and meat and draws on the recent experience of various developing countries in order to give basic information on livestock and meat marketing and on the underlying economic principles. It also indicates the scope for marketing improvement programmes under various conditions. The first chapter examines the interaction of production, marketing and consumption and the dynamic role of marketing in economic development. The second chapter discusses the movement and handling of livestock while the third chapter deals with the organization of livestock slaughter. The processing of by-products, and the preservation, storage and transport of meat are discussed in the next two chapters, respectively. Chapter 6 discusses the operations involved in livestock and meat marketing and the conventional types of enterprises that intervene between the producer and the consumer. The special issues involved in export marketing are considered in Chapter 7. A review of the ways in which governments may support and regulate or directly manage marketing operations is presented in Chapter 8. This is followed in Chapter 9 by an analysis of the basic principles of price formation in the livestock and meat markets, the factors determining market prices of meat, the role of the marketing system in price formation, and the part played by government policies and programmes in price fixing. The last chapter considers the concepts of marketing efficiency and marketing margins and the scope for improvements in livestock marketing.

This guide contains a lot of background information on the marketing aspects of livestock and meat and on the principles and problems involved in livestock marketing and will serve as a useful reference guide to students in marketing courses in universities and colleges.

Planning for the Growth of Rural Economy of the Punjab (Background Papers), Compiled and Vetted by Tirath R. Gupta, Department of Economics and Sociology, Punjab Agricultural University, Ludhiana, 1978. Pp. xii+131.

This brochure embodies a collection of eleven papers presented to a Seminar on "Perspective Planning for Agriculture and Agro-industries in

Punjab” organized by the Punjab Agricultural University at Ludhiana in April 1977. The objective of the Seminar was to provide an in-depth analysis of the problems facing the agricultural economy of the State since the introduction of new technology and to recommend possible solutions for the emerging problems in the development process. The papers included in this brochure deal with the growth of agriculture, future patterns and potentials of the State’s rural economy, marketing infrastructure for agricultural development, land use capability and fertility status of soils, water management, present status and future strategy for crop improvements, development of horticulture and animal husbandry, farm mechanization, technology for processing of agricultural produce and development of agro-based feed and food industries in the State. They highlight the scope for not only sustaining but also accelerating the rate of growth of the rural economy of the State through well planned efforts in a number of existing and new directions. A critical appraisal of the main findings of the studies presented in this brochure would have enhanced its utility.

History of Economic Thought, R. R. Paul, Kalyani Publishers, Ludhiana-8, 1979. Pp. xxv+595. Rs. 50.00.

This book reviews the development of economic thought right from the Mercantilist to the Keynesian School and the evolution of economic thought in India. Divided into 17 chapters, each chapter begins with a summary of the ideas contained in it, discusses the contribution of each leading thinker to the development of economic method, economic theory and economic policy and the applicability of the ideas of important economic thinkers to the under-developed countries. Each chapter also contains a list of select references for further reading. The Introduction deals with the nature and scope of the history of economic thought, methodological approaches to economic thought, and importance of the history of economic thought. Chapters 1 and 2 discuss and appraise the contributions of the Mercantilists and the Physiocrats to the development of economic thought respectively. Chapter 3 describes the characteristic features of the classical economics and discusses the classical theory of growth and the applicability of the classical analysis of growth to the under-developed countries. Chapters 4 to 7 are devoted to a discussion of the contributions of the four leading thinkers of the classical school, *viz.*, Adam Smith, Malthus, Ricardo and J. S. Mill and their place in the classical hierarchy. The next two chapters deal respectively with the historical and social reactions against the classical economic doctrines. Chapter 10 analyses the economic ideas of Karl Marx and brings out the fundamental differences between Marxian economics and orthodox economics and modern economics and the similarities and dissimilarities in the views held by Marx and Keynes on economic theory and the economic system. The inapplicability of Marxian analysis to the under-developed countries is highlighted. Chapters 11 to 15 survey the contributions of the neo-classical

school of thought comprising the Marginal and Austrian schools, Wicksell and Marshall. Keynes' contribution to economic thought is cogently presented in the next chapter. The last chapter describes the distinctive features of Indian economic thought and presents a historical survey of ancient, medieval and modern economic thought and the economic ideas of Dadabhai Naoroji, Mahadev Govind Ranade, Romesh Chandra Dutt, Gopal Krishna Gokhale and Mahatma Gandhi. The appendix embodies model questions chapterwise on the history of economic thought.

Though the book does not claim any originality in its presentation, it is written in a simple and lucid style, and would admirably meet the needs of post-graduate students in various universities in India. The treatment of the subject-matter in the book is well-balanced, which is one of its main merits. A few printing errors mar this well-got up book. Its price is also high which is beyond the reach of an average Indian student.

Rural-Urban Land Use Equilibrium, S. Pohoryles, A. Poznanski, A. Shmueli, A. Szeskin and S. Zarhi, Ministry of Agriculture, Rural Planning and Development Authority, Tel Aviv University Department of Geography and Land Use Research Institute, Tel Aviv, Jerusalem, 1979. Pp. 247.

This monograph forms part of a series of research studies initiated by the Food and Agriculture Organization of the United Nations and the Economic Commission for Europe to study the strategic factors in rural development. The study examines the imbalance between agricultural and urban land uses, analyses the impact of economic development, urbanisation and industrialisation on agriculture and reviews the legal and administrative organizational framework of land and especially agricultural land in Israel. Divided into six chapters, the first chapter discusses the heterogeneity of the land use patterns in Israel. The second chapter reviews the historical evolution and the institutional framework of the land structure in Israel's agriculture and analyses the Israeli experiment in modifying traditional land structures. Land administration in Israel is discussed in Chapter III which distinguishes four major elements in the institutional framework, having a crucial effect on the shaping and consolidation of the status of agricultural land in Israel, *viz.*, (a) state ownership of agricultural land, administered by the Israel Land Administration, (b) strong bias in Israel legislation related to building and planning in favour of agriculture to forestall attempts to convert agricultural land to urban uses, (c) the co-operative structure of most agricultural and rural settlements in Israel and (d) agricultural and settlement planning institutions. Chapter IV discusses the features and the scope of urbanisation in Israel and presents a case study illustrating the processes of urbanisation in the Sharon region. The next two chapters deal respectively with the economic aspects of land rent and with the problems of land use planning and formulation of a land policy in the context of the need for sufficient agricultural land reserves to meet future requirements.

Fertilizer Marketing, K. Wierer and J. C. Abbot, FAO Marketing Guide No. 7, FAO Economic and Social Development Series No. 12, Food and Agriculture Organization of the United Nations, Rome, Italy, 1978. Pp. xvi+156.

This guide to fertilizer marketing draws on the analyses and findings of studies by various authors and on practical experience from a large number of field projects implemented by the FAO under the FAO Fertilizer Programme and for the United Nations Development Programme. A chapter each is devoted to a discussion of the demand for fertilizers in developing countries, marketing organization and costs, marketing management, logistics of fertilizer marketing, financing fertilizer distribution and government services and policies designed to direct fertilizer marketing along particular lines. It would prove useful to all persons and institutions involved in fertilizer distribution in the developing countries and would serve as a training manual.