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To promote the study of social and economic problems of agriculture and rural areas and also to promote technical competence for teaching and research in Agricultural Economics and allied subjects through:

- (a) research in problems of agricultural economics and rural development;
- (b) periodical Conferences and Seminars;
- (c) publication of books, reports, papers or summaries of papers either separately or collectively, or in a periodical which may be issued under the auspices of the Society;
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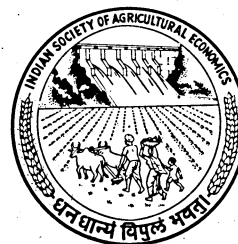
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Vol. 53	APRIL-JUNE 1998	No. 2
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CONTENTS

ARTICLE		Page
Determinants of Rural Non-Agricultural Employment: The Indian Case	<i>G. Parthasarathy, Shameen and B. Sambi Reddy</i>	139
RESEARCH NOTES		
Estimating Agricultural Growth - A Piecewise Regression Approach	<i>M. Narayana Reddy, J.C. Katyal, Y.V.R. Reddy and C.A. Ram</i>	155
Production Behaviour of Groundnut Farmers in Karna- taka: A Dynamic Supply Response Analysis	<i>Parameshwar K. Dixit, K.C. Hiremath and Raj Vir Singh</i>	163
DOCUMENTATION		
Report of the High Powered Fertilizers Pricing Policy Review Committee	169
BOOK REVIEWS (see next page)	179
REVIEWS IN BRIEF	199
PUBLICATIONS RECEIVED	205

BOOK REVIEWS

			Page
Chambers, Robert	<i>Whose Reality Counts? Putting the First Last</i>	N.S.S. Narayana	179
Chand, Ramesh	<i>Agricultural Diversification and Development of Mountain Regions with Special Reference to Himachal Pradesh</i>	K.C. Sharma	183
Oommen, M.A.	<i>Essays on Kerala Economy</i>	G. Omkarnath	184
Rao, C.H. Hanumantha and Linnemann, Hans (Eds.)	<i>Economic Reforms and Poverty Alleviation in India</i>	G. Parthasarathy	186
Robb, Peter (Ed.)	<i>Meanings of Agriculture: Essays in South Asian History and Economics</i>	B.L. Mungekar	188
Sathiadhas, R.	<i>Production and Marketing Management of Marine Fisheries in India</i>	P. Selvaraj	191
Shah, A.M., Baviskar, B.S. and Ramaswamy, E.A. (Eds.)	<i>Social Structure and Change, Volume 4: Development and Ethnicity</i>	Jyotsna Bapat	192
Singh, Joginder	<i>Farm Business Accounting</i>	B.L. Mungekar	194
Swain, Mamata	<i>Peasant Agriculture and Share Tenancy in Orissa: Examining the Neo-Classical and Marxist Approach</i>	G. Parthasarathy	195
Tewari, D.D. and Singh, Katar	<i>Principles of Microeconomics</i>	J.L. Kaul	198

DAIRY INDIA

PLANS TO PUBLISH HANDBOOK ON TRADITIONAL MILK PRODUCTS

The publishers of *Dairy India* have announced plans to publish a comprehensive handbook on Indian milk products. It will focus on emerging technologies that are transforming the art of making traditional milk products. The new database provided in the proposed publication would help dairy scientists, engineers and technocrats to popularize the emerging know-how amongst entrepreneurs, adding a new dimension to India's growing organized dairy sector and enhance its viability.

This first-of-its-kind technical reference handbook on traditional milk products aims to appraise various trends that have taken place to modernize this age-old traditional sector of *mithais* and other related products. It would also explore marketing opportunities, new technologies, investment prospects that this dynamic sector offers today in abundance. Further, innovations made in the development of indigenous products, processes, equipment and packaging would be documented.

The popularity of milk-based *mithai*'s and other delicacies is legendary in the country since time immemorial. Till recently, its production was in the hands of the *halwai*. In the last two decades, steps have been taken to modernize this traditional sector to transform the personalized art into a proven technology. This publication would help meet the growing demand for the Indian sweets in distant lands of America, Europe, Middle-East and Africa.

One impediment, however, in transforming the increasing worldwide interest is the absence of an authentic technical reference handbook on Indian milk products. To fill this gap, the publishers of *Dairy India* requested leading authorities on the subject to help in the compilation of such a compendium. They are: Dr. R.P. Aneja, Mr. A.K. Banerjee, Dr. Ramesh Chandan and Dr. B.N. Mathur.

A volume of about 500 pages, this sourcebook is scheduled for publication later this year. The publishers have invited suggestions for authentic data, recipes and other significant aspects of traditional milk products for inclusion in the proposed handbook. Further, leading makers and manufacturers of *mithais* and indigenous milk products would also have an opportunity to participate in the forthcoming compendium by getting their company profile published in its specially created section, "Who's Who". Details can be had from : The Editor, *Indian Milk Products*, c/o Dairy India, A-25 Priyadarshini Vihar, Delhi-110092; Phones: (91-11)2243326, 2243039, Telefax: (91-11) 2243039, Email : yearbook@nda.vsnl.net.in.

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