

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
http://ageconsearch.umn.edu
aesearch@umn.edu

Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.

Agricultural Economics Research Review

[Journal of the Agricultural Economics Research Association (India)]

Vol. 20 Conference Number 2007

CONTENTS

Agribusiness in India: Some Facts and Emerging Issues S.S. Acharya	409
Linking Farmers to Markets for High-Value Agricultural Commodities Pratap S. Birthal, Awadhesh K. Jha and Harvinder Singh	425
Nature and Functioning of Visual Merchandising in Organized Food Retailing V.P.S. Arora, Shivani Sharma and Nirdesh K. Singh	441
Strengthening Backward and Forward Linkages in Horticulture: Some Successful Initiatives Surabhi Mittal	457
Agribusiness Opportunities of Ornamental Fisheries in North-Eastern Region of India Subhasis Mandal, B. K. Mahapatra, A. K. Tripathi, Med Ram Verma, K. K. Datta and S. V. Ngachan	471
Potential and Prospects of Dairy Business in Uttarakhand: A Case Study of Uttaranchal Cooperative Dairy Federation Limited M.L. Sharma, Raka Saxena, Tirthankar Mahato and Dipan Das	489
Commercial Goat Farming in India: An Emerging Agri-Business Opportunity Shalander Kumar	503
Value Addition to Organically Produced Naturally-Coloured Cotton under Contract Farming M.T. Dodamani and L.B. Kunnal	521
Pre- and Post-WTO Changes in Oilseed Economy of Karnataka: A Case of Groundnut N.N. Karnool, H.S. Vijayakumar, L.B. Raghavendra, G.M. Yogisha, A.D. Naik and N.M. Kerur	529

Shifting from Agriculture to Agribusiness: The Case of Aromatic Plants Rashi Mittal and S.P. Singh	541
Performance, Competitiveness and Determinants of Tomato Export from India Nalini Ranjan Kumar and Mathura Rai	551
Functional Deficiencies of Agribusiness Cooperatives in Maharashtra: Synthesis of an Unsuccessful Case Deepak Shah	563
Abstracts of Papers	577
Recommendations of XV AERA (India) Conference	625
About the Association	627
Guidelines for Submission of Papers/Abstracts	629

ISSN 0971-3441 Online ISSN 0974-0279 Conference Number Vol. 20 (2007) vi+409-630

AGRICULTURAL ECONOMICS RESEARCH REVIEW

Conference Issue

on

Agribusiness Opportunities: Requirements and Road Map

Agricultural Economics Research Association (India)

Division of Agricultural Economics Indian Agricultural Research Institute New Delhi 110 012

AGRICULTURAL ECONOMICS RESEARCH REVIEW

EDITORIAL BOARD

Dr. K.C. Hiremath	Former Professor, UAS, Dharwad XI Cross Road, Nirmal Nagar Dharwad - 580 003 (Karnataka)	Chief Editor
Dr. P. Kumar	Former Professor Division of Agricultural Economics Indian Agricultural Research Institute New Delhi - 110 012	Managing Editor
Dr. (Mrs.) Anuva Saikia	Professor Department of Agricultural Economics Assam Agricultural University Jorhat - 785 013 (Assam)	Member
Dr. U.K. Pandey	Professor CCS Haryana Agricultural University Hisar - 125 004 (Haryana)	Member
Dr. D.K. Marothia	Professor KIIT School of Rural Management Bhubaneswar -751 024 (Orissa)	Member
Dr. P.G. Chengappa	Vice Chancellor University of Agricultural Sciences Bangalore - 560 024 (Karnataka)	Member
Dr. R.L. Shiyani	Professor and Head Department of Agricultural Economics Gujarat Agricultural University Junagadh - 362 001 (Gujarat)	Member
Dr. Suresh Pal	Principal Scientist National Centre for Agricultural Economics and Policy Research Pusa, New Delhi - 110 012	Member
Dr. R.C. Agrawal	Former Professor Weisswasserweg 47 D-12205 Berlin (Germany)	Member
Dr. Manik Bose	Scientist WorldFish Centre Penang (Malaysia)	Member

AGRICULTURALECONOMICS RESEARCH ASSOCIATION (INDIA)

OFFICE BEARERS

	OTTICE BEI HEITO	
Dr. S.S. Acharya	Former Director Institute of Development Studies (IDS) 8 B, Jhalana Institutional Area Jaipur – 302 004 (Rajasthan)	President
Dr. Mruthyunjaya	National Director, NAIP Krishi Anusandhan Bhawan II Pusa, New Delhi – 110 012	Vice President
Dr. V.P.S. Arora	Dean, CABM, G.B. Pant University of Agriculture and Technology Pantnagar – 263 145 (Uttarakhand)	Vice President
Dr. Karam Singh	Former Director, AERC, PAU 42-G, BRS Nagar, Ludhiana-141 004 (Punjab)	Vice President
Dr. P.K. Joshi	Director National Centre for Agricultural Economics and Policy Research Pusa, New Delhi – 110 012	Secretary
Dr. P. Kumar	Former Professor Division of Agricultural Economics IARI, New Delhi – 110 012	Treasurer
Dr. B.C. Barah	Principal Scientist National Centre for Agricultural Economics and Policy Research Pusa, New Delhi – 110 012	Joint Secretary
Dr. N.P. Singh	Scientist, Division of Agricultural Economics IARI, New Delhi – 110 012	Joint Secretary
Dr. C.A. Rama Rao	Central Research Institute for Dryland Agriculture Santosh Nagar, Hyderabad – 500 059 (Andhra Pradesh)	Member
Dr. Mundinamani	University of Agricultural Sciences Dharwad – 580 005 (Karnataka)	Member
Dr. R.S. Tripathi	Central Soil Salinity Research Institute Karnal – 132 001 (Haryana)	Member
Dr. Raka Saxena	College of Agri-Business Management G.B. Pant University of Agriculture & Technology Pantnagar – 263 145 (Uttarakhand)	Member
Dr. A. Suresh	Central Sheep and Wool Research Institute Avikanagar – 304 501 (Rajasthan)	Member
Dr. S.N. Tilekar	Department of Agricultural Economics M.P.K.V., Rahuri – 413 722 (Maharashtra)	Member
Dr. R.K.P. Singh	Department of Agricultural Economics Rajendra Agricultural University Samastipur – 848 125 (Bihar)	Member
Dr. S. Mandal	ICAR Research Complex for NEH Region Umroi Road, Umiam, Barapani – 793 103 (Meghalaya)	Member

With best Compliments from

NATIONAL BANK FOR AGRICULTURAL AND RURAL DEVELOPMENT

MISSION: To Promote sustainable and equitable agriculture and rural prosperity through effective credit support, related services, institution development and other innovative initiatives

Major Activities

- Credit Functions: Refinance for production credit (Short-term) and investment credit (Medium- and Long-term) to eligible Banks and financing institutions
- **Development Functions:** To reinforce the credit functions and make credit more productive, development activities are being undertaken through
 - √ Research and Development Fund
 - √ Soft Loan Assistance Fund
 - √ Agricultural and Rural Enterprises Incubation Fund
 - √ Rural Promotion Corpus Fund
 - √ Credit and Financial Services Fund
 - √ Watershed Development Fund
 - √ Kisan Credit Cards & Linking SHGs to credit institutions
 - √ Rural Infrastructure Development Fund
- **Supervisory Functions:** NABARD shares with RBI certain regulatory and supervisory functions in respect of Cooperative Banks and RRBs.
- We also provide comprehensive consultancy services relating to Agriculture & Rural Development (nabcons@vsnl.net)



NABARD

Head Office - Plot No. C-24, G-Block Bandra-Kurla Complex Post Box No. 8121 Bandra (E), Mumbai - 400 051 visit us at: www.nabard.org

Two decades of committed service to rural prosperity

Agricultural Economics Research Review Vol. 20 (Conference Number) 2007 © Agricultural Economics Research Association (India) 2007 Financial support from: National Bank for Agricultural and Rural Development (NABARD), Mumbai – 400 051

Published by Dr P.K. Joshi, Secretary, AERA on behalf of Agricultural Economics Research Association (India) and Printed at Venus Printers and Publishers, B-62/8, Phase II, Naraina Industrial Area, New Delhi 110 028

Agricultural Economics Research Review

Conference Issue

on

Agribusiness Opportunities: Requirements and Road Map

Agricultural Economics Research Association (India)

Division of Agricultural Economics Indian Agricultural Research Institute New Delhi 110 012

December, 2007