CHAPTER - II

REVIEW OF LITERATURE

INTRODUCTION

This chapter deals with the overall review of the literature available on the particular topic. Literature is the most important part of any research. In this topic, the review is taken from research articles and books regarding the research topic. This chapter is divided into two parts i.e. Review of Research Articles, Review of Books, thesis and review of other related published or unpublished literature on this particular topic.

Agricultural marketing is a matter of great importance to farmers, consumers and middlemen. It provides the channel of communication between farmers and the society. It also gives his continuous information about the demands of the agricultural produce. Agricultural marketing in general includes all the activities from farm to the kitchen of the consumers. Thus, the marketing of agricultural produce has become an integral part of the modern production and consumption process. Agricultural marketing is a process by which the producers and buyers of agricultural commodities are brought together to effects the sale on the part of the producers and make the purchase on the part of consumers.

In agricultural marketing Agricultural produce market committees are the main establishments, which are regulating the trade of agricultural commodities in a specified area. The agricultural produce market committee Act, 1963, has provided many sources of income to them. These sources are to be exploited by the committees for creating a healthy atmosphere for buyers and sellers in the specified area.
Therefore, market committees create different facilities apart from implementing the provisions of the Act, Market Committees can achieve their objectives with the help of the financial inflow of cash from such sources made available by the act.

Review of Literature:

A Sivarama Prasad a great academician tried to define in his book entitled “Agricultural Marketing In India” Agriculture is the Predominant Sector in Indian Economy. Naturally the Agricultural Marketing plays a crucial role in its economic development. As a sequel to the Technological Revolution, Better Communications, Modernisation of Agriculture, Marketing of Agricultural Produce has assumed added significance. Increased production resulting in greater marketable surplus, shortage of storage facilities, expansion of middlemen and their malpractices, the high degree of illiteracy and ignorance of the farmers and increased demand for Agricultural Produce from Urban Population, together have called for a rapid improvement in the existing Marketing System. The Government has made a commendable attempt in this direction by establishing Regulated Markets through legislation. An attempt is made in this book to study the role and working of selected Regulated Markets in Andhra Pradesh. This work is based on the Author's Dissertation Submitted for Ph.D in Andhra University in 1982. After making a detailed examination of the existing Marketing System in the Country, the study of the selected markets has been attempted. Apart from the origin and growth of the Markets, it provides in-depth analysis of the market facilities and amenities, the market practices, the volume of business transactions, financial performance, operational efficiency etc. A New and Extended Roe Of
The Markets Has Also Been Suggested. In The Light Of This, The
Study Is Expected To Provide Greater Insights Into The Agricultural
Marketing System Not Only Of Andhra Pradesh But The Country As A
Whole.

Dr. N.L. Agarwal, Associate Professor And Head, Department Of
Agricultural Economics, Sukhadia University, S.K.N. College Of
Agriculture, Jobner; The Present Volume Contains As In-depth Study
Of The Foodgrains Prices And Competitive Nature Of Foodgrains
Markets In The State Of Rajasthan Covering A Period Of 23 Years. The
Study Covers Six Important Foodgrains - Wheat, Barley, Jowar, Bajra,
Maize And Gram, Accounting For 89.83 Per Cent Of Total Foodgrains
Production And 80.14 Percent Of The Total Foodgrains Area In The
State Of Rajasthan. The Book Examines Price Structure Of Foodgrains,
Seasonal Price Behaviour And Returns To Storage, Spatial Price
Variation Among The Different Level Markets, Returns To
Transportation, Price Parity Concepts, Price Policy Of Foodgrains,
Pricing Efficiency Of The Markets And Competitiveness Of The
Primary And Secondary Wholesale Foodgrain Markets Of The State.
The Study Has Also Examined The Impact On Reduction Is Seasonality
Of Prices Among Foodgrains Or Otherwise Due To The Start Of
Various Programmes By The Government Such As Regulation Of
Markets, Announcement Of Procurement And Support Prices Etc. The
Study Brings Out That By And Large The Marketing System For
Foodgrains In Efficient And Competitive In The State Of Rajasthan
Excepting Certain Pockets Of Imperfections In Certain Market Pairs
And In Some Crops. No Substantial Returns Were Gained By The
Traders In Storage Of Foodgrains Crops Viz, Wheat, Bajra And Jowar
From The Production Season Till Different Marketing Seasons Of The
Year. There is an increase in intra-year price-spread over the years in barley, bajra, jowar, and gram crops inspite of all the efforts of the government to reduce the seasonal variation. The book exhaustively covers several other important aspects of foodgrain prices and marketing system. It is likely to prove extremely useful to agricultural planners, policy makers, administrators, teachers and research scholars engaged in the study of problems of Indian agriculture and agricultural marketing.

**Principles of Agricultural Economics: Markets and Prices in Less Developed Countries** book written by David Colman and Young address the main economic principles required by agricultural economists involved in rural development. They draw upon the characteristics of agricultural and food systems in less developed countries to highlight the importance of economic principles. Because agriculture presents unique problems to economists, this book equips the reader with the analytical tools that agricultural economists need for the study of supply, demand, and agricultural markets in developing countries. The book considers the three main strands in the theoretical analysis of agricultural product markets--production, consumption, and exchange. In addition, later chapters assess the merits of alternative economic situations.

David Colman has contributed to Principles of Agricultural Economics: Markets and Prices in Less Developed Countries as an author. David Colman is Professor of Agricultural Economics at the University of Manchester. He is President-Elect of the International Association of Agricultural Economists and a past President of the Agricultural Economics Society in the UK. He has acted as expert advisor to the House of Commons Agriculture Committee on two occasions in relation
to the dairy sector policy, and has been an expert witness and advisor in a number of court cases relating to the milk industry. David Colman has undertaken research projects and consulting contracts for various international bodies, including OECD, FAO, WHO.

Premjit Sharma highlighted in his book entitled “Agricultural Marketing Management” this study is divided into.


Chapter 1: Introduction To Global Marketing; Chapter 2: Planning And Control; Chapter 3: Market Entry Strategies; Chapter 4: Product Decision; Chapter 5: Pricing Decision; Chapter 6: Promotion Decision; Chapter 7: Commodity Marketing; Chapter 8: Buyer Behaviour; Chapter 9: Market Liberalisation; Chapter 10: Marketing Research.

The Agricultural Marketing System V James Rhodes, Jan Dauve A new edition of a popular text, updated to reflect recent changes in the international markets, the changes wrought by the deregulation of transportation in the U.S., and the newly allowed trading of agricultural
options on the commodity exchanges. At the macro level, this book provides a comprehensive description of the competitive marketing environments faced by farmers, assemblers, processors, wholesalers, food retailers, and food service firms. At the micro level, this third edition maintains the business marketing approach to marketing firm problems. Chapter order and general subject matter are still similar to the second edition, where chapters are organized under the headings of Marketing, Market Competition and Consumer Markets; The Marketing System; and Public Policy Issues in Marketing- procurement.

**Indian Agricultural Marketing** a good contribution in the agricultural marketing by **Jagdish Prasad, Arbind Prasad** they tried to define the need for and the importance of an efficient network of agricultural marketing system as vital link between farmers and consumers has already been recognised in the country. Many states have already embarked upon a huge programme of the development of agricultural markets. The results of these efforts are encouraging as evidenced from changing agricultural marketing scenario to the advantage of producer-sellers. Notwithstanding these achievements, many of the problems of marketing of agricultural produce still exist. This calls forth for further streamlining the regulatory measures as it is widely conceived that regulation of market is a prerequisite for creating an enabling environment for the farmers to produce for the market. The present volume is a modest attempt to bring sharp focus on pertinent issues of agricultural marketing and market development. The selected papers are contributed by eminent scholars, marketing economists and agricultural scientists. These are well researched, comprehensive and accessible to development administrators, marketing personnel, specialist readers and students of agricultural marketing and rural development. Dr. Jagdish
Prasad (b. 1948) is currently a senior faculty member in the Division of Economics, A.N. Sinha Institute of Social Studies, Patna. Dr. Prasad has been working on various subjects veering around agriculture and economic development. A prolific writer, he has authored the book Marketable Surplus and Market Performance (1989).

Nagpal C S written in his book entitled Indian Agriculture by The Royal Commission on agriculture was appointed in 1926 to examine the condition of agriculture and rural development in India. The valuable studies carried out by that commission resulted in its commendable recommendations, some of which hold good even today. During the last half century the country has witnessed considerable changes in agricultural condition which have a far-reaching impact on the economic situation in the country. It is being increasingly realized that the problem of agriculture and rural development, is the problem of developing and utilizing human resources. The development and utilisation of the human resources implies ensuring all the people of the right kind of nutritious foods appropriate health services and facilities for acquiring the needed knowledge and skill. Every individual in the country will have to be provided with adequate opportunity to acquire the appropriate knowledge, sill and aptitude to enable him to lead a healthy and purposeful life and also to contribute to the social and economic development of the country. The human resource of our country is vast numerically. This resource is required to be developed qualitatively and utilized. Development, therefore, has to concern itself with the development of the whole person and all persons. Human resource development is, therefore, considered as the key to agriculture and rural development.

The main bottlenecks in Indian agriculture are in adequate financial
support for agricultural and rural development programmes and outmoded administrative procedures. Unless these bottlenecks are cleared no amount of training in planning, management and administration will solve the riddle of agricultural development in India.

**Reforming Agricultural Markets in Africa by Mylene Kherallah** is a good contribution in agricultural marketing it gives the long-term reduction of hunger and poverty in Sub-Saharan Africa remains one of the great challenges for the international development community. Eliminating hunger and promoting widespread growth in the region inevitably involves agriculture, given its central role in the region's economies. Over the past 20 years, most African governments have carried out reforms to deregulate agricultural markets and reduce the role of state enterprises. How much has the state actually withdrawn from agricultural markets? Have well-functioning private markets emerged? How successful were these reforms in boosting agricultural production, economic growth, and the incomes of the rural poor? What lessons can we learn from the reform process?

The authors of this book address these questions through an analysis based on an extensive review of experiences with reform, focusing on three major agricultural markets: fertilizer, food crops, and export crops. They examine the historical rationales for intervention, the factors contributing to reform, the process of implementation, and the impact of the reforms on farmers and consumers in Sub-Saharan Africa.

The authors find that reforms have had many favorable results, but that the impact has been muted by partial implementation and structural constraints. They propose a new agenda for promoting the development of agricultural markets in Sub-Saharan Africa, identifying areas where
governments can play a supportive role. They argue that appropriate agricultural marketing policies and investments can improve livelihoods and the economic health of the region.

**The Agricultural Marketing System By Jan V James** Rhodes, The sixth edition of The Agricultural Marketing System will help you understand not only the what but also the why of agricultural marketing, and it will help prepare you for success in real-world agricultural marketing. This text reflects the economic factors, socioeconomic trends, farm demographic changes, global competitiveness, and consumer attitudes that shape the current structure and operation of the U.S. agricultural marketing system. It shows you how decisions at one level in the value chain impact all other levels, and it explores how and when the system changes as a result of individual decisions. As in previous editions, the focus remains on teaching future managers, decision makers, and opinion leaders about the economic forces of the agricultural food chain. New to this edition are a greater focus on quality-based marketing and contracting and a more global perspective. Clear explanations, updated exhibits, real-life examples, and new learning activities all aid understanding and help you prepare to become a successful market participant able to assess the marketing environment and to develop and implement strategies for achieving your marketing objectives.

**Ronald A Schrimper** a good academician tried to add in the process of agricultural marketing "**Economics of Agricultural Markets**" "Agricultural Marketing" examines the principles and practices of economic analysis to cultivate an understanding of how agricultural and food markets operate. After an introduction that discusses some of the most frequently encountered economic measurements of market status, a
basic framework is presented for the analysis of economic activities that link agricultural production with food consumption. Coverage then explores both the spatial and temporal dimensions of agricultural markets. For those interested in international agricultural and food marketing, economics, and production.

**New Perspectives in Rural & Agricultural Marketing** by Ramkishen Y
This study explains the theory and practice of rural marketing. The theory deals with profiles of rural consumers, techniques of rural marketing research, product pricing and distribution in rural areas, sales force management and promotion. It also deals with the economics of agriculture, especially agricultural finance. Carefully selected case studies illustrate how this theory works in practice.

**Role of Institutions in Rural Policies and Agricultural Markets** is depicted by Van G Huylenbroeck in his book the agri-food sector is continuously confronted with major challenges. It is a complex sector in the economy because of its important societal implications and embeddedness within a broader rural system. Furthermore, the agricultural sector is a multi-agent sector with a complex chain of inputs, intermediates, outputs and markets that are highly regulated. Multi-agency and strong government regulation result in a complex institutional system. The aim of this book is to bring a selected state-of-the-art of the conceptual and empirical New Institutional Economics-inspired research by European agricultural economists. Besides the social environment, the two main components of the institutional environment are policies and markets. The title of this book tries to capture the main subjects. For a farmer, as an economic producing actor and social agent, his environment comprises of politics, markets and rurality, of which the first is seeking to get more ordering in the two
others. Furthermore, the term rural in the title tries to capture, both in policies and markets, the usual agricultural activities as well as the new ones which are more oriented to the rural social system. This book focuses on the three main areas of interest in institutions: policy implementation, market and supply chain organisation and management of rural resources and rural systems. The chapters are covering insights on the significance of institutions on transaction costs, policy analysis, policy reform, market and chain dynamics, input markets, agri-environmental policies, social capital and bottom-up approaches.

**Agricultural Markets: Mechanisms, Failures and Regulations**

D Martimort

This study aims at covering the variety of issues lying at the intersection of the modern theory of Industrial Organization and of the more traditional Agricultural Economics. The book is divided into three main sections. Each of them includes contributions which are particularly relevant for a better understanding of one or several of the following key issues: the organization of agriculture and its mechanisms, the extent of the market power in agri-food industries and, more generally, the failures of agricultural markets, and finally the nature of government's intervention in these markets. David Martimort has contributed to Agricultural Markets: Mechanisms, Failures and Regulations as an author. Martimort is Professor of Economics and a research fellow of the IDEI at the University of Social Sciences in Toulouse. He has been a visiting professor at Harvard, MIT, Pompeu Fabra in Barcelona, ECARE in Brussels, and is a member of the Center for Economic and Policy Research in the United Kingdom.

**Encyclopaedia Of Agricultural Marketing- Market Infrastructure**

by Dr. Jagdish Prasad

This is the fifth volume in a major series of the Encyclopaedia of Agricultural Marketing, first of its kind, with vital
aspects such as grading and standardization, storage and warehousing, market intelligence and formation system, transportation and communication. The role of market infrastructural facilities in creating comparative market environment can hardly be over emphasised in the light of the past performance of various market legislations, rules and regulations that the goal of marketing efficiency can be achieved only by providing adequate facilities to the farmers which is possible through increasing public investment and paying more attention on development and proper management of market infrastructural facilities. This volume makes a modest attempt to examine these crucial issues with the help of comprehensive and well research articles written by well-known marketing economists and agricultural scientists. The students of agricultural marketing and rural development scholars, State and Central marketing personnel and others interested in the area of agricultural marketing will find this volume of tremendous interest including other volumes. Dr. Jagdish Prasad (b. 1948) is currently a senior faculty member in Economics Deptt. in A.N. Sinha Institute of Social Studies, Patna. Since his joining the Institute in 1974. Dr. Prasad has been working on various subjects related to agriculture and economic development. In the field of agricultural marketing, he has long been associated with many study projects and has brought out a large number of research papers and reports. He is at present also Editor of The Bihar Journal of Agricultural Marketing. An agricultural economist of eminence, Dr. Prasad has authored the book 'Marketable Surplus and Market Performance' (1989). He has co-edited three books viz. New Economic Policy: Reforms and Development (1993), Development Planning for Agriculture (1994), and Indian Agricultural Marketing: Emerging Trends and Perspectives (1995). He has to his credit
numerous research articles and papers published in journals of repute and over a dozen research reports.

The Crisis of Food Brands (Food and Agricultural Marketing) by Adam Lindgreen Food and agribusiness is one of the fastest changing global markets; change that is driven by technology, developments in manufacturing and supply, and a growing consumer engagement. The success of the agri-food industry and many of our household brand names will depend on how much you understand about these changes and the extent to which you can deliver secure and competitive products in the face of growing expectations about food safety and quality, as well as changing attitudes about the environment, human diet and nutrition, and animal welfare. "The Crisis of Food Brands" offers perspectives on many key aspects of these changes including the role of business, policy-makers, and the media in communicating with and engaging stakeholders about: relevant and dynamic models of risk and crisis management; the value of innovative and, sometimes controversial, food systems; their buying behaviour and attitudes to movements such as organic and fair trade; and, how and where we source and buy our food now (and in the future). The quality of the original research that underpins this book and the imagination and practicality with which the authors address its applications for the industry is first rate. Anyone with responsibility for marketing food, communicating about the food industry, or engaging with consumers will find this an important source of ideas and inspiration.

Role of Institutions in Rural Policies and Agricultural Markets by Van G Huylensbroeck The agri-food sector is continuously confronted with major challenges. It is a complex sector in the economy because of its important societal implications and embeddedness within a broader
rural system. Furthermore, the agricultural sector is a multi-agent sector with a complex chain of inputs, intermediates, outputs and markets that are highly regulated. Multi-agency and strong government regulation result in a complex institutional system. The aim of this study is to bring a selected state-of-the-art of the conceptual and empirical New Institutional Economics-inspired research by European agricultural economists. Besides the social environment, the two main components of the institutional environment are policies and markets. The title of this book tries to capture the main subjects. For a farmer, as an economic producing actor and social agent, his environment comprises of politics, markets and rurality, of which the first is seeking to get more ordering in the two others. Furthermore, the term rural in the title tries to capture, both in policies and markets, the usual agricultural activities as well as the new ones which are more oriented to the rural social system. This book focuses on the three main areas of interest in institutions: policy implementation, market and supply chain organisation and management of rural resources and rural systems. The chapters are covering insights on the significance of institutions on transaction costs, policy analysis, policy reform, market and chain dynamics, input markets, agri-environmental policies, social capital and bottom-up approaches.

**Agricultural Marketing and Consumer Behavior in a Changing World by Berend Wierenga** As in many other sectors, in agribusiness major changes are taking place. On the demand side, consumers are changing lifestyles, eating and shopping habits, and increasingly are demanding more accommodation of these needs in the supermarket. With regard to the supply: the traditional distribution channel dominators - manufacturers of branded consumer products - are trying
hard to defend their positions against retailers, who gather and use information about the consumer to streamline their enterprises and strengthen their ties with the consumer. The agricultural producers, meanwhile, face increased regulations with regard to food additives, pesticides, and herbicides. Pressures rise as their business becomes more specialized and capital-intensive than that of their predecessors. Finally, the larger political climate is not so favorable to agriculture, which now has to compete in the global market without significant government support. This title describes and interprets changes in the domain of agriculture and food. The contributors develop the theme of taking an interdisciplinary approach to coping with these changes, using concepts and methods developed in general marketing, which are adapted so as to apply to the particular characteristics of the food and agriculture sector. This book is published to honor the distinguished career of Professor Mathew T.G. Meulenberg from Wageningen Agricultural University, on the occasion of his retirement in September 1996. As a scientist, teacher, and advisor to the agribusiness and the government, Professor Meulenberg has made an important contribution to the development of marketing, inside and outside the domain of agriculture.

Agricultural Marketing Enterprises for the Developing World: With Case Studies of Indigenous Private, Transnational Co-Operative and Parastatal Enterp by John Cave Abbott This Study presents a selection of marketing enterprises which succeeded under the conditions prevailing in developing countries. John C Abbott has contributed to Agricultural Marketing Enterprises for the Developing World: With Case Studies of Indigenous Private, Transnational Co-Operative and Parastatal Enterp as an author. John C. Abbott is Lecturer in the Section of Integrative Biology, Curator of the Brackenridge Field
Laboratory Insect Collection, and Research Associate of the Texas Memorial Museum at the University of Texas, Austin.

**Marketable And Marketed Surplus In Agriculture by M Upender**

The present book contains an analytical study of marketable and marketed surplus of paddy in Warangal district of Telangana Region in Andhra Pradesh. The focus of the study is on the response of marketed surplus of paddy to output of various size-groups on the basis of cross-sectional farm data collected from the randomly selected sample of 320 farmers on one hand, and the response of marketed surplus of paddy to price movements on the basis of secondary time series data collected from selected markets (for which data were available regularly and consistently for longer period) in Warangal district on the other. The sampling design of the study was a three stage stratified random sampling technique with revenue mandal as the first stage sampling unit, village as the second stage unit and farmers as the third unit of analysis. The cross-sectional data collected for the study relates to a single agricultural year 1985-86. The small cultivators were found to have the maximum contractual obligations in contrast to other size groups of cultivators. The behaviour of marketed surplus as a proportion of production keeps on increasing as holding size increases. In all size groups studies, there exists a strong linear relationship between the marketed surplus and output. Since the elasticity of marketed surplus with respect to output exceeds unity, any increase in output is likely to be followed by a more than proportionate increase in marketed surplus. The price elasticity of market arrivals of Paddy were positive and greater than unity in Kesamudrem and Narsampet markets indicating that price response is higher. The book also examines several other important aspects. It can be extremely useful to agricultural planners,
policy makers, teachers and researchers engaged in the study of problems of marketable surplus of agricultural products. Dr. M. Upender (b. 1958) obtained his M.A. (Economics) in first division with first rank from Kakatiya University in 1983 for which he was awarded Gold Medal. He secure first class in M.Phil. from the same University in 1985. He obtained his Ph.D. in 1989 from Kakatiya University. Dr. Upender has published more than fifteen research papers/articles in various journals. He also completed one UGC Minor Research Project. He was awarded first prize in the faculty of Social Sciences at the State level for the year 1987 by Telugu Academy for his contributions in that year to 'Telugu' Journals. Currently Dr. Upender is faculty member in the Department of Economics, Kakatiya University, Warangal.

**Marketing of Agricultural Products** by Richard L Kohls The tenth edition of "Marketing of Agricultural Products" contains completely updated content, tables, figures, and references including the 1997 Census of Agriculture and Business, as well as Trade data, and U.S. Department of Agriculture studies. It blends marketing and economic theory with real world analytical tools to assist readers in better understanding the food system and making profitable marketing decisions. This edition includes increased treatment of food value-adding and marketing management, including advertising, new product development, sales promotion, pricing, and logistics. For farmers, consumers, or those in food marketing.

**Marketing in an Agricultural Region** by Ajit Kumar Jain The present study, while focusing on the periodic markets in an agricultural region, attempts to analyse the way these market centres have organised the territory, people and functions in the region as an areal functional organisation and its functioning in terms of Geographical factors. In the
simpler economies of such regions, periodic markets are most rational attempt of society to overcome the need for sufficiently close spacing of market centres. They function not simply as assembly places of buyers and sellers but also as the points of social change, modernisation and diffusion of innovations. Therefore, the present work endeavours to find out how the spatial system of market centres is organised and structured in the form of vested hierarchical system, and how regional development should be structured in consonance with their regional hierarchy, so that the functional cohesion and efficiency of the regional system is preserved and augmented.

**Agricultural Prices And Marketing In India by N L Agarwal** The present study contains an in-depth study of the foodgrains prices and competitive nature of foodgrains markets in the state of Rajasthan covering a period of 23 years. The study covers six important foodgrains - wheat, barley, jowar, bajra, maize and gram, accounting for 89.83 per cent of total foodgrains production and 80.14 percent of the total foodgrains area in the state of Rajasthan. The book examines price structure of foodgrains, seasonal price behaviour and returns to storage, spatial price variation among the different level markets, returns to transportation, price parity concepts, price policy of foodgrains, pricing efficiency of the markets and competitiveness of the primary and secondary wholesale foodgrain markets of the state. The study has also examined the impact on reduction in seasonality of prices among foodgrains or otherwise due to the start of various programmes by the government such as regulation of markets, announcement of procurement and support prices etc. The study brings out that by and large the marketing system for foodgrains in efficient and
Competitive In The State Of Rajasthan Excepting Certain Pockets Of Imperfections In Certain Market Pairs And In Some Crops. No Substantial Returns Were Gained By The Traders In Storage Of Foodgrains Crops Viz, Wheat, Bajra And Jowar From The Production Season Till Different Marketing Seasons Of The Year. There Is An Increase In Intra-Year Price-Spread Over The Years In Barley, Bajra, Jowar And Gram Crops Inspite Of All The Efforts Of The Government To Reduce The Seasonal Variation. The Book Exhaustively Covers Several Other Important Aspects Of Foodgrain Prices And Marketing System. It Is Likely To Prove Extremely Useful To Agricultural Planners, Policy Makers, Administrators, Teachers And Research Scholars Engaged In The Study Of Problems Of Indian Agriculture And Agricultural Marketing.

**Agriculture and the State: Market Processes and Bureaucracy Jr E C Pasour** This study analyzes the effects of farm policies and shows how they are responsible for the high and rising cost of food and the ruin of the small farmer. Bruce L Gardner has contributed to Agriculture and the State: Market Processes and Bureaucracy. E. C. Pasour, Jr.,is a professor of business and economics at North Carolina State University and the author of Agriculture and the State. He lives in Raleigh, North Carolina. Randall R. Rucker is a professor of agricultural economics at Montana State University. He lives in Bozeman, Montana. Bruce L. Gardner is the former assistant secretary for economics in the U.S. Department of Agriculture and the dean of the college of agriculture at the University of Maryland. He lives in College Park, Maryland.

**Marketing Of Agricultural Products, 9th Ed. Book Description by Kohls Richard L** This study, now in its ninth edition, provides a readable, comprehensive, and balanced treatment of food marketing
systems. Geared towards readers with little or no experience in marketing or economics, the text strikes a balanced treatment between the facts, principles, and values involved in food marketing. It assists students in understanding the structure and workings of the food marketing system, how this system affects farmers, consumers, and middlemen, and how this dynamic market system has responded to technological, social, economic, and political forces over time. While the focus of the book remains on the economics of the food system, there are liberal references to the social, political, and historical aspects of food marketing as well. The study also blends the descriptive, analytical, and normative approaches to understanding the food marketing systems. It enables students to evaluate the performance of these systems, as well as gain an appreciation for marketing and its contribution to economic development.

**Marketing of Sugar and other Sweeteners (Developments in Agricultural Economics) By L C Polopolus** gives the details about the Marketing Sugar and Other Sweeteners was written to fill a large void of literature on the marketing aspects of an important sector of the food market. In fact, there are no books available on this subject. The intent of this book is to provide a readable, non-technical publication which provides a comprehensive presentation of major issues, trends, data, and likely outcomes of sweetener marketing. The emphasis is upon presentation of the real world operation of sugar and other sweetener markets as opposed to a theoretical model of sweetener markets. This objective requires probing into private market institutions such as sugar brokerage, as well as publicly instituted sugar policies of the American federal government.<br>All of the participants in sweetener production, marketing, and policy will find this book useful.
Mrs Indra Kala Bhandari, Ph.D. from Rajasthan University and Presently Head Department of Economic Administration and Financial Management at J.D.B college Kota, is an experienced teacher with research background. She has keen interest in studying the burning economic problem through empirical approach.

“Public Distribution System” a book published by RBSA Publishers, India is a well equipped collection of case studies on different approach to public Distribution system.

This book thoroughly analyses the PDS in India taking a microscopic view. Various conceptual and operational aspects of PDS in regard to its implementation and monitoring is also discussed and critically analysed in the book.

The book, also highlight the role of central and state government in administering the PDS system.

The book also attempts to analyze how through .The System of Public Distribution it is attempted to help poor and vulnerable sections society from spirallying inflation, Chronic and deep rooted poverty and widespread socio economic inequalities which have been off shoots of market imperfections.

Prof S.K Misra of Hindu College, university of Delhi and Mr.V.K.Puri Shyam Lal college, university of Delhi are regular writers and have number of Publications to their credit. The present work “Indian Economy-Its Development Experience “is a attempt to analyse the difficult time from which India is passing especially after the In option of new economic policy.

The present Book encompasses the developmental issues facing the Indian Economy. It is divided into 46 chapters dealing practically with all issues confronting the Indian Economy.
From the utility point of view the book is useful as it contains in the frame work chapters in a population problem” a precise write up on the “strategy of development” capital, Technology and Institutions. It also raises number of issues that are generally glossed over in the traditional Textbooks on Indian Economy.

The present work includes information’s reality to PDS primarily in the last decade from 1989 to 1999. The new parlance in public distribution system in the liberalized economic scenario and the intention of the government to fulfill the targets in time as regards to production and distribution Through PDS.

The Book also including the chapters in the Financing of the plans and investment pattern, Food security, Industrial Development during planning period , Indian’s Foreign Trade: value composition and direction, India’s Balance of Payment Problem, Trade policy of the government of India.

**A.N. Agarwal** educated at Allahabad, has been teaching profession for over four decades. He is the well Known author of several Books which have been well received both within the country and abroad.

The London Economist profusely praised his Indian Agricultural and its problem, while Problems of cooperative farming in India Co-Authored with **Prof A.M. Khusroo** won the government of India Award.

The present book” Indian Economy Problems of Development and Planning” has been published .It is Divided into 58 chapters to equip the reader with the analytical tools for understanding the Indian Economy. The first two chapters explain the economic of Development and then several chapters give an overview of present economy, natural
resources, human resources, physical capital infrastructure describe the productive capacity of the country.

Sectoral Problems bearing on agriculture Industry services and some chapters are devoted to current problems like price rise, deficits in government budgets, deficits in balance of payments, several aspects of planning, objectives, centralized and decentralized planning.

Food Problem and Public Distribution System is also included in the chapter scheme. Nature of problem quantitative inadequacy, Qualitative deficiency, issues relating to purchasing power of poor, demand factor and supply factor, poverty as a problem. Government’s food policy critical evolution, Public Distribution System-its significance, present position, the major shortcoming and the ways to overcome it are specifically included in the book.

This book is primarily useful to students preparing for the undergraduate courses and candidates of various professional and competitive examinations. ISBN-81-732-0860

Ruddar Dutt, Former Principal school of correspondence courses and continuing education, university of Delhi, Delhi.

K.P.M. Sundharam, Former senior lecturer in economics department of Economic ,S.R. College of Commerce, Delhi.

Both prolific writers have several publications to their credit. Indian Economy is one of such publication of Ruddar Dutt/Sundaram which gives an outline of the aspects of Indian Economy hence presenting a new approach to the study of Indian Economy. The book is divided into six parts.

Agriculture in national Economy, the principal topics discussed are productivity trends use and crop pattern, agricultural inputs, the methods and role of land reforms in raising agricultural productivity and
providing social justice. PDS outline and the schemes running under the five year plans are discussed in this part.

Part four and five unfolds an industrial pattern that was inherited and the policy carrying on industrialization is discussed. The problems relating to large scale enterprises and small scale industries their finance and management, problem relating to Indian labour, unemployment, distribution of Indian labour and the extent of Maladjustments in its demand and supply in different sectors is depicted in details.

The Tertiary sector of India economy deals with the problem of transport and communications, the foreign trade of India, its balance of payment position, role of commercial Banks, influence of RBI in developing an organized money market in India is available for reference in the last part of the book.

Dr. P.K. Dhar, in his book Indian Economy extensively covering economic progress and National Agriculture Policy Document National Policy of Procurement of food. Public distribution system and policies in the light of census report are discussed in detailed in all this book proves to be a helping hand for teachers, students and of course researchers doing research on the aspects of Indian Economy.

Economic survey Published by Government of India every year. By Economic Division of Ministry of Finance government of India presents a picture Review of developments in the past one year and its comparative performance for the past decade or so.

Vigorous growth with strong macroeconomic fundamentals has characterized development in the Indian economy since the beginning of five year plans in India. If the results of the overall macroeconomic fundamentals are evaluated they seem to be reburst, particularly with
tangible progress towards fiscal considerations and a strong balance of payments position. The upsurge in investment the outlook is distinctly upbeat.

The economic survey presents a overall picture of performance of economy in key sectors with a comparative study of the past. Right from public finance i.e. central government finances during the respective five year plans, Budgetary developments, Tax Measures finances of state governments, Economic survey includes money and banking developments which in turn includes monetary and credit policy, bank credit, non banking financial companies etc. The position as regards to capital primary, secondary and commodity market;

Prices and food management in fact are the important aspects of the publication reflecting the latest development relating inflation consumer price index, whole sale price index, food management, procurement of food grains for supply in open market and through PDS. The buffer stock to be maintained and its latest position, different schemes of procurement and finally the food subsidy provided by the government as a facilitator state is reflected in the economic survey.

Agriculture is the mainstay of Indian economy and so it needs special place here Agricultural, industry, Infrastructure, Social sector and are well reported in detail. Growth in Agriculture, recent initiatives Agricultural inputs, agricultural credits, Agricultural Marketing, Highlights of some industries Micro and small enterprises foreign direct investment, environmental issues, Progress in telecommunication civil Aviation and a special review of all the infrastructural implemented of central sector projects are covered poverty alleviation and employment generation programmes the report relating to development of Backward classes and the weaker sections of the society is also reported
comprehensively in economic survey report published by Ministry of finance.

**Pancras** has attempted a study on funds management in cooperative banks. The main object of his study was to examine the different sources of funds and deploy them in the cooperative sector of district central cooperative banks in India. He has concluded that an analytical approach to the problem of funds management in the cooperative banks, use the same, both as a tool for day-to-day management & an analysis for control purpose would immensely improve the utilization of the funds available in the cooperative sector. According to him, as far as funds management is concerned, the central cooperative banks are governed by sections 18 and 24 of the Banking Regulations Act. They are legally bound to keep 3 percent and 25 percent in cash and liquid assets respectively of both time and demand deposits. Total funds management having the following main steps. Cash should cover minimum of 3 percent statutory limit sizeable portion of daily expected withdrawells of deposits collection from loans, day-to-day running expenditure repayment of borrowings and cushion for emergency. Liquid assets should cover the statutory limit of 25 percent and emergency cushion for fluctuations in the deposits. The bulk of the deposits, borrowed funds and equity, will have to be used in the best interest of the bank, but finally use of the same both as a tool for day-to-day management and as an analysis for control purposes would immensely improve the utilization of the funds available in the cooperative sector.

**Kutumba** has published an article on management of central cooperative banks-a case study of Krishna district of Andhra Pradesh for
eight years period from 1971-72 to 1978-79. However, the operations pertaining to loaning and recovery are studied for three years period (1974-75 to 1976-77) only. He considered the two central banks functioning in the Andhra Pradesh State. The main objectives of his study were to analyze the organizational structure of the selected central banks, to examine the performance of the managements of central cooperative banks, to study the nature of functional linkage between central banks and primary societies and to assess the effectiveness of the elected board. In regard to organizational structures, he found that the role of the board in policy making is normal. The Reserve Bank of India and the registrar prescribe most of the policies. In practice, this role is not properly conceived and effectively played. Regarding deposits of this bank he concluded that the growth of deposits is impressive but not commensurate with that of the lending. He also concluded that the financial planning and control techniques of the banks are very simple for the highly regulated nature of the banks and lack of autonomy for the branches in financial matters. It is often pointed out that the democratic set up of a cooperative banks affects the efficiency, as a result of soft-pedaling of the rigorous policies and procedures by and the unwarranted interference of the leadership. To sum up, democratic set up of a cooperative is not incompatible with its efficiency, and bureaucratic leadership, is no substitute for ineffective elected leadership, if any in cooperatives.

Mani and Latha has published a paper on study on reserve management of cooperative bank a case study of Trichur district cooperative bank. The main objectives of this study were to asses the extent of excess reserves kept by the Trichur district cooperative bank and to estimate the opportunity cost of excess reserves maintained over
a 10 years period from 1977-78 to 1986-87. They have observed that if the cash reserve ratio is kept at the rate of 3 percent and the entire excess amount is utilized for commercial lending at 25 percent statutory liquidity ratio, net profit will be Rs.77.51 lakhs. It was also observed that if cash reserve ratio is kept at the rate of 3 percent and the excess amount is utilized for different lending operation at 25 percent statutory liquidity ratio, net loss will be Rs.53.48 lakhs. If cash reserve ratio is kept at the rate 4.5 percent and the entire excess amount is utilized for commercial lending at 25 percent statutory liquidity ratio, net loss will be Rs.42.11 lakhs. The study has concluded that if the cash reserve ratio is kept at the rate of 4.5 percent and the excess amount is utilized for different lending operations at 25 percent statutory liquidity ratio.

Sharma has published his articles on a case study of the Jammu central cooperative Bank Ltd; Jammu. The main objective of this study was to find out growth performance of Jammu central cooperative bank and considered a period from 1980-81 to 1989-90. He has observed that the growth rates of the bank through rising are also registering a declining trend. A total recovery of 73.4 percent in the year 1985-86, the position in recoveries has dwindled down to 52.7 percent in 1987-88, 43.9 percent in 1988-89 and to only 21 percent of the demand in the year 1989-90. The affecting factors were the major government orders, such as 'Conversion of cooperative banks to ten year long term loans, Droughts and relief measures by the Government; the debt relief scheme 1990. Even the appeasement policy of the management towards the union too has done quite a bit of harm to the bank, as it has not been possible to enforce ideal discipline amongst the employees. The employees also have their own part in the declining site of the bank.
Sukumaran and Shaheena have published an article on management of spread, burden and profitability-a case study of palghat district cooperative bank. The main aim of the study to analyse the efficiency of the banks in managing the interest spread and burden to increase the profitability of the bank. It also lays stress on the measures that have to be taken at various level for gearing up further banks. The study indicated that the profitability of the bank showed a declining trend through the period of study. This study has observed that the profit of the bank, which stood as Rs.9.05 lakhs in 1977-78, has decreased to Rs.2.76 lakhs in 1978-79. It again fell to a minimum of Rs.0.14 lakhs during 1979-80. During the next three years the bank showed a reasonable improvement in its profitability position from 1983-84 The profit of the bank which was Rs.1.57 lakhs during 1983-84 has decreased to Rs.0.21 lakhs in 1984-85 and again to Rs.0.01 lakhs in 1986-87. The study has stated reasons for decreasing profit as a lack of effective management of speared and burden of the bank. The study has observed that the profitability of the bank falls as burden goes up. The profit of the bank has reduced from Rs.7.26 lakhs in 1981-82 to Rs.0.33 lakhs in 1985-86. The study also analysis that the interest income constitutes around 69.12 percent of the total income of the bank during the reference period and the non-interest income during the study period similarly, of the total expenditure. The percentage of interest expenditure constitutes 55.80 percent during the study period. The study also concluded that the profitability interest expenditure of the bank showed a fluctuating but an unfavorable trend throughout the reference period an analysis of the spread ratio and burden ratio indicate towards some deficiency in the found management within the bank. Further probe of the reserve management of the bank throws some light on the excess and idle reserves kept by the bank during this decade. These
excess reserves kept by the bank are an indication towards ineffective management of funds within the bank

Chinnappa has attempted to examine the problems of the Anantapur district central cooperative bank in Andhra Pradesh. The main objective of this study was to find out problems of the Anantapur district central cooperative bank. The study has stated that it is an established fact that the Anantapur district central bank in Andhra Pradesh is facing innumerable problems like, defective loan policy delay in sanction and disbursement of loans, inadequate planning for medium term loans, problems of personal management, overdues mobilisation of deposits, recovery of loans etc. of course these problems are not confined to Anantapur district central cooperative bank only. Such problems are faced by almost all the district central cooperative banks in Andhra Pradesh and India but their severity is more in Anantapur district cooperative bank. The study has stated that all the banks in the district viz, the district central cooperative bank, the commercial banks and the regional rural banks put together financed agricultural credit to the tune of Rs.71.9 crores for the year 1989-90 which was only 20.8 percent of the total credit required by the agriculturists in a big way at a concessional rate of interest and there by the incentive for raising deposits by the cooperative banks became further weakened. Heavy overdues of central cooperative banks for the last 15 years have impaired their capacity to borrow from higher financing agencies. The average recovery performance of Anantapur district cooperative bank for the past 15 years is 52 percent where as the overdues are 48 percent.
Viswa prasad and parthasarathy has attempted to examine the supply of short-term credit and estimation of credit gaps in Medak district (Andhra Pradesh). The data pertains to 1986-87 agricultural year. An attempt has been made by him to assess the productivity of credit and the credit needs of different sizes of farms in Medak district of Andhra Pradesh. The study stated the commercial banks constituted largest share of credit (40.82 percent) and cooperatives and moneylenders provided more or less the same proportion of credit needs of the farmers (26.76 percent) and (24.46 percent) respectively money lenders still formed the most important source of credit to small farmers as compared to other sources and large farmers utilised more from commercial banks and cooperatives. It signals that small farmers credit requirement is mostly met by private lenders to the tune of 50 percent. The sources wise classification of borrowed funds revealed that commercial bank and cooperative are catering to the need of large farmers while the small farmers credit requirements are still being met by private sources. Finally, study has concluded that the sources wise classification of borrowed funds revealed that commercial bank and cooperative are catering to the need of large farmers while the small farmers credit requirements are still being met by private sources. This indicates that the institutional agencies have not gone in a big way in catering to the credit needs of small farmers. The estimation of credit gaps indicated that the same was highest in case of small farmers when compared to medium and large farmers. This situation wants the need to safeguard the interest of small farmers who are more often than not, capital starved, by allowing still more flow of institutional credit for meeting their consumption requirements.
Sivaprakashan has published an article on an appraisal of personnel management policies and practice in central cooperative banks in Tamil Nadu for period from 1978-79 to 1987-88. The main objective of this study has the organizational set-up for personal management functions in the central cooperative banks in Tamil Nadu. The background of the employees, their attitude towards personnel policies and practices, and their job satisfaction and to identify the practical problems, faced in implementing the personnel policies and offer suggestions for improving personnel management in the central cooperative banks. The study observed that there are so many policies and practices were made regarding to the personnel management. The study has found that working profile of the bank has an organised system, the loans and advances were doubled in a short span of 5 years profit earned, the profitability had been declining the average amount of net profit earned per bank had increased from Rs.38.2 lakhs in 1978-79 to Rs.53.9 lakhs in 1987-88 and net profit percentage was 1.59 to 0.76 from 1978-79 to 1987-88. Employees profit was that majority of them were of age group of 41 to 50 years, 75 percent were locales, they were experienced in personnel policy, and personnel planning recruitment and selection, training, promotion all were skilled management. That’s why; there was job satisfaction among the employees. The principal suggestions made by majority of the employees include mutual understanding between the management and the unions.

Dayanandan and Sasikumar have published an article on a study on the performance evaluation of central cooperative banks in Kerala. Period from 1981-82 to 1989-90. The main objective of the study is to evaluate the performance of central cooperative banks in Kerala on the basis of their progress in membership enrollment, share capital, deposit
mobilized, accumulated reserve fund, loans overdues and net profit earned. The study has observed that the membership of central cooperative banks in Kerala has been increasing steadily which indicates the effective participation of the weaker section people in the loaning programme. Involvement of people in the rural development programme ensures economic development. The share capital was Rs.16.32 crores in 1981-82 and has increased to Rs.30.48 crores in 1989-90 (186.76 percent). Higher reserve fund the greater will be the effective functioning of the bank. It found Rs.13.21 crores in 1981-82 and has raised to Rs.75.28 crores in 1989-90 (569.84 percent) share capital and reserve fund constituted own fund, which was accounted for 358.14 percent in 1989-90 over 1981-82. In deposit mobilisation, the bank has shown an impressive result deposit accounted for Rs.132.76 crores in 1981-82 went up about more than four times. The loans overdue stood at Rs. 128.48 crores in 1989-90, which was, more than five times to that of 1981-82. Comparative analysis of the total loans overdues with other factors discussed above proves that the progress of the central cooperative banks is not satisfactory because the rate of increase of total loans overdues is rather unfavorable to the rate of increase in other factors. The net profit accounted for Rs.1.61 crores in 1981-82 went up about only less than two times in 1989-90. As long as there is no decrease in the rate of total loans overdues, profitability of the bank cannot be improved. The study has concluded that the central cooperative bank has achieved better performance on share capital, membership, deposits and reserves fund there is no corresponding achievement in the net profit because of the unfavorable steady increase in the overdues. it can be stated in another way that the growth of central cooperative banks in Kerala is now affected because of high overdues. If
the management of the bank takes suitable measures for controlling its overdues, then only it can perform better in future.

Parameshwar has attempted a study on branch expansion of central cooperative banks in Andhra Pradesh period from 1970-71 to 1989-90. In view of the study were the policies adopted and measures initiated for branch expansion by central cooperative Banks in Andhra Pradesh further, it is also aimed to analyse the performance of the district central cooperative Banks in expanding their network of branches. The study has observed that the number of branch offices has moved up from 134 in 1970-71 to 279 in 1976-77, to 434 in 1985-86 and to 539 in 1989-90 by 1989-90 all the central cooperative banks in the state have not less than 10 branches each and a maximum of 50 offices are there in case of the Krishna district central cooperative bank. As a result of the reorganization of 27 cooperative central banks into 22 central cooperative Banks in Andhra Pradesh, to comply with one bank for one revenue district. The central cooperative banks in the state received financial and non-financial assistance for expansion of their network of branches. The main problem for the central cooperative banks in Andhra Pradesh to extend banking facilities by increasing their branch net-work was that a great number of them were not financially sound and not reached the state of variability. The branch expansion of central cooperative banks in Andhra Pradesh was largely the result of motivation and direction of the state government, Reserve Bank of India and APSCB.

Sivaprakasan has published an article on his works review of personnel management in central cooperative bank. The study has undertaken covering all the central cooperative banks of Tamil Nadu and 648
employees were covered thus constituting 10.5 percent of the total population only the officers and clerks were included in the study. The study has observed that 56 percent of the employees are satisfied with the recruitment and selection procedure and their suggestions are brought out. It is worth noting that only 23.3 percent of the employees agree to deputation while 61.7 percent oppose because of the following reasons lack of knowledge, lack of commitment of the part deputation, lack of banking knowledge, blocking the promotion of bank employees, delay in policy and decision making, frequent transfers since they are from the government.

Reddy and Puyalvanna have published a paper on financial pre-emption and statutory compliance of central cooperative bank-A case study of Tamil Nadu. The main objective of the study was to analyse the operational performance of Pudukkottai district central cooperative bank, Tamil Nadu. The study has observed that the banks had always maintained more percentage of cash reserve ratio and statutory liquidity ratio than the required limit during June 1992, January/February 1993. They stated the requirement of maintenance of cash reserve is thus a constraint on funds management. There is further constraint that the banks are not in a position to regulate the surplus cash with them by making prompt remittance to head office/Apex bank. It had maintained thrice and minimum amount required to be maintained under cash reserve ratio. They have found that the position has improved during year 1993-94. Cash reserve ratio and statutory liquidity ratio were maintained at the required level except during the months June 93 and March 94 and June 94. The maintenance at a higher percentage was due to collection of loans with a special drive and target fixed for mobilisation of deposits coupled with persistent remittance problems.
faced by the district central cooperative bank. The authors have perceived that the most important problems in cooperative banks are related to the maintenance of statutory liquidity ratio and cash reserve ratio. Many times State Bank of India refuses cooperative banks to deposit their quantum of cash. The authors have suggested for a national level policy decision regarding proper arrangement for remittance so as to maintain profitability and efficiency in the cooperative bank. Finally they have concluded that the bank is maintaining the cash reserve ratio and statutory liquidity ratio effectively during the recent periods.

Shanmugasundaram has published the paper on organizational climate in cooperatives; A case study of Madurai district central cooperative bank limited. The main objective of this study was the organizational climate in a cooperative bank. Ten organizational climate dimensions have been selected for the purpose. The study has observed that the overall perception of organizational climate dimensions by the sample as a whole is in line with the perception of organizational climate dimensions by the supervisors. The overall perception scores indicated that the dimension 'social values' (84.86 percent) is the most well looked-after factor followed by job security (78.2 percent) and pay and benefits' (72.4 percent) at the other extreme, the dimension 'participative management' (53.86 percent) is the least-looked-after factor followed by 'recognition and appreciation' (57.6 percent) and 'training and development' (64.26 percent). The remaining four dimensions' rationality' grievance handing and working conditions fall between these two extremes for the sample as a whole. The author has suggested the overall climate of the organisation should be improved by paying special attention to the dimensions of participative management, recognition and appreciation, and training and development which are least looked
after at present. The organisation should attempt to satisfy certain groups of employees like the younger employees, employees working at the branch offices and the employees at lower categories in order to improve their perception of climate. The employees, especially at the supervisory category should be involved in formulating and implementing policies and strategies of the management. The general climate of the organisation could be improved by paying immediate attention to participative management since the respondents are satisfied with the other seven dimensions as they are. The managerial and the personnel policies and practices should be modified in relation to the expectations of the employees. There should be sufficient scope for promotion and career advancement. Satisfactory procedures for handling grievances should be established. Due recognition should be given to efficient employees, distinguishing them from average employees.

**Economic & Political weekly:-**

Sameeksha Trust Publication the weekly provides information on issues related to economy and on variety of subject on economic and political front. Mostly the articles are research based providing first hand information. The journal has proved to be a boon to students and researchers in terms of providing information.

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**CJMR (Center for Management Research and Development, pune.)**
Biannually journal with extensive articles on Commerce, Management and Economics is a boon to the researchers for presenting there views.

Afflation and the Public Distribution System by **M.H.Suryanarayana**
Indra Gandhi Institute of Development Research Mumbai. Article-Economic and Political Weekly, 3/05/2008 Vol XL1115. The demand for "universalisation" of the public distribution system during a period of rising prices is not relevant since more than four-fifths of households in rural areas and two-thirds in urban centers are already covered by it. Yet, a
very small proportion of rural/urban households actually make purchases of either rice or wheat from the PDS; an insignificant amount of consumption is met by ration shop purchases. The pattern is somewhat better for below the poverty line households with ration cards. What all this shows is that the issue is not universalisation but improved functioning, greater efficiency and BPL-friendliness of the PDS.

The Article contains the board issues i.e. Universalisation of PDS and its implication for procurement & buffer stock. It also highlighted the importance of stable prices the profile of PDS in India with a special table on the distribution of household by ration cards, type and incidence of household poverty in rural and urban areas amongst SC/ST/OBC and others the reliance on PDS with the targeting of PDS and its effectiveness. Towards the end the study on the issues that calls for policy attention and the efforts needed for universalisation of PDS and revision of food security norms a more BPL friendly system and its efficient function. This article through light on the overall changes required in the PDS and the serious to implement the same depicted.

Politics of PDS Anger in West Bengal by Dwaipayan Bhattacharyya, Kumar Rana. (Article) Economic and political Weekly 02-02-2008 VolXLIII5. A combination of factors have been responsible for the incidents in late 2007 involving the public distribution system in West Bengal, While the central policy of Targeted Public Distribution System and decreased / allocations to the state have been primary contributory factors, local level dynamics that have affected the Panchayati Raj system are also of significance. This article tries to combine a field study in rural West Bengal with macro-level analysis to analyse the problem.
The article throughs light on the political parties who are in a habit of giving a twist to the problem and similarly a general overview of the PDS over the years with the target PDS and the criticisms against the target PDS the subsidy which are provided are presented in the exaggerated manner the case of west Bengal and TPDS and also the case of BPL and APL categories is spelt out the price fluctuations as regards the rice and wheat the phenomena at Bengal and national level with the incidents in different parts of Bengal with the elite class has taken the lead in case of the poor section in Bengal it also speaks about the anti-CPIM turn which the moment took, towards the end of article the authors presented a picture about the social monitoring to start from the Panchyat system which in itself in faulty needs corrections, the article is also caution given to the left parties about the state of affairs going on invisible world and its implications allover India.

The review of literature though had a very big canvas, few important agricultural marketing related articles, books, Journals and web site were referred. The fact that India is facilitator state in its efforts have done a lot and continous improvement in different schemes from time to time gave an insight to go for extensive referral. Articles related to agricultural marketing in India, and on different states helped in making a study more concentrated towards the objective.
References:-


