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## Agricultural input marketing in india pdf

Sustainability, without losing focus on self-sufficiency, is the key to the use of agricultural entry into India today. In this timely book, the authors have developed frameworks based on appropriate solutions that could be adopted by the agribusiness industry. The book will also be of immense use to all Agri Business Management students. (B. Srinivas National Institute of Agricultural Extension Management, Hyderabad) This is an exciting time for agriculture, globally, but particularly in emerging economies such as India, where demand dynamics and agricultural patterns are changing. The entry offer of agriculture and marketing strategies will have to respond to these rapid changes, with newer technologies such as transgenics and innovative strategies, such as public-private partnerships in the entry offer. This book entitled Agri-input Marketing in India comes at a very crucial time and makes an in-depth analysis of the journey of the agriculture input industry in recent decades and a prophecy apt of its trajectory and future trend. The interesting mix of private sector, academia and public sector perspective used in writing this book analyzes the shift in farmers' perception towards agricultural contributions and their decision-making process. While writing about the agribusiness industry, the book is not limited to large agri-food industries, but also discusses the smaller/fatty contributions of the supply chain from actors such as agro-entry dealers, agricultural entrepreneurs who continue to play an important catalytic role in agriculture. I congratulate the authors for summarizing their extensive experience in the form of this book that is prepared for a cross-section of actors covering policy makers, public sector representatives, public sector organizations, students and academic institutes. The pragmatic stance and future projections described in the book will serve as a guiding tool for policy making and marketing strategy design. I convey my best wishes and gratitude to the two authors, Pingali Venugopal and Ram Kaundinya, for the fantastic work and the perfect articulation. (Dr Purni Mehta International Livestock Research Institute) I am very happy to see this book on agrifood entry marketing from Prof. Venugopal and Ram Kaundinya at this juncture when we have achieved a record production of food grain, but we are facing several issues that affect our agriculture and the profitability of our farmers. The two authors have taken into view the perspectives of an academic and a person with experience in the agri-food industry. India's vast National Agricultural Research Service network is also working on some of these issues. A multi-stakeholder approach that scientists, farmers, the entry and exit industry, the Government, traders, food processors, consumers, intellectuals and NGOs is required to address the complicated problems of Indian agriculture. I have no hes doubt in saying that this book contributes a lot to this cause. (Prof. Swapan K. Indian Indian Datta Agricultural Research, New Delhi) Pingali Venugopal, Associate Director, XLRI, Center for Global Management and Responsible Leadership, and Professor (Marketing), has teaching experience, industry, consulting and research in marketing function in the Indian context for more than 33 years. He has completed his Postgraduate and Doctoral Program at the Indian Institute of Management, Ahmedabad. He has been Professor of Marketing at XLRI, Jamshedpur, from 1994 and Dean of the Institute from 2004 to 2010. He has also been a visiting professor at leading institutes in India, including the Indian Institutes of Management in Ahmedabad, Kolkata, Lucknow, and Indore and international institutes, including the American University of Armenia and the Swiss University of Education. He has taught courses such as marketing management, sales and distribution management, agricultural ticket management and marketing research in these institutes. Prior to joining academics, he has worked in the Marketing Department of Coromandel Fertilizer and Fertilizer and Chemicals Nagarjuna Ltd over a 10-year period. While at Coromandel, he was also involved in launching his cement brand. Venugopal's research and publication covers different marketing topics, and he has written seven books covering the areas of Indian marketing and economics. His books Sales and Distribution Management: An Indian Perspective and Marketing Management: A Decision Making Approach have been adopted as texts in several business schools, including the Indian Institutes of Management. At the invitation of the Government of India, he prepared the report on ticket management, Indian state —A Millennium study in which he evaluated the impact of political measures on Indian farmers of independence in 2000. After Jharkhand's training, he served on the steering committee of the Jharkhand Development Report prepared for the Planning Commission. As part of the report he also prepared the agricultural plan for the newly formed state. He is a member of the Board of Tata Metaliks, Advisor to Kerzon Consultants, and on the Academic Committee of the National Institute as the National Institute of Agricultural Extensions Management, Hyderabad and the National Institute of Technology, Jamshedpur. He has also been involved as an expert in programs carried out by some agri-food companies such as Zuari, UPL and pi industries. Ram Kaundinya, CEO of Advanta India Ltd, and President of the Association of Biotechnology-Led Companies —Agriculture Group (ABLE—AG), is a member of the Board of Directors of Axis Bank. He has 35 years of experience in the agrochemical and seed industries. This experience includes 22 years in the agrochemical industry with companies such as Hoechst and Cyanamid involving marketing, manufacturing, operations management, strategic planning and business development throughout India. His last task in the agrochemical industry was as CEO of Cyanamid Limited. Limited, he has been in the seed industry for the past 13 years, of which the first six years he served as general manager of Emergent Genetics India Private Ltd, and for the past seven years, was managing director of Advanta India. He served as President of Crop Life India from 1998 to 2002, as well as director of the Seed Industry Association, Mumbai, from 2002 to 2006. He was vice president of the All India Crop Biotechnology Association, New Delhi, from 2002 to 2006. He holds a degree in Agriculture from Andhra Pradesh Agricultural University, Hyderabad, and is a student at the Indian Institute of Management, Ahmedabad, where he did his Master in Business Administration with a specialization in Agriculture. Sustainability, without losing focus on self-sufficiency, is the key to the use of agricultural entry into India today. In this timely book, the authors have developed the™™ based on appropriate solutions that could be adopted by the agribusiness industry. The book will also be of immense use to all students of Agrifood Business Management. -- B. 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