

**DATE: 25-02-2020**

**ABSTARCTS OF RESEARCH ARTICLES ON  
AGRICULTURE**

**1. Media Coverage of Climate Change and Sustainable Product Consumption: Evidence from the Hybrid Vehicle Market**

**Yubo Chen, Mrinal Ghosh, Yong liu and Liang Zhao**

**ABSTARCT**

As sustainable consumption becomes increasingly important, firms must better understand the drivers behind the consumption of these products. This article examines the effects of mass media in the context of the U.S. hybrid vehicle market. Drawing on the monthly sales data, the authors provide evidence that the general coverage of the climate change or global warming by major media outliers exerts an overall positive impact on the sales of hybrid vehicles. This impact mainly comes from the media reports that assert that climate change is occurring. In contrast, media coverage that either denies climate change or holds a neutral stance on the issue has little impact. The authors provide preliminary evidence that a social norm advocating for environmentally friendly consumption plays an important role in how media coverage affects consumer purchase. They provide implications for the theory and practice and call for future research that examines the causal impact of media in general on consumer decisions, especially in domains that are crucial for the society.

***SOURCE: Journal of Marketing Research Volume 56 No 6.***

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## **2. Doubling Farm Income in India: Strategies and Options**

**A. Narayana Moorthy**

### **ABSTRACT**

With dedicated contribution from framing community, India's agricultural sector stands as one of the biggest in the world in terms of production of food grains, fruits, vegetables and milk. But, the Indian farmers have been passing through a painful phase over the last two decades because of poor income from farming, which resulted in increased farm indebtedness and widespread farm suicides. To remove the misery of farmers, the union Government has been working towards doubling farmer's income by 2022-23, which was envisaged in the year 2015-16. This paper discusses various strategies that can be considered to double farmer's income at the specified timeline. It underlines that it is difficult to achieve the goal of doubling farmer's income, if we continue to focus mainly on the conventional production centric strategies without giving adequate importance to fixing remunerative prices for crops and improving the overall agricultural marketing condition. The paper specifically stresses that radical market reforms such as strengthening of agricultural market infrastructures, improved procurement system covering all food grain and non-food grain crops, fixing MSP based on C2 cost formula, abolishment of minimum export price for agricultural commodities, removing agri-commodities from the list of essential commodities act and enacting act on 'right to sell at MSP' need immediate attention to double farmers' income.

***SOURCE: INDIAN JOURNAL OF AGRICULTURE MARKETING VOLUME 33.NO.03.***

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### **3. ASEAN-INDIA FREE TRADE AGREEMENT: ANALYSIS OF AGRICULTURE SECTOR**

**RENJINI V R AND AMIT KAR**

#### **ABSTRACT**

The ASEAN-India Free Trade Agreement (AIFTA) which came into existence in 2010, is considered as one of the largest Free Trade Agreements in the world. Around 24 per cent of India's global agricultural trade is with ASEAN countries. The study has analysed the status and impact of AIFTA on agriculture trade between India and ASEAN countries. It was found that, FTA with the ASEAN is trade creating than trade diverting in agriculture which will benefit consumer eventually leads to net welfare effect to the economy. The substantial tariff reduction by India will benefit the ASEAN countries to increase their market share of agricultural commodities in India. In order to see the benefits accrues to India, study employed partial equilibrium analysis using SMART model developed by the world bank to simulate the impact of tariff reduction by major ASEAN Countries on major agricultural commodities exported by India. The results indicated that, India can gain market access in Cambodia, Vietnam and Thailand as exported by India. The commodities like marine products, meat products, milled products, fruits are the major exporting products that will increase the share in ASEAN market.

***SOURCE: INDIAN JOURNAL OF AGRICULTURE MARKETING VOLUME 33.NO.03.***  
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### **4. Pathways of agricultural transformation: A comparative analysis of Punjab and Bihar**

**Ghanshyam Pandey, Md Riyazuddin Khan and Seema Kumari**

#### **ABSTRACT**

This paper discusses the process of structural transformation in Punjab and Bihar. These states lie at the extremes of the continuum of economic development in India – Punjab is

at an advanced stage of structural transformation and it has the highest per capita income and lowest incidence of poverty, while the reverse holds true for Bihar-but agriculture is an important economic sector in both states and holds promise for future growth. In Bihar, agricultural growth is driven by technological change and diversification towards high-value crops; in Punjab technological change and price increases drive growth. The area expansion-through an increase in cropping intensity-has also contributed to growth in both states; however, the prospects of area-driven growth in both of land is fixed. Further, price-driven growth, as in Punjab, is unlikely to sustain in the long run. In Bihar, the resource is to exploit the potential of existing and frontier technologies by investing in agricultural research and extension systems and strengthening institutions that link farmers to remunerative markets. In Punjab, the need is to diversify the crop portfolio from staple food crops to high-value food commodities that consume less water and to reorient the research agenda towards crops that can profitably substitute water-guzzling crops

***SOURCE: Agricultural Economic Research Review 2019, volume.32, No.1-11.***

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## **5. Investment, subsidy and productivity in Indian agriculture: An empirical analysis**

**Nusrat Akber and Kirtti Ranjan Paltasingh**

### **ABSTRACT**

Using time series data, this study compares the effectiveness of public investment with that of subsidies on the total factor productivity (TFP) OF Indian agriculture at the national and subnational levels. Our findings show that public investment is more effective than subsidies in raising agricultural productivity in both the short and long run. At the national level, the elasticity of public investment ranges from 0.03 to 0.10 in the long run and from 0.03 to 0.05 in short run. At the state level, too, we find a positive and significant effect of public investment in the short and long run. But the impact of subsidies is mixed: subsidies negatively impact the TFP of most states (barring a very few developed states).

The implication is that for the efficient and sustainable growth of Indian agriculture, the government needs to gradually convert subsidies into investment.

***SOURCE: Agricultural Economic Research Review 2019, volume.32, No.1-11.***

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## **6. Do Improved Agriculture Practices Boost Farm Productivity? The evidence from Karnataka, India**

**Barun Deb Pal and Sunil Saroj**

### **ABSTRACT**

This study intends to analyse the impact of improved agricultural practices (IAPs) on crop productivity and farmers' income. A sample of 991 farmers has been selected purposively from four districts of Karnataka, where 50% of them are treated with IAPs. We employed the endogenous switching regression (ESR) model and the propensity score matching (PSM) method to assess the impact of IAPs on farmer income and crop productivity. The finding show that farm income for the treatment group was 23% higher than for control farmers and crop productivity improved 22%.

***SOURCE: Agricultural Economic Research Review 2019, volume.32, No.55-75.***

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## **7. Impact of the agriculture debt relief scheme on the consumption expenditure of smallholder farmers**

**Deeksha Pande**

The frequent announcements of loan waivers have drawn attention to their impact on various aspects of rural livelihoods. Using a difference approach, this paper investigates the impact of the agriculture debt waiver debt relief scheme (2008) on the consumption expenditure of smallholder farmers on food and non-food items. We do not find any

significant difference in the consumption expenditure on food or non-food items, both categories showed increased consumption expenditure over time without the loan waiver.

***SOURCE: Agricultural Economic Research Review 2019, volume.32, No.103-112.***  
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## **8. Assessing the economic impacts of farmer producer organizations: A case study in Gujarat, India**

**Gurpeet Singh and Kamal Vatta**

### **ABSTRACT**

Using data from a household survey in the Indian state of Gujarat, this paper examines the determinants and welfare impacts of farm households' participation in farmer producer organizations (FPOs). Small and marginal farmers participate in FPOs to improve their access to credit, storage, output and input markets and their bargaining power vis-à-vis traders. Households associated with FPOs have a higher level income, consumption and investment and a lower incidence of indebtedness.

***SOURCE: Agricultural Economic Research Review 2019, volume.32, No.139-148.***  
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## **9. The landscape of agro-processing industries in Jammu & Kashmir**

**Farhet A Shaheen, Shabir A Wani and Syed S Kubrevi**

### **ABSTRACT**

The diverse agro-climate conditions in the state of Jammu and Kashmir favour the cultivation of several high-value food and non-food commodities, but their growth potential remains under-exploited due to poor infrastructure and investment. This paper maps agro-processing units in the state and assesses their efficiency, inclusiveness and prospects for future growth. The findings show that the agro-processing sector is dominated by small-scale industries and is labour-intensive, and it lacks capital investment and market linkages.

***SOURCE: Agricultural Economic Research Review 2019, volume.32, No.175-182.***  
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## **10. Export of Animal Products from India: Trends, Performance and Constraints by Vinod kumar**

### **ABSTRACT**

Animal products play an important role in the socio-economic life of India. It is a rich source of protein such as milk, meat, and eggs. India has emerged as the largest producer of milk with 21.32 per cent share in total milk production in the world. India accounts for about 5.65 per cent of the global egg production and also the largest population of milch animals in the world, with 191 million cattle, 109 million buffaloes, 135 million goats and 65 million sheep. This paper is based on the secondary data. Exports of animal products represent an important and significant contributions to the Indian Agriculture sector. During 2018-19, India's export of Animal Products was Rs.30632.81 crore which include the major products like Buffalo Meat, Sheep/Goat Meat, Poultry Products, Dairy Products, Animal Casings, Processed Meat, Albumin (Eggs & Milk), Natural Honey, etc. The demand for Indian buffalo meat in international market has sparked a sudden increase in the meat exports which dominated the exports with a contribution of over 89 per cent in total agricultural exports which dominated the exports was 23.49 percent during 2018-19. Growth in demand for meat in India's export markets, largely in Southeast Asia, the Middle East and Africa, has been strong relative to that in developed-country markets and is expected to remain so over the next decade. India may benefit from the opening of important new markets, particularly Russia and China. Export of animal products can be enhanced by taking on production process to stringent food safety and quality standards. Growing awareness among consumers about the importance of food safety, emergence of disease by consuming unsafe food and increasing paying capacity of consumers in both domestic and international market could further tackle this issue. Further, the cost of compliance, investment required, handling, processing and traceability of the products are some of the points that need to be emphasized to enhance animal exports. The arduous

efforts made by the government by prioritizing the livestock sector to achieve the anticipated growth in agri-sector have certainly enhanced the country's exports of various livestock products to newer heights.

***SOURCE: Indian Journal of Agriculture Marketing volume 33, no.3, 2019***  
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## **11. Status and Growth in Fish Export from India**

**Hemant Sharma and S.S. Burark**

### **ABSTRACT**

Fisheries sector plays a significant role in the Indian economy in terms of its contribution to growth and development. The contribution of fisheries sector to Indian Merchandise trade and to world fishery trade is substantial. Fish production has increased from 7.52 lakh tonnes (5.34 lakh tonnes for marine and 2.18 lakh tonnes for inland fisheries) in the year 195-51 to 114.09 lakh tonnes (36.41 lakh tonnes for marine and 77.69 lakh tonnes for inland fisheries) in 2016-17. The growth sector of fish sector contributes through its share in GDP and foreign exchange earnings gained through the export of fish and fishery products. During 2016-17, the volume of fish and fishery products exported from India was 134948 tonnes worth Rs.378709.0 crores. The export mainly consist of frozen shrimp varieties (41.10%) followed by fin fish (25.64%), frozen squid (7.32%), and frozen cattle fish (5.02%), during 2017-18. The paper tries to see the revealed comparative advantage of India of this sector with competitors and the findings show that India's export potential for fishery product have continuously improved in the study period and the fishery sector had strong comparative advantage in terms of total world's fishery exports. India is more advantageously placed than Canada, Chile, Russian Federation, Spain, Sweden and United States of America. The analysis suggests that India is comparatively in an advantageous position compared to its competitors.

***SOURCE: Indian Journal of Agriculture Marketing volume 33, no.3, 2019***  
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## **12. Profitability of Paddy Cultivation: A Comparative Analysis of Andhra Pradesh and Punjab**

**R. Suresh, P. Ali and K. S. Sujitha**

### **ABSTARCT**

Paddy is one of the widely grown cereal crops and its contribution to the agricultural sector is very significant. In the recent years, paddy farmers in the major growing regions of the country have been raising concerns on rising cost of cultivation and poor remuneration from crop cultivation. The paddy farmers of Andhra Pradesh have even resorted to crop holiday in kharif 2011 citing poor remuneration, but it is not so in case of Punjab. In order to understand how profitable is paddy crop in Andhra Pradesh in comparing to Punjab, the cost of cultivation survey data published by CACP covering a period from 1970-71 to 2015-16 is utilized for the purpose. It comes out from the analysis that the paddy farmers of Andhra Pradesh have incurred extensive losses both during pre and post-1990's, while the farmers from Punjab benefitted from the cultivation of paddy. Besides rising cost of cultivation, poor procurement support in Andhra Pradesh appears to be the reasons for poor returns from paddy crop.

***SOURCE: Indian Journal of Agriculture Marketing volume 33, no.3, 2019***

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## **13. Sustainable Agriculture- Life beyond Subsidies: Lessons from New Zealand**

**Caroline saunders**

### **ABSTRACT**

This address explores the importance for agricultural sustainability of different types of capital assets, especially knowledge capital, drawing on recent research in New Zealand that has aimed to expand the contribution of the primary sector to sustainable wellbeing. I begin with an overview of the theory on what constitutes sustainability and wellbeing, focusing on connections between wellbeing, capabilities and different types of capital stocks, and highlighting the importance of knowledge capital for wellbeing. Recent trends in New Zealand and United Kingdom agriculture provide the applied context for analysis of some key knowledge issues facing agriculture, framed by the capability theory of the firm following David Teece. The paper finishes with a brief conclusion on the implications for the UK.

***SOURCE: JOURNAL OF AGRICULTURAL ECONOMICS, VOL. 70, NO.3, 2019,579-594.***

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## **14. Resources and Productivity of Indian Aquaculture- Status and Prospects**

**M. Muthu Abishag, C.Judith Betsy, J. Stephen Sampath Kumar**

### **ABSTRACT**

India tops the world in aquaculture production next to china. The present blue revolution envisages tripling fish production of India by 2020, which necessitates effective resource utilization. The aquaculture resources of a country cannot only be limited to land and water availability but also to its species diversity, workforce and infrastructure facilities. Though Indian agriculture has registered increased production in the past few years, the productivity in terms of water and manpower resources remain very low. There is also, a need for diversification of species for mariculture activities. Hence, this paper examines the status of Indian aquaculture from a global perspective to sort out ways for enhancing productivity.

**SOURCE: AGRICULTURAL REVIEWS, VOLUME.40, NO.3, 2010**

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## **15. Women's Labour and Sustainable Agriculture**

**Soorya Vennila, K. Ramesh**

### **ABSTRACT**

This article looks at the participation of women in irrigated agriculture in 32 districts of Tamil Nadu and found exceptional involvement in these three districts, which are topographically different from each other, namely Kanyakumari, Nilgiris and South Arcot. The study asked –how does contemporary agriculture support female participation and in turn how does this keep agricultural labour supply and food security sustainable? A range of research methods were used to explore the rationale for exceptional female participation in irrigated agriculture. It concluded that such participation arises because of the existing pattern of labour supply primarily by landowning farm women and labourers. This as a result of male preference for widespread skilled jobs, subsequent changing labour pattern due to male migration, matrilineal property ownership, cropping intensity, multi-tasking of women and the coordinated effort of women's groups (SHGs) in accessing micro-credits. Finally, subsidies and incentives have further altered and effected greater labour supply of women in agriculture.

***SOURCE: INDIAN JOURNAL OF GENDER STUDIES VOL.26, NO. 3, 385-397, 2019.***

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