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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1. Introduction and Overview -- SECTION I: Policy Perspective -- Chapter 2. Modern Organised Retail and Its Impact on Agriculture -- Chapter 3. Contribution of Organized Retailing to Agriculture Distribution System: Prospects and Challenges -- Chapter 4. Retail Trade in Agriculture, Environment and Fair Trade Practices: Review of Experiences and Future Pathways -- SECTION II: International experience with organised retail -- Chapter 5. Supermarket growth and rural welfare: evidence from Kenya -- Chapter 6. The New Supply Chains and their Implications to the Producers of Fruits and Vegetables in Malaysia -- Chapter 7. An Innovative Marketing Model for Fresh Produce in China: Farmer-Supermarket Direct-Purchase -- Chapter 8. Regulation of Retail: Comparative Experience -- SECTION III: Foreign direct investment in retail and implications -- Chapter 9. Role of FDI in multi-brand retail trade in India and its implications -- Chapter 10. Regulating FDI in MBRT: Some Key Concern -- SECTION IV: Indian experience with organised retail -- Chapter 11. Impact of Organised Fresh Food Retailing on Farmers' Income and Productivity: A Case Study

of Haryana and Himachal Pradesh -- Chapter 12. Inclusive Fresh Food Retail Chains in India: A Case Study from Punjab -- Chapter 13. Is Farmer - Food Retail Chain Linkage Feasible? -- Chapter 14. Linking farms with Consumers through Organized retail chains: Implication for producers -- Chapter 15. Promoting Organised Retail in Horticulture and Beneficial Impact on Farmers - The Case of Deepak Fertilizers and Petro Chemicals Limited -- SECTION V: Farmer producer organisations -- Chapter 16. Producer companies and modern retail in India - Current state and future potentials of interaction -- Chapter 17. Farmer Producer Organizations in India: Policy, Performance and Design Issues.

Sommario/riassunto

This book examines the performance of organized retail chains supplying the agri-input and output services in terms of achieving their objective of utilising collective bargaining power in the marketing of their agricultural produce, integrating empirical experience from India and other selected developing countries. The scenario of marketing for agricultural products has been undergoing rapid changes with the rise of organised retailing (the Indian term for 'supermarkets'), a process that is likely to accelerate in years to come, with India being on the threshold of a supermarket revolution. In fact, India is referred to as the 'final frontier' in the development of supermarkets. The growth of supermarkets in India is faster than that in China, which is also witnessing an exponential growth as part of the "third wave" of supermarket diffusion. The book investigates the links between organised retailing and farmers and farming in India. Apart from raising issues of equity, inclusion and problems in policy framework, it also discusses policy interventions that are essential in order to make the development of organised retailing more inclusive and beneficial to the farming community and agricultural sector. The book further serves as a guide for policy makers, helping them to select the right kind of interventions to balance growth with equity as market forces penetrate deeper into the agricultural marketing space.
