

1. Record Nr.	UNINA9910780883603321
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Titolo	Inclusive value chains [[electronic resource]] : a pathway out of poverty // Malcolm Harper
Pubbl/distr/stampa	Singapore ; ; Hackensack, N.J., : World Scientific, c2010
ISBN	1-282-76343-1 9786612763434 981-4295-00-0
Descrizione fisica	1 online resource (312 p.)
Collana	Series on economic development and growth, , 1793-3668 ; ; v. 4
Disciplina	338.10954
Soggetti	Agricultural industries - India Food industry and trade - India
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	About the Author; Contents; Acknowledgments; CHAPTER 1: Poverty in India and Value Chains; CHAPTER 2: Retail Winners and Losers - The Impact of Organised Retailing; CHAPTER 3: Inclusive Value Chains in Fresh Fruit and Vegetables; CHAPTER 4: Inclusive Value Chains in Commodity Crops; CHAPTER 5: Inclusive Value Chains in Fisheries, Honey, Coffee and Poultry; CHAPTER 6: Inclusive Value Chains in Non-Food Artisan Products; CHAPTER 7: What Do the Case Studies Tell Us? Lessons for the Future; Glossary
Sommario/riassunto	Modern' integrated value chains need not necessarily exclude the smallest producers as this book aims to explain in detail by case studies. The issue is particularly topical in India, where modern retailing has come to the scene only recently and the majority of whose population are still small farmers and artisans. Following a brief introduction to the problem, 14 case studies from India are presented to illustrate how it is being solved in practice. The book also discusses the impact of organized retailing on small-scale traders, and finally analyses the case studies for an overview,