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Sommario/riassunto	<p style="text-align: justify;">Agri-input companies have played a significant role in transforming the post-Independence "ship-to-mouth" Indian economy, dependent on food grain imports, into a self-sufficient economy. Though agricultural productivity is declining and

environmentalists are questioning the use of agri-inputs, Indian agriculture cannot do away with agri-inputs. This book, after understanding the past policy environment, agri-input marketing, and promotion strategies of both the government and private companies, suggests frameworks for agri-input marketing companies to align th

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