

1. Record Nr.	UNINA9910820595003321
Autore	Venugopal Pingali <1958->
Titolo	Agri-input marketing in India // Pingali Venugopal, Ram Kaundinya
Pubbl/distr/stampa	New Delhi, India : , : Sage, , 2014 ©2014
ISBN	93-5150-442-5 93-5150-096-9
Descrizione fisica	1 online resource (271 p.)
Disciplina	338.10954
Soggetti	Agricultural industries - India - Marketing
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 and indexes.
Nota di contenuto	Cover; Contents; Foreword; Preface; Acknowledgments; 1 - Introduction: Agri-input Market at Crossroads; Part I: The Past; 2 - Agricultural Situation in India and Agri-inputs; 3 - Land: The Fixed Factor of Production; 4 - Government Policies: Creating an Environment for Input Usage; 5 - Improve Agronomic Potential; 6 - Infrastructure Development: Removing Constraints; 7 - Agricultural Extension Programs in India; 8 - Adoption: The Beginning of the Agri-input Sector; Part II - The Present; 9 - Agri-input Market: Current Competitive Situation; 10 - Buying Behavior for Inputs 11 - Impact of Agri-input Usage in India PART III: The Future; 12 - Sustainable Agriculture: New Objective; 13 - Strategies for Agri-input Marketing (Basis for Positioning Strategy); 14 - Technical Knowledge-based Marketing (Basis for Product and Pricing Strategy); 15 - Building Trust through Knowledge Transfer (Basis for Promotion Strategy); 16 - Integrated Agri-input Supply Model (Basis for Place Strategy); 17 - Future Directions (Implementation Aspects); Bibliography; Profile of Industry Experts Who Shared Their Views on the Subject; Author Index; Subject Index; About the Authors
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
