Organised Retailing and Agri-Business

Implications of New Supply Chains on the Indian Farm Economy
Contents

1 Implications of New Supply Chains on the Indian Farm Economy: An Overview................................................................. 1
N. Chandrasekhara Rao, R. Radhakrishna, R. K. Mishra
and Venkata Reddy Kata

Part I Policy Perspective

2 Modern Organised Retail and Its Impact on Agriculture............... 29
C. Rangarajan

3 Contribution of Organized Retailing to Agricultural
Distribution System: Prospects and Challenges............................. 37
R. K. Mishra, P. Mahesh and Srinivas Kolluru

4 Retail Trade in Agriculture, Environment, and Fair-Trade
Practices: Review of Experiences and Future Pathways............... 59
Amita Shah

Part II International Experience with Organised Retail

5 Supermarket Growth and Rural Welfare: Evidence from Kenya ...... 81
Elizaphan James O. Rao and Matin Qaim

6 The New Supply Chains in Malaysia: Implications to the
Fruits and Vegetables Producers ................................................. 99
Fatimah Mohamed Arshad

7 An Innovative Marketing Model for Fresh Produce in
China: Farmer-Supermarket Direct-Purchase ............................... 119
Dinghuan Hu and Fred Gale

8 Regulation of Retail: Comparative Experience ............................ 139
Anuradha Kalhan and Martin Franz
Part III  Foreign Direct Investment in Retail and Implications

9  Role of FDI in Multi-brand Retail Trade in India and Its Implications ......................................................... 161  
   Sukhpal Singh

10  Regulating FDI in MBRT: Some Key Concerns ......................................................... 181  
    K. S. Chalapati Rao and Biswajit Dhar

Part IV  Indian Experience with Organised Retail

11  Organized Fresh Food Retail Chains Versus Traditional Wholesale Markets: Marketing Efficiency and Farmers' Participation ......................................................... 207  
    Seema Bathla

12  Inclusive Fresh Food Retail Chains in India: A Case Study from Punjab ......................................................... 229  
    Naresh Singla, Sukhpal Singh and Paramjeet Kaur Dhindsa

13  Is Farmer–Food Retail Chain Linkage Feasible? ......................................................... 241  
    P. G. Chengappa, K. P. Mangala and Vijayalakshmi Dega

14  Linking Farms with Consumers Through Organized Retail Chains: Implication for Producers in India ......................................................... 251  
    Nilabja Ghosh and Ananda Vadivelu

15  Promoting Organized Retail in Horticulture and Beneficial Impact on Farmers—The Case of Deepak Fertilizers and Petrochemicals Limited ......................................................... 267  
    Sangeeta Shroff, S.S. Kalamkar and Jayanti Kajale

Part V  Farmer Producer Organisations

16  Producer Companies and Modern Retail in India—Current State and Future Potentials of Interaction ......................................................... 277  
    Anika Trebbin

17  Farmer Producer Organizations in India: Policy, Performance, and Design Issues ......................................................... 289  
    Amar KJR Nayak

Index......................................................... 305