

DR. Peeyush Ranjan  
Upadhyay

## Alternative Ways To Check Migration And Overcome The Economic Slowdown

Associate Professor- Faculty of Management, Sarvepalli Radhakrishnan University, Bhopal (M.P.), India

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*Abstract: Now days when generating employment opportunities have become a challenge for government, it become necessary to promote & develop the secondary sources for generating employment as an alternative of creation of jobs in government sector as well as private sector. The basic concept of haat bazaar is to engage everyone in livelihood to develop and maintain the economic power for self-reliance. By undertaking this research an attempt to find out the scope of develop the employment opportunity at local level was made. The potential and scope of haat bazaar were analyzed in data analysis chapter of my research completed entitled "Situational Analysis of Haat Bazaar and Their Potential to Develop the economic Status of the Area".*

**Key Words: : Generating, employment, opportunities, Economic Slowdown, Channelization, Chitrakoot region.**

Haat Bazaar or rural weekly market is a place, where rural people can purchase all essential and required goods for their consumption hence haat bazaar has become an integral part of their life since ancient time. There are several misconception related to haat bazaar that it is a cheap and best place to get vegetables or it is place where any certain kind of necessary goods are available for sale. But it was a place where all the required commodities were available for sale, purchase and exchange. In the adjoin countries of India the cities were named on the days it was functioned. Even after so many improvements and reforms in various sectors of economy the backbone of indigenous pattern of Indian trading haat bazaar couldn't get the required attention which it deserved. So it remains undeveloped but it must be facilitated with all the essential facility. Some of Haat Bazaar were facilitated with the facilities of entertainment but most of don't have. Government policies which implemented to develop the basic infrastructure of Haat Bazaar were placed somewhere else where traders and farmers are not interested to shift due to unavailability of transportation facility and lack of customers because these infrastructure were developed on new places which are foremost away from original places and apart from reach of rural purchasers.

As haat bazaar is a rural market place so most of produce offered to sale in it belongs to agriculture and animal produce. There seasonal produced offered by local producers and traders which flows in large quantity and scale which reduce its price through which farmers compelled to sale their produce on low price which reduce their profit and sometime the investment couldn't accomplish.

In the rural areas, there were no facilities for public warehousing as well as private warehousing. Rural farmers face the problems of storage of their produces. As they cannot hold their produce for long time they compelled to sale it as soon as possible which was a big reason for the farmers to got better price of their produce. The development of warehouses would provide an opportunity to local producer to hold their produce for the time when they got appropriate price of their produce.

The major different between urban market and rural haat bazaar was the availability of variety of goods, it was seen that in urban market several kind of product were developed by a single farm produce or mix of two or more farm produce which originally grown in rural areas with the help of mechanism and value addition. But the original places which are the production centers have converted into consumption centers of those goods. Although it can be prepared in the rural areas but due to lack of packaging and processing, mass consumers and extra labor the farmers avoided to develop their products. The life and activities in rural areas are still governed by customs, traditions on mutual understanding and people do not easily adopt new practices because of others or each-others.

Being a low income level segment rural areas confound in seeking products of low price, after establish in urban market multi-national companies started to target the rural consumers and the small pack and pouch packing became popular in rural areas due to attractiveness and people's desire of using the product of famous brand. It is impossible to naturally produce the different brands of a grain, vegetable or fruits but the products having the ingredient of said composition may easily developed but the customs worked as barrier to change the mindset of farmers and rural producers hence the required enhancement of consumers didn't released.

Being a temporary market haat bazaar kept away from the modern requirement and enhancement where more than 60% of visitors faces the problem related to parking facilities. Rajesh kumar who is a permanent trader of Baraundha told that during functioning himself and other traders park their auto about 1 kilometer away from haat bazaar because some time ago one auto were stolen and remained unfound till the date of interview, this is not only the story of one market but it happened  
Corresponding Author / Joint Authors



in almost all periodic markets from where bicycle, motorcycle and other kind of stuffs have been stolen. It is a serious issue which is weakness of haat bazaar and happens in lack of security and parking facilities. It would be arranged by grampanchayat and local administration.

Practice of modern marketing patterns should be incorporated in indigenous patterns of marketing to compete with MNCs but due to lack of proper and efficient source of finance and techniques local producers didn't using the packaging of product. Sukhlal Nishad, a trader of Majhgawan haat bazaar told that others are not using the packaging if he will use packaging the cost of produce will definitely increase but the buyers of haat bazaar are seeking the cheap produce in this case it will become difficult to sale the produce in large quantity. Another issue was that there were no facilities of packaging whether it would be developed at haat level by haat bazaar committee.

The number of villages in Chitrakoot region is more than 1000. Again, the villages are not uniform in size. Nearly 60 per cent of the villages have a population of less than 500 persons, which account for 20 percent of the rural population. About half of the total rural population is still living in villages with an average population size ranging from 1000- 5000 persons, which can be considered as medium sized where about 50% were engaged in traditional farming and remaining 50% were doing all other operations related to requirement of villages.

The haat bazaar of Chitrakoot region were functioned in anarchical ways where there was lack of committee, society and groups hence it was not organized. The persons involved in functioning the haat bazaar didn't have the ideas to promote or develop the atmosphere, they tried to make their hold on market forever and in this way development of channels of collection and distribution found tuff to implement.

The zones for specified produce could be convenient for customers but it was not specified so the buyer who is seeking for a particular product had to spent more time which could be easily precise by haat bazaar committee or other authorities involved in operating haat bazaar and collecting charges from traders and farmers.

SWOT analysis explain the potential of any substance so far to Analyze the potential of Haat Bazaar the study had also made an attempt to SWOT analysis of Haat bazaar which in summarized in table given below:

<b>STRENGTH</b>	<b>WEAKNESS</b>
<ul style="list-style-type: none"> <li>⬇ Economic</li> <li>⬇ Time Saving</li> <li>⬇ Convenience</li> <li>⬇ Instant Payments</li> <li>⬇ Fresh Produce</li> <li>⬇ Large Number of Buyers</li> </ul>	<ul style="list-style-type: none"> <li>⬇ Unorganized function</li> <li>⬇ Anarchical Legal structure</li> <li>⬇ Unavailability of Proper Place</li> <li>⬇ Lack of Transportation facility</li> <li>⬇ Lack of Storage facility</li> <li>⬇ Lack of Modern Approaches of marketing</li> </ul>
<b>OPPORTUNITY</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>⬇ Enhance income of farmer by adding technical training</li> <li>⬇ Organized functioning might generate employment opportunity for large number of villagers</li> <li>⬇ Channelizing the haat Bazaar will create an opportunity to reach towards more buyer more produce</li> <li>⬇ Channelizing the Haat Bazaar also generate employment at multilevel and in resultant various skills get jobs accordingly</li> </ul>	<ul style="list-style-type: none"> <li>⬇ Limited Income caused migration in seeking better lifestyles</li> <li>⬇ Due to lack of storage facility loss of produce make the traders insubstantial</li> <li>⬇ Lack of technology and modern approach of marketing, produce couldn't got place in competitive market, made it comparably cheap</li> <li>⬇ Lack of proper place and transportation facility creates trouble for traders and producer might cause of distraction from this traditional pattern</li> </ul>

**Strategies to promote Haat bazaar-** Considering the environment in which the Haat Bazaar operates, its associated problems, and also the experience of the manufacturing and marketing men who drives the Haat Bazaar, it is required to evolve an effective strategy of marketing which ensure the participation of maximum number of local people and gave better return. It is possible to evolve effective strategies of marketing in other traditional marketing patterns and Haat Bazaar. The strategies discussed though not universally applicable, much depend upon the product characteristics, available all kind of resources, the targeted segment and, its economic condition, values & beliefs and the specific environment. But the considerations certainly provide a framework for adoption of production & marketing mix strategies for Haat Bazaar so that farmers and



traders may possibly become capable to get good price.

**Distributional strategies-** The distribution system of locally produced commodities seen directly from producer to buyer whether the distribution is an integrated part of marketing and selling in which various steps and person involved to boost up the economy through which employment opportunity at large scale can be generated. Its function is to distribute or sub-divided the total product of a manufacturer on a geographical basis to various specific markets not in specific or single market. In rural areas farmers and other producers have to find their way to their buyer through the efforts of their self. However, the distribution channel a much publicized means of manufacturing in urban markets has remained in the background in rural areas as haat, lumna, Mandi and periodic market. Now distribution has to be virtually from scratch with full rural orientation awareness of existing rural channels of distribution. Many companies view the burgeoning rural market as a great opportunity for expanding their sales but find distribution as a major problem due to its characteristics which followed by one generation to another and remained unchanged in nature.

Unfortunately, it is almost impossible to transport strategies, which work successfully in urban markets on to rural markets, namely, extensive retailing and sustained full generation through mass media advertising. The main barrier to use haat bazaar as economic tool were:

- \* Large distances between villages.
- \* Lack of standardized roads connecting villages to others.
- \* Lack of proper utilization of value addition and outlets.
- \* Lack of mass media infrastructure.

The perceived problem is only a misconception of the old timers who were not aware of the changing scenario in rural areas and the proper utilization of the existing resources.

**Rural distribution- Distribution in Haat Bazaar can be considered as :**

- \* Physical distribution
- \* Channels of distribution

**Physical distribution-** Physical distribution means the flow of goods from the farm, place of producer and manufacturer to the end user or the customer which can be classified into-

- A. Available Transportation Facilities
- B. Approach Roads
- C. Farm & Field
- D. Collection Centers
- E. Warehousing

**(A)Transportation-** Transportation is a major issue in business, trade and performing any kind of task. It is not only required to do trading on long distance but it became essential to move from one place to another. Even after so many changes and development in several sectors the transportation infrastructure has not been fully developed in rural India till now. Apart from metro cities and district headquarters the transportation facility can be count as negligible. Although privatization and modernization provided some facilities but for marginal and poor farmers and traders it's cost seems too high to afford. Thus they have to manage timing of transport and timing of functioning of haat bazaar which became difficult to access. In such cases the farmers and traders willing to participate in haat bazaar and periodic market used bullock cart, horse and other available traditional medium of transportation which cost appears too high and due to high cost of transportation the profit margin couldn't improved and it happens with many traders, usages of motorcycle make unable to carry the whole produce which was ready to sale and proven cause of wastage and losses. There were need and demand to develop the essential, efficient, effective and affordable transportation facilities which will certainly help to improve the condition of farmers, traders and haat bazaar and government will be able to generate employment opportunities in villages itself.

**(B) Approach Roads-** Although India has developed the approach roads at satisfactory level but the remote rural areas are still remains untouched, it was seen that farmers and traders were not satisfied with the development of connecting roads as it were not connecting their farm, storage and collection centers. The work did under the PMSGY (Pradhan Mantri Gram sadak yojana) reduced the issues from villages having heavy population but the villages and its territories are still not connected. Some time it was seen that the farmers and traders who may reached to nearest haat bazaar by travelling 1 KM they were compelled to travel up to 15 Km for same destination. It was just because of the government policies which facilitate the heavy population first. Even after several schemes like NHDP (National Highway Development Project), PMGSY, MMSY



and various kind of funds are available to develop the approach roads and connectivity of nation it is required to get attention of policy makers to solve the issues of farmers and traders associated with haat bazaar and formal ways of marketing Rural road connectivity is an extremely important aspect to enhance the potential of haat bazaar and total rural transformation.

**(C) Collection Centers-** Farmer and producer & manufacturer bring into being the commodities on the basis of available limited resources, cultivate it and carry to Haat Bazaar for sale, their they tried to sale the whole produce but many times they failed to sold the whole produce, in that case they had to sale on low price or use it as cattle feed both the situations are harmful for traders specially in terms of farmers economic situation and caused of losses. If Haat Bazaar committee purchase the unsold produce on reasonable price and make an arrangement to sale it in another Haat Bazaar or do value addition and prepare processed material, it will generate the employment opportunity for landless labors and other who don't want to involve in farming or incapable to do farming. Lack of technical knowledge of proper utilization of facilities like mobile & internet and accessibility of modern technology couldn't incorporated in traders habits, so far trader were found unable to advertise their produce in surrounding area. The collection center might also become helpful to develop new product of necessity.

**(D) Warehousing and cold storage-** It was seen that in season of various crop farmers couldn't get reasonable price of their produce, many times farmers trade and union called strike to knock the door of government to get attention towards their problem and through tons of produce on road to express their problems, the basic problem is unavailability of warehousing and cold storage where perishable farm produce can be stored for some time so that they might get rid of the frailty to sale their produce on low price. There are no public warehousing facilities in this region (Research Area). The apex tier central warehousing corporations (CWCS) and state warehousing corporations (SWC) didn't extend their operations beyond districts which is necessary to develop the economic status of farmers and rural traders.

**Channelization of Haat Bazaar-** Similarly like Rayathu Bazaar the Haat Bazaar of Chitrakoot region can be also developed by channelization and develop linkage among entire haats of the area which may help the farmers and traders of haat Bazaar to enhance and improve quality of life by achieving economic growth.

\* Connectivity: By developing connectivity from villages to haat bazaar and one haat bazaar to another of surrounding area an opportunity to sale the produce in a proper market can be facilitated to farmers and traders

\* Develop Linkage between Haat Bazaar: It was seen during the sampling and surveying haat bazaar that traders of a haat didn't went to another, instead of visiting another haat he used to sale his produce to local shopkeepers on low price, if it would be converted into reality to develop linkage between haat bazaar, many traders and sellers will increased so far.

\* Generate Employment Through MLEM Approach: It was recorded in data analysis that as an average of 10-20% of produce remains unsold and caused of losses which is thrown away by traders, these unsold produce with some other produce can be utilized in such way that farmers and traders of haat bazaar get benefitted and apart from them some other villagers can be added in participatory employment.

**Major Problems of Haat Bazaar-** At the time of visit to the Haat Bazaar, it was found that all those markets were not fulfilled with the required basic facilities. The researcher enquired the sellers, buyers and authorities associated with these Haat Bazaar and traditional markets to understand about the major problems which they are facing. It was disclosed that, till today weekly markets are having some basic problems so far these markets became unable to compete with other markets such as shopping mall and Haats established in cities. These problems can be summarized as under:

**Lack of infrastructure & Unavailability of proper place-** The major problem with Haat Bazaar, periodic markets and traditional pattern of marketing which have found during field visit, data collection and also concluded by respondent's views was the unavailability of proper place, most of the Haat Bazaar haven't their own place which would be developed with modern facilities. Some of Haat bazaars were running on the allotted place which found insufficient. Another issue is missing infrastructural work environments including legitimate streets, stockrooms, correspondence frameworks, cash counter & so forth. Henceforth physical allotment was tested to supporters who had willingly involved in innovative approaches to display and manage their things. As major aspect of coordinated budgetary progress, get together, plan together and work together is attempting consistent tries towards common change at large scale. wherein country's markets offers important degree of premium quality to promoters as eventual outcome of their unutilized markets which is in similar way for most part because of liberalization, privatization & globalization but most of the Haat bazaar of study area were found still untouched with these major revolutionary changes and their real impact. For the successful exploration of haat bazaar, rural fairs and traditional marketing patterns, a basic requirement is infrastructure. The absence of such infrastructure is maddening the distribution



challenges in rural areas of the country specially in traditional way of trading. Low level of literacy, lack of awareness, lack of promotion and advertising, dialect, cultural miscellany, inadequate finance facilities, low per capita low profit margin, seasonal production, and mismanagement are some serious limitations for rural traders to compete with the product developed in MNCs (Multinational Companies) with help of huge mechanism under the supervision of highly trained and qualified human resource.

**Unavailability of public amenities-** The commodity structure of the Haats gives a reflection of the geographical environment of the Chitrakoot Region around the Haat area. In the haat bazaar when it functioned the traders of village itself as well as the traders from outside of village also participate, there they didn't get any kind of public amenities and therefore the outsider traders become compelled to face many problems related with public amenities in the local Haats because of the unavailability of parking facilities, dustbin, packaging problem, drinking water, toilet etc. Again, the traders of nearby villages to haat bazaar centers required to access the available infrastructural facilities like road, market sheds, storage, etc, all kind of these mentioned public amenities and facilities provide a new dimension in context of the availability of different products in the local Haats. Availability of said public amenities would be attract more buyers and consumers whether the unavailability of public amenities neither attract the buyer nor new traders specially young generation who willingly desire to access the public amenities and safe & healthy atmosphere of purchasing or marketing.

**Disorderly atmosphere-** There were no specified pattern or regulation to scuttle the Haat Bazaar, it can be easily understand by the analysis of data where 48% of Haat bazaar are suffering from unavailability of proper place to systematize, 91% have no storage facility at all, only 5% Haats were registered under the legal authorities whereas 14% running under anarchical prototype and more than 60% Haat Bazaar were found running on mutual understanding which is to be taken up as serious action to conserve this lifeline of rural economy. The disorderly atmosphere worked as barrier in the development of haat bazaar. Rural populations are spread over a large area and it is almost impossible to ensure the availability of quality product by a single authority all over the country specially in periodic, occasional and seasonal market. In the absence of adequate data, large scale versatile system and information about periodic market, the policy makers finds it difficult to evoke strategies and specific plans for rural markets, there is a greater need to study by geographical income and occupational segments area by area to formulate a cogent way to create systemized atmosphere.

**Lack of variety of goods-** The limitation in variety of required goods also was another major problem of haat bazaar. Availability of variety of goods satisfied the needs of consumer but when consumer didn't get the alternate of a product he started find out the alternate of that market. In current scenario when almost every day a new brand is introduced in market with some separate & special feature and properties, it became very difficult to sale a product without changing its shape, size, taste, fragrance and appearance. In haat bazaar a product with same feature, quality, taste, size and shape sold to buyer since several years and decedents. Branding of local produce or product was quite difficult due to lack of professional practice in marketing and limited number of consumer, so many entrepreneur and traders initiated to develop a brand of product but few of them got success and most of them failed to make their dream comes true. Lack of mechanism and skilled human resource it became difficult to develop the variety of goods, the farmers and local producer didn't used to value addition or processing in their natural produce which caused to remains the lack of variety of good in haat bazaar.

**Lack of Transport-** Easy, effective, efficient and affordable transportation facility remains challenge till now. Although it is noticeable that rural population didn't have complaint in this regard they count animal cart, motorcycle and bicycle as the transportation, it seems impossible to provide proper transportation facility in rural areas specially in Chitrakoot region in current circumstances. In short it can be said that lack of transportation facility in rural areas are also big reason because of which the haat bazaar and traditional pattern of marketing didn't utilized as an alternative source of employment generation. Certainly the undeveloped approach roads could be proven as a reason for that even after the available facilities of transport was insufficient.

**Lack of safety and security-** The disorderly atmosphere creates too many grounds of insecurity, unavailability of infrastructure compelled both buyers and traders to participate in haat bazaar, Mandi and fairs without care of safety measures because of their need. In haat bazaar where there were no proper places for traders and sellers to display their produce properly hence make them frail to sale in limited and unstructured corners. Although it is held in open space and most of the haat bazaar found functioned in open ground from all sides even though it was not safe in rainy & winter season, being operated in open space it filled completely with mud and dirt which also generate several kinds of infection and dieses. In condition of natural disaster, accidents and stampede traders, buyers and other visitors of haat bazaar faces many problems



and some time its converted into serious cause of causalities. In short it can be said that in rural haat bazaar the modern facilities of safety and security were found negligible. Personal safety and security are important for all because safety and security both affect the well-being of a person creates a healthy atmosphere for trading.

**Suggestion to improve the Haat Bazaar Segment-** Researcher also tried to collect the suggestion from expert, historian, academician, economist and social activist to improve the condition of Haat Bazaar so that it can be used as a tool to develop the economic status of the area so far. Some of the suggestions received from the respondents for the improvement which includes escalating the efficiency of the sale and purchase system, the proper arrangement of versatile products and their better presentation towards customers, diversion of excessive crowd during peak hours & festive season and improvements in corporeal facilities to attract more customers. It was also concluded that the customer's service in the Haat Bazaar should be well satisfied. Thus it has to strengthen the infrastructure of the rural Haat Bazaar and periodic market.

In similar way as the urban areas, it is possible to segment the rural haat bazaar on initial action and low budget. The basis of segmentation can be similar demographic profile, socio-economic characteristics, exposure to modernization, and increase income levels. Some of the typical characteristics which will help the segmentation of haat bazaar are:

- \* Analyze the land-holding pattern
- \* Analyze the irrigation facilities and current irrigation system.
- \* Analyze the progressiveness and modernization of the farmers.
- \* Analyze the cropping pattern.
- \* Analyze the mix of enterprises.
- \* Analyze the education levels.
- \* Analyze the proximity to cities/village.
- \* Analyze the sociological factor.
- \* Analyze the acceptability of value addition.
- \* Analyze the Channels of Distribution.

**Identification of Haat Bazaar Potentials-** It was quite difficult to analyze the potential of haat bazaar in the economic growth of the area so far several parameters was undertaken in the research and incorporated in schedule questionnaire to collect the views of inhabitants and experts. The farmers and traders shared the strength of region which was also explained in this thesis on previous pages in SWOT analysis which includes the natural recourses, human resources, social concepts, religion, culture and beliefs of Chitrakoot and surroundings. The traders of haat bazaar were mostly farmers who produce the crops, vegetables and fruits on their farm and sale it in haat bazaar due to its spatiality of time saving and instant payment. Their income and profit margin would be grown by putting some efforts to implement convenient ways of modern marketing patterns in indigenous pattern of marketing. The potential of a market depends mainly on the purchasing power of the buyers, and it is influence by the several phases of economic development. The immediate action of the policy makers should be focus on those areas which is required by the local people considering the following rural production indicators.

- \* Gross cropped area;
- \* Gross irrigated area;
- \* Mini /Micro industry functioning in the area;
- \* Area under horticulture, tissue culture and unutilized;
- \* Average size of land and cropping pattern.

**Conclusion-** There is need and demand of strengthening the traditional patterns of service to control the pricing, ensure the better price to real producers and to supply the qualitative products to consumers. This can't be achieved through making policies and regulations from capital of central and states at all, this can be only possible by the innovative strategies for promotion of HAAT BAZAAR including maximum number of the local production with the modern techniques and marketing fundamentals based on international standard. Most successful and developed nations of the world have been developed the patterns suitable for maximum population and built on the same handful of time-tested management principles and developed their nation as a center of production then they started seeking the consumers in other nations. Given that, it's hardly surprising that core management processes like capital budgeting, strategic planning, and leadership development vary only slightly from one country to another due to the customs and lack of long sightedness. Although we sometimes affix the big standards and parameters to chronically underdeveloped countries, the truth is that every nation has more than a bit of alternatives and its own strength lurking in its policies, implementation processes and performance. Every nation is bounded with their



culture, values, beliefs, customs and tradition, the development of the trade and economy varies from country to country due to their available resources and balance in import and export. It is not bounded with the size of population but bounded with the utilization of resources in better way applying appropriate techniques and best management practices. China has the largest population in size and become the producer of all kind of goods which is exported to almost all countries. Italy and Singapore are small in population size but falls in developed countries with their indigenous pattern.

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