

Book Notes*

Bella Mody. *Designing Messages for Development Communication: An Audience Participation-based Approach.* New Delhi: Sage Publications. 1991. 211 pp.

This book focuses on how to design audience-response messages in the developing countries. It outlines for the media producer a methodology through which this can be accomplished. The guidelines presented in this book for the collection of information are followed by a clear specification of audience research methods for those media producers who have no research training. Once the basic information has been collected, the book elaborates for the production team on how to draw up specifications for the message, the ways of writing up the objectives against which the efficacy of the message will be measured, and the methods of testing the message drafted to ensure that the needs of the target audience have been accurately assessed.

A notable feature of this book is its applicability to a variety of media forms – for example, posters, TV, radio, and videos – in a variety of settings such as agriculture, health, nutrition, etc.

CENDIT. *Indian Social and Economic Development.* New Delhi: Sage Publications. 1991. 199 pp.

This book, which is the fifth volume in the series, has been designed to provide a comprehensive abstracting and indexing service for researchers enquiring into the development process. There are some 500 entries divided into six categories: Ecology, Human Resources, Women/Children, Income Generation, Empowerment and Debates. Complete bibliographic details are provided for each item, along with a description of the contents.

OECD. *Economic Outlook (No. 50).* Paris. 1991. xiii + 213 pp.

This volume has been published by the Economics and Statistics Department of the OECD Secretariat and provides a period assessment of economic trends, prospects, and policies in the OECD countries.

Shashi Ranjan Pandey. *Community Action for Social Justice: Grassroots Organizations in India.* New Delhi. Sage Publications. 1991. 294 pp.

This book looks at the growth, activities, and linkages of community action groups in India. The author has identified three different types of organizations – service, development, and action – and discusses seventeen case-studies which illustrate the limitations and strengths of each type. As the efforts of the community-action groups in India have not been systematically analysed, this book fills a gap in our understanding of the grassroots organizations which work between the people and the government.

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Hastings Donnan and Prina Werbner (eds). *Economy and Culture in Pakistan: Migrants and Cities in a Muslim Society*. London: Macmillan. 1991. xii + 287 pp.

This book consists of a number of articles by social anthropologists and sociologists which examine the economic and cultural implications of mass migrations of people in Pakistan. Migrants and refugees have significantly affected Pakistani society. As workers, entrepreneurs, and urban dwellers, they are the dynamic force behind the country's development.

The articles presented in this book make a significant contribution to comprehending the way in which global processes in society generate specific local economic and cultural trajectories.

Nikhilesh Bhattacharya, Dipankor Coondoo, Pradip Maiti and Robin Mukherjee. *Poverty, Inequality and Prices in Rural India*. New Delhi: Sage Publications. 1991.

This book deals with the absolute and relative levels of living of India's rural population for the period 1952 - 83. The authors look at the differences in consumption across households in rural India, the trends in such differences, and the trends in the incidence of absolute poverty. The research shows that the prices of the items purchased by the poor have, in general, risen more steeply than of the goods bought by the relatively affluent segment of rural society. At the same time, the standards of living of the rural population have neither improved nor deteriorated, but the bottom 40 percent of the rural population has remained chronically poor. The book would be of great interest to economists and other social scientists engaged in development studies.

Ramkrishna Mukherjee. *Society and Culture Development*. New Delhi: Sage Publications. 1991. 265 pp.

This book describes the interrelationships between the concepts of society, culture, and development. The author's major objective is to harness social science thinking to study the development processes in the context of the emerging relationship between the nation-states and the world system.

The importance of the book lies in its methodological approach, whereby economy, polity, and culture are treated as symbiotic variables within a system rather than independently. Thus, the approach breaks new ground for the study of comparative development and would be of great use to students of sociology, who are concerned with the issues of culture-conflict, policy research, comparative development, and social change.

Kailas Sarap. *Interlinked Agrarian Markets in Rural India*. New Delhi: Sage Publications. 1991. 177 pp.

Based on the results of intensive fieldwork carried out by the author, this book examines the structures of the agricultural credit market in rural India. It explores the implications of the interlinked agrarian markets and the factors affecting the distribution of formal credit among different classes of borrowers, tenant cultivators, and landless labourers. Using as a basis the empirical data collected during his fieldwork, the author discusses the nature and extent of different types of interlinked credit transactions among various sections of borrowers, identifying simultaneously the household characteristics associated with these linkages.

The study is important in that it has a number of policy implications, e.g., how to reduce the transaction costs of loans, improve the collection of arrears, and curb the monopoly of large farmers over credit institutions. Thus, the book is of particular relevance to agricultural economists.

Vandana Shiva, et al. *Ecology and the Politics of Survival: Conflicts over Natural Resources in India.* Tokyo and New Delhi: United Nations University Press and Sage Publications. 1991. 365 pp.

This book analyses ecology movements in contemporary society from a Third World perspective and shows that development not only generates conflicts over vital natural resources but also transforms commons into commodities to satisfy the needs of the market economy. It describes the way ecology movements have questioned the validity of the dominant concepts and indicators of economic development in the world today.

Using the case-study approach, the book advocates a theory of sustainable and equitable growth and views development from the perspective of the marginalised groups. The contributors to the volume emphasize that the multilateral development agencies generate conflicts over natural resources in the Third World by financing projects in sensitive areas like forestry and irrigation. These so-called development projects pit tribal and peasant communities against international agencies – with the state acting as the agent of dispossession of these communities – to clear the way for global plans and ideologies of development.

The studies here will be of great value to ecologists, development experts, economists, and agricultural scientists, among others.

Usha Jumani. *Dealing with Poverty: Self-employment for Poor Rural Women.* New Delhi: Sage Publications. 1991. 246 pp.

The author has provided a conceptual framework in this book to explain the social and economic dynamics of self-employment, especially with respect to poor rural women. The book is based on a participatory research study of fifteen major economic activities undertaken by self-employed women in the rural areas of Ahmedabad district in Gujrat.

The author highlights the interaction between the working and social roles of these women, the availability of and access to natural resources and infrastructural facilities, and how all of these impact upon their perception of themselves and their life situations. It is within this interlinked framework that interventions can be attempted to deal with the problem of poverty through self-employment.

This book will interest social scientists and others concerned with the problems of women, poverty, and development.