

Shorter Notices

Sunil Misra (ed.). *Voluntary Action in Health and Population: The Dynamics of Social Transition.* New Delhi: Sage Publications, 1999. 273 pages. Paperbound. Indian Rs 225.00.

The twin issues of health and family planning have long been the focus of serious debate since, as is widely accepted, health is a necessary coefficient of a country's overall development. Sunil Misra's compilation of several project studies, treat public health care as an integral part of the total culture that is being studied. It stresses the importance of formulating strategies that are in consonance with the concerned socio-cultural milieu and which take into account variables such as food habits, economic status, religious beliefs and social institutions.

In this framework, this book brings together fourteen case studies of action research projects undertaken by voluntary organisations in the field of health and family planning. They cover projects in different socio-cultural situations across ten states, each unique in itself, calling for area-specific strategies. Yet, the focus of all the case studies is the same—to understand the patterns and processes of change and their core determinants, consequent to innovative intervention strategies.

The introductory chapter discusses the basic issues related to non-governmental involvement in development programmes. Then follow the case studies which are grouped in five thematic sections dealing respectively with infant mortality and fertility; integrated health and development in rural areas; fertility, reproductive health and sexual behaviour in urban slums; family planning and reproductive health in the organised sector; and the involvement of indigenous resource persons in promoting family planning. Each section begins with an introduction and concludes with a discussion of the implications for each action area. The book ends with an outline of critical areas for action and a discussion on voluntary organisations as catalysts of change.

Overall, this book analyses the dynamics of social change, the factors that lead to success, and the problems. The case studies contain a wealth of material which will assist in the formulation of methodologies and long-term strategies to transform positive change into enduring social behaviour. The core concern of the book is community participation and the need for mass education that are crucial to bringing about an attitudinal change in health behaviour. It will attract a wide readership among those in the fields of health, social work, demography, development studies and sociology while being of equal interest to health workers, NGOs, policy-makers, extension workers, and funding agencies.

Binod Khadria. *The Migration of Knowledge Workers: Second-Generation Effects of India's Brain Drain.* New Delhi: Sage Publications, 1999. 240 pages. Hardbound. Indian Rs 350.00.

'Brain drain', or the international migration of educated and skilled professionals (or 'knowledge workers') from relatively less developed to more developed countries has predominantly been viewed as a negative phenomenon. This unusual book takes a positive approach and explores how a developing nation losing its valuable human resources through brain drain can make the best of the situation. To this end, the author analyses the migration of knowledge workers from India to the USA over three decades and locates this phenomenon within the context of a civil society seeking to reconcile its loss of human capital with an expanding diaspora.

Focusing primarily on the 'second-generation effects' of brain drain, Binod Khadria proposes various ways in which to turn the exodus of talent to the home country's advantage. Maintaining that the 'poverty of education' and 'poverty of health' are two important reasons for the loss of potential productivity of human capital in India, the book argues for strengthening the nation's capabilities in these areas in order to restore the productivity base of India's vastly growing manpower. The author then explores the channels of investment through which expatriate participation in money (through financial transfers), machines (through technology transfers) and manpower (through human capital transfers) can take place.

Utilising a vast array of up-to-date data combined with informal interviews and apposite illustrations, this book will encourage fresh thinking on the phenomenon of brain drain. As such, it will attract the attention of scholars and policy advisers involved in development, international relations and law as well as of economists, sociologists, contemporary historians, geographers, demographers and educationists and all those generally interested in the multidisciplinary studies of human migration across countries.

B. A. Prakash (ed.). *Kerala's Economic Development: Issues and Problems.* New Delhi: Sage Publications, 1999. 390 pages. Paperbound. Indian Rs 275.00.

The unique development experience of Kerala has attracted widespread interest. This state has outstripped the rest of the nation in virtually all socio-economic indices and is often held up as a model not just for other Indian states to emulate but also for other developing nations. However, as this timely volume of original essays by eminent economists demonstrates, recent years have revealed a range of problems in the state's pattern of economic growth which have been accentuated subsequent to the introduction of the Structural Adjustment Programme in the country. It is these new and emerging issues which are comprehensively dealt with in this collection.

After a period of high growth till the early 1990s which was fuelled by the enhanced performance of the secondary and tertiary sectors, the economy slid into a severe recession in the mid 1990s. The contributors maintain that various problems hitherto not seen have emerged in this period. These include a growing aging population which is becoming a serious social and economic problem; the rising incidence of urban poverty; a steadily growing pool of educated unemployed; a steep fall in the prices of commercial crops, causing small farmers immense problems; and the fact that industrial policy has had no impact on Kerala's backward industrial sector. These and other issues like inter-regional migration, the economic impact of migration to the Gulf, the financial crisis of the state government, and the impact of the WTO are also addressed.

Providing a data-based and analytical account of the development issues and economic problems of Kerala, this volume will attract the attention of economists, researchers, policy-makers and administrators. In particular, it will serve as a basic textbook for all students of Kerala's economy.

Shirley A. White (ed.). *The Art of Facilitating Participation: Releasing the Power of Grassroots Communication.* New Delhi: Sage Publications, 1999. 367 pages. Paperbound. Indian Rs 250.00.

'Participation' is a concept that occupies the center-stage of the global development discourse. The reality of participation, however, is often at considerable variance from the rhetoric. Taking this as the starting point, this volume of original essays focuses on the role of the facilitator who is seen as a critical factor in enabling people's participation in development.

The unique feature of this collection is that all the contributors write from field experience where they themselves have played a facilitative role. The result is a book which is about sharing—their points of view, their on-site experiences—and which combines conceptual thinking with the practical 'how-to' that accompanies that thinking.

The book is divided into three broad sections. Part 1 presents the important idea of the 'catalyst communicator' which serves as a framework to understand the relationship between the facilitator and grassroots cooperators. The next section explores a variety of aspects related to effective facilitation. Part 3 contains three extensive case studies which collectively emphasise the link between communication and the building of community.

With its rich practical insights, this volume will be of considerable use for practitioners working towards achieving 'people-centered' development. It will also serve as a textbook or supplementary reading in courses on development communication, international development, rural sociology as well as for development-related training programmes.

Amiya Kumar Bagchi (ed.). *Economy and Organisation: Indian Institutions under the Neoliberal Regime*. New Delhi: Sage Publications, 1999. 427 pages. Hardbound. Indian Rs 495.00.

With increasing evidence that a uniform model of the structure of the firm and its behaviour is no longer tenable, economists and social scientists have recently begun to appreciate the need for a more comprehensive theory of economic organisation. This volume of original essays by some of India's leading economists studies the kinds of organisations that have evolved in India over the last 100 years or so. It explores two interrelated issues: How do Indian economic organisations/institutions relate to the economic constructs of industrial organisation; and how these organisations may change in response to liberalisation.

Utilising empirical data, and a conceptual grid, the contributors analyse three principal forms of organisations in India—Indian industrial clusters, principal-subcontractor relations, and family firms and conglomerates. The introductory essay by Amiya Kumar Bagchi goes beyond the neo-classical theories of firm behaviour to take account of the amazing variety of economic organisations in India—from conventional joint stock firms to organisations not normally considered in the literature on industrial organisation, such as, firms employing family labour, networks of families and firms and labour market organisations. The introduction then discusses the intended and actual results of the new economic policies pursued in India since 1991.

The next essay offers a theoretical analysis of the peculiarities of economic organisations of less developed countries when put into a principal-agent framework. Two case studies—one on the knitwear clusters of Tiruppur and the other on the leather industries of Calcutta and Chennai—provide a useful insight into organisational peculiarities and labour relations in the Indian context. The last group of essays examines the oligopolistic nature of large businesses, their behaviour, and their response to the recently introduced economic reforms, principal-subcontractor relations, and the interface between industry and CSIR laboratories. The broad trends of mergers and acquisitions, one of the most fascinating themes in Indian industry today, are also analysed.

This volume of topical essays will serve as a useful reference for courses on Indian industry and industrial organisation, and will interest economists, sociologists and professionals in the fields of labour relations, industrial development and management.

K. G. Karmakar. *Rural Credit and Self-help Groups: Micro-finance Needs and Concepts in India*. New Delhi: Sage Publications, 1999. 374 pages. Hardbound. Indian Rs 465.00.

India pioneered the involvement of the banking system in the assault on rural poverty and in the channelisation of adequate financial resources to the agricultural sector. However, wrong priorities, narrow bureaucratic and political interests, abysmal recoveries, and decisions forced by economic liberalisation have led to the creation of a vast and complex multi-agency credit system beset with many problems. This comprehensive and thought-provoking book reviews the existing rural credit system in India, analyses its strengths and weaknesses, and prescribes various strategies and innovations which will enable the existing credit delivery system to emerge stronger and more viable.

In the first section, the author reviews the problems of and prospects for rural credit in the context of its ascribed role in rural development; traces the evolution and growth of the rural credit delivery system; analyses the problems associated with credit recycling and overdues; and discusses the recommendations of various committees. In Part II, Dr Karmakar discusses the micro-finance needs of various groups including tribals, the rural non-form sector, rural women and micro-finance entrepreneurs. Part III focuses on the concept and functions of Self-help Groups with special reference to the BAAC system in Thailand and the Grameen Bank in Bangladesh. Dr Karmakar argues that these initiatives need to be replicated far and wide in order to ensure that the rural poor do not remain marginalized forever. The concluding section outlines strategies for developing a sustainable rural credit delivery system in developing countries.

With Indian rural banking standing at the crossroads, this timely book with its many insights will interest all those in the fields of banking, rural finance, agriculture, economics and rural development, as well as policy-makers, bureaucrats and non-governmental organisations.

Kirk Johnson. *Television and Social Change in Rural India.* New Delhi: Sage Publications, 1999. 247 pages. Paperbound. Indian Rs 225.00.

About 75 percent of India's one billion people live in villages. Over the last fifty years, a number of material improvements have taken place in their lives, ranging from electric supply and better roads to improved water systems and the availability of health care. Yet, the one material commodity that has most dramatically influenced social life in rural India has been the widespread introduction of television. Although the influence of TV as a powerful medium of communication is well recognised, there are very few studies on the impact of TV on Indian society and culture let alone on rural society.

This ethnographic study explores the social environment of village life and the role that TV is playing in the transformation of rural society in India. It delves into the lives of villagers and their evolving relationship with TV, as also its role in the dynamics of social change. Focusing on real people's lives and their voices, the

author uses participant observation methods and in-depth interviews to address various pertinent questions including: What role does TV play in the process of social change? What has been its influence on gender, caste and family relations? What has been the impact of TV on the aspirations, attitudes, expectations and concerns of the villagers? Several processes that are at work in rural India and which relate to TV's influence are discussed. These include consumerism, migration, the emergence of an information underclass, linguistic hegemony and the restructuring of human relations. Kirk Johnson examines these processes in order to understand their ramifications for development both at the village level and beyond.

This systematic, balanced and insightful analysis of TV's impact on rural life will be of interest to professionals in the fields of media studies, mass communication, development communication, sociology, anthropology, cultural studies, South Asian studies and qualitative research methodology.

Satish Balram Agnihotri. *Sex Ratio Patterns in the Indian Population: A Fresh Exploration.* New Delhi: Sage Publications, 2000. 379 pages. Hardbound. Indian Rs 475.00.

The proportion of women to men in the Indian population is 927 to 1,000, strikingly below the world average of 990 to 1,000. What is of even greater concern is the fact that this female to male ratio (FMR) is declining steadily. In this unique book, Dr Agnihotri provides an entirely fresh perspective on the perplexing puzzle of the low proportion of women in the Indian population.

The female to male ratio (FMR) and its declining trend are not uniform across the country argues the author, but vary by region, social status, age group and levels of prosperity. Departing from conventional analyses in recognising these diversities, he traces the roots of the unusually high and increasing female deficit to excess female mortality below the age of 5 years. This he does by disaggregating sex ratio data for children into the 0–4 and 5–9 age groups and analysing them separately. This data is then used to successfully close the 'escape hatches' which are often used to explain away or deny the problem of the low FMR. Dr Agnihotri also analyses the data on the basis of caste, kinship, ethnicity and geophysical regions to create sex ratio maps which provide useful insights into the regional aspects of the problem.

The analytical backdrop of the study draws substantially from Amartya Sen's entitlement framework, cooperative-conflict model and capabilities approach to wellbeing. Tracing out the contours of low and high FMR, the study identifies groups (Scheduled Castes), regions (north-western India), and economic/cultural factors (female work force participation/kinship) that particularly put the girl child at risk, as also maps under-developed regions which are characterised by high male infant mortality. Additionally, the author raises disturbing questions about growing female subordination in the wake of prosperity.

Drawing on a wealth of different sources, this rich and original analysis of sex ratios in India highlights the need for plurality in the design of policy interventions. It will be essential reading for demographers, policy-makers, bureaucrats, and activists/NGOs in the areas of health and population, while being of equal interest to those engaged in gender studies, economics and population studies.

T. Scarlett Epstein (ed.). *A Manual for Culturally-Adapted Social Marketing: Health and Population.* New Delhi: Sage Publications, 1999. 181 pages. Paperbound. Indian Rs 225.00.

It is now widely accepted that commercial marketing strategies can be effectively applied to influence social behaviour. However, social marketing (as it is known) is still relatively scarce in many developing countries which is where socially desirable behavioural changes are most needed. This manual is a user-friendly guide for all those engaged in social development—especially those focussing on issues of health and population—who wish to successfully bring about changes in human behaviour that are in the peoples' own best interest. The effectiveness of social marketing is considerably enhanced if it is in tune with the culture of each target society. To this end, the authors have formulated a culturally-adapted approach to social marketing which they call CASM.

The first part of the manual contains an overview of how *effective* marketing can change human behaviour and how the adoption of some well-established *commercial* marketing strategies can also succeed in the context of social causes. This is followed by a step-by-step outline of the various processes and phases in CASM, a discussion of how CASM communicates messages, and how it is managed, monitored and evaluated.

Part three presents six case studies of the successful application of CASM in different parts of the world. The manual concludes with an invitation to readers to develop a CASM strategy to reduce the incidence of female genital mutilation and offers prizes for the three best submissions. Each chapter has a list of recommended readings, while a questionnaire on readers' views on CASM completes the book.

Simply written and well illustrated, this unique manual provides detailed guidelines on how social marketing is actually conducted, and explains the importance of cultural adaptation and what it involves. It will be of considerable interest to a wide range of readers including social marketing agencies; training institutions; communicators; and NGOs and official agencies working in the areas of social development, reproductive health, HIV/AIDS awareness, and those involved in inhibiting drug use among the young.