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AGRIECONOMICS AND MARKET DYNAMICS: BRIDGING RURAL ROOTS WITH URBAN REALITIES



AgriEconomics and Market Dynamics:

# BRIDGING RURAL ROOTS WITH URBAN REALITIES



Editors : -  
Pooja Sahu  
Pritam Roy  
Dr. Subhadip Pal  
Dr. Nitin Barker  
Er. Abner John



Stella International Publication  
Kurukshetra

# ***AgriEconomics and Market Dynamics: Bridging Rural Roots with Urban Realities***

## **Editors**

*Pooja Sahu*

*Pritam Roy*

*Dr. Subhadip Pal*

*Dr. Nitin Barker*

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# Preface

Agriculture today operates within an increasingly complex economic environment shaped by globalization, urbanization, climate change, and evolving market structures. The transformation of agrarian economies is no longer confined to rural spaces; instead, it reflects deep and dynamic linkages between rural production systems and urban consumption patterns. Understanding these interconnections is essential for designing policies and strategies that promote inclusive growth, food security, and sustainable development.

The book *AgriEconomics and Market Dynamics: Bridging Rural Roots with Urban Realities* has been compiled to provide a comprehensive and contemporary perspective on the economic forces influencing agriculture and allied sectors. This edited volume brings together scholarly contributions that examine agricultural trade, market mechanisms, institutional frameworks, risk and uncertainty, and behavioral dimensions of farmer decision-making. The emphasis is on integrating theoretical insights with real-world challenges faced by farmers, policymakers, and market stakeholders.

The chapters address a wide range of relevant themes, including international trade agreements and agriculture, rural–urban food security linkages, market information systems, climate economics, cooperatives and farmer producer organizations, price formation mechanisms, agricultural risk management, extension strategies, behavioral economics, and the agri-input industry. Collectively, these discussions highlight how agricultural markets function within broader economic and social systems, and how informed interventions can enhance efficiency, equity, and resilience.

This book is intended to serve as a valuable reference for postgraduate students, doctoral scholars, academicians, researchers, extension professionals, and policymakers working in agricultural economics, agribusiness management, rural development, and allied disciplines. It is also expected to support evidence-based decision-making and

stimulate critical thinking on emerging challenges and opportunities in agricultural markets.

The editors sincerely acknowledge the contributions of all authors for their scholarly work and commitment. Appreciation is also extended to the reviewers and the publishing team for their guidance and support throughout the preparation of this volume. It is hoped that this book will contribute meaningfully to academic discourse, policy formulation, and practical understanding of agri-economics in a rapidly changing world..

**Editors**

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### AGRI-INPUT INDUSTRY: SEEDS, FERTILIZERS, AND AGROCHEMICALS

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Dr. Kunal Narwal<sup>1</sup> and Dr. Srishti Thakur<sup>2</sup>

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#### **Abstract**

The agri-input industry forms the backbone of modern agriculture by providing essential inputs such as seeds, fertilizers, and agrochemicals, which directly influence crop productivity, profitability, and sustainability. High-quality seeds form the basis of successful crop production, while fertilizers replenish soil nutrients and agrochemicals protect crops from pests, diseases, and weeds. With the continuous demand for increased food production, technological advancements in seed biotechnology, improved fertilizer formulations, and safer pesticide molecules have transformed the global input sector. However, challenges such as nutrient imbalance, pesticide resistance, environmental contamination, and regulatory constraints require efficient and sustainable management. This chapter reviews the evolution, classification, role, challenges, and future prospects of seeds, fertilizers, and agrochemicals as major inputs in agriculture.

***Keywords: Seeds, Hybrid Technology, Fertilizers, Agrochemicals, INM, IPM, Crop Productivity, Agri-input Industry***

#### **Introduction**

Agriculture depends on a range of inputs that determine the health, productivity, and resilience of crop plants. Among these, seeds, fertilizers, and agrochemicals are the most significant, forming the