

International Business



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Short Description

International Business case study

Description

In the mid sixties, the green revolution not only changed the agricultural and financial state of India, it also helped India to be a self dependent country in food. In 1950s and early 1960s, India imported huge quantity of food grains to feed millions of people. The foreign reserves of the country were under great stress. Hence the country took up the agricultural policies which helped in promoting production of the food grains for the national food security. The Govt. of India finally made a decision to survey those areas where food grains could be cultivated at high rate with less expenditure. Thus big investments were made in Punjab, Andhra Pradesh, Tamil Nadu, Gujarat, and in other states.

This led to the increase in the consumption of pesticides and fertilizers also, and caused many medical problems. Production of agricultural products was encouraged mainly through replacement of different crops by top yield varieties and increase of fertilizer usage. .

Green revolution, which came due to the globalization procedure, brought about 3 changes – financial changes, social changes and ecological changes towards sustainable development. The main purpose is to save the natural resources by carrying out all the development activities and wellbeing measures within the carrying capacity of the planet. Thus protecting the future of the coming generations.

Answer the following question.

Q1. Give an overview of the case.

Q2. What were the reasons for green revolution in mid sixties?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers