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Study on marketing of hybrid paddy (VNR 2233) in Balrampur district of Chhattisgarh

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Abstract

A study was conducted to economic analysis of hybrid paddy of VNR seeds in Balrampur district. This study execution has made possible to get through the customers' preview in purchasing seeds at retail stores. In this study, the farmers who usually come for purchasing paddy seeds were targeted. To get a clear vision of these seed items, a schedule was prepared which was to be filled by the farmers. The feedback through the schedules was taken from retail stores and their customers (farmers) Agriculture plays a vital role in the Indian GDP. It contributes around 19.9% (2020-21) of the total economy. The seed is the basic and most critical input for sustainable agriculture. The response of all other inputs depends on the quality of seeds to a large extent. It is expected that the contribution of good quality seed alone to the total production is near about 15-20% depending upon the crop and it can be further raised to 40-45% with efficient management of other inputs. The developments in the seed industry in India, particularly in the last 25-30 years, are very significant. The Government of India remodeling the seed industry through the National Seed Project Phase-I in 1977-1978, Phase-II in 1978-1979 and Phase-III in 1990-1991. In this phase, the seed growth rate was higher. This could be termed as a first turning point in the shaping of an organized seed industry. Introduction of New Seed Development Policy (1988-1989) was yet another significant milestone in the Indian Seed Industry, which transformed the very character of the seed industry. The policy access to Indian farmers of the best of seed and planting material available anywhere on the world. The expansion of the seed industry has occurred in parallel with growth in agricultural productivity. India is one of the few countries where the Seed sector is already reasonably advance. Several major domestic players have entered in seed market like US Agri Seeds, VNR Seeds, Syngenta, Bayer Crop Science, Advantage etc. These players are offering their products for a different segment of the customers. Since from the very beginning, paddy crop is the basic staple crop that farmer purchases regularly for growing purpose.

Keywords: Hybrid paddy, VNR, economic

1. Introduction

Rice is the staple food of over half the world's population. It is the predominant dietary energy source for 17 countries in Asia and the Pacific, 9 countries in North and South America and 8 countries in Africa. Rice provides 20% of the world's dietary energy supply. While wheat supplies 19% and maize (com) 5%. A detailed analysis of nutrient content of rice suggests that the nutrition value of rice varies based on a number of factors. It depends on the strain of rice, that is between white, brown, red, and black (or purple) varieties of rice-cach prevalent in different parts of the world (Kennedy *et al.*, 2019) ^[19].

Rice occupies 11 percent of world agricultural land. Asia dominates the world in rice production as it accounts for about 90 percent of world's rice area and 92 percent of production. Asia being the most populated region of the world the major proportion of rice produced is consumed within the, continent. The quantity exported by all the countries including USA, which is one of the four major exporting countries, accounts for only 4 percent of the quantity produced. Interestingly Asian countries also account for major proportion of the rice imports, as about half of the imports find its way to Asian countries. The productivity of rice in India is higher than Thailand, Pakistan, Bangladesh, Nepal and Brazil but much below than the productivity in Japan, China, Korea, U.S.A. and Indonesia.

Rice is the most important crop of India and it occupies 23.3% of gross cropped area of the country. The phenomenal pace in increase in rice production and productivity has been uneven, and the disparity is highly pervasive among the states and across the diverse ecosystems. Moreover, the yield curves have started showing decelerating trends in the latter. Half of the nineties and have been continuing thereafter, which seems to have induced the unsustainability. The gain due to modern rice technology has been discriminatory against the

resource poor areas, which is also dominated by small and marginal farmers. Productivity ranges from a less than tones/ha in rain fed areas to as high as 5.85 tones/ ha in irrigated tract in Punjab. This disparity is caused as the research achievement failed to fulfill the requirements of demand-driven technology and "reaching out to the target groups for wider adoption (Sharma *et al.*, 2018) [20].

According to Chhattisgarh scenario the important crop are rice, wheat, maize, sugarcane, chickpea, pigeon pea, mustard, lentil, moong. Majority of the agriculture land is used to grow major cereals crops: rice and wheat. Rice is the major crop in Chhattisgarh and is grown majorly. Rice is grown in all the 33 districts of Chhattisgarh. It is part of the nearly every meal and it is grown on a majority of the rural farms Annual rice production is around 6 million metric tons in state. Rice is cultivated mainly in Kharif season (wet season) in around 2.7 million hectare.

Paddy/Rice Marketing The concept of marketing covers all the activities in the How of product from the point of production to the point of purchase by the consumer. In this process, a number of persons and organization are involved and perform different functions like assembling, financing, grading and standardization, transporting, packing and sorting. Processing and distribution. India more than half of the production of paddy comes to the market as the surplus. In marketing this level of operation by these groups has changed significantly over the years. Since 1948, Paddy has been purchased by the government under a guaranteed prices scheme (GPS). With the economic liberalization, the private sector started to perform nearly 80 percent of the marketing function in the rice marketing system in India. At the farm level, a number of private participants involve purchasing paddy.

VNR Seeds Private Limited specializes in the development and production of hybrid seeds. The Company offers vegetable, fruit, and grain seeds. VNR Seeds serves customers in India. VNR is the largest private sector seed company in India with a strong focus on developing quality hybrid seeds

for the Indian farmers. Founded in 2004 by A humble farmer Krishi Pandit Dr. Narayanbhai Chawda, has grown into one of the leading and most trustworthy seeds company in India and the company believes in creating prosperous and knowledgeable farming community by sharing with fellow farmers every new breakthrough in seed technology in the form of the best quality planting material.

2. Materials and Methods

The present investigation "Study on Marketing of Hybrid Paddy (VNR 2233) in Balrampur District of Chhattisgarh" was carried out at Balrampur District of Chhattisgarh. Out of these Balrampur district of Chhattisgarh was selected purposively as it was required for the study. Rajpur block was selected purposively for the study. The various materials required and methods adopted for the present investigation.

Information regarding various cost components in production *viz.* cost of inputs and prices. was obtained for output and marketing of paddy *viz.*, price receive and cost incurred in marketing and margin were received from farmers, commission agents, wholesalers, millers and retailers and other functionaries through personal interview method on pre structured data schedule for the year 2018. For evaluating the specific objectives of the study, necessary primary data has been obtained from the selected farmers, through personal interview with the help of a pretested and structured schedule. The data were collected pertaining to the agricultural year 2018.

3. Results and Discussion

The present investigation entitled "Effect of pretreatments on drying Characteristics of spinach leaves" was carried out in Department of Processing and Food Engineering, SHUATS, Prayagraj. This research has clearly indicated the overall quality and acceptance of spinach leaves. Results and discussion obtained for the present investigation was presented under suitable headings and subheadings.

Table 1: Description of the cultivated land holdings in different Size of Farm Group Number of Respondent 130.

Sr. No.	Particulars			Size of farm groups					Sample Average
				Marginal	Small	Semi. Medium	Medium	Large	
1.	Size of farm group (in number)			40	42	20	24	4	130
2.	Average size of cultivated holding in hectares			0.72	1.64	3.56	7.14	12.88	2.81
3.	Land utilization of deff. Crops (in hectare)								
i	Kharif	1.	Paddy	0.40	0.86	1.90	3.93	6.84	1.63
		2.	Maize	0.14	0.28	0.66	1.35	2.30	0.55
		3.	Bajra	0.18	0.50	0.99	1.86	3.74	0.83
ii	Rabi	1.	Wheat	0.38	0.70	2.08	3.78	6.96	1.57
		2.	Mustard	0.10	0.38	0.56	1.32	2.26	0.55
		3.	Gram	0.24	0.56	0.92	2.06	3.66	0.88
iii	Zaid	1.	Fodder	0.12	0.17	0.19	0.22	0.27	0.17
		2.	Vegetable	0.08					0.08
4.	Total sown area			1.64	3.45	7.30	14.96	24.07	52.05

Marginal, Small, Semi medium, Medium and large = 40+42+20+24+4= 130

Table 1 revealed that size of the farms group in numbers for marginal, small, semi-medium, medium and large size farms were 40,42,20,24 and 4 respondents respectively. Altogether 130 respondents were selected for study. Average size of the cultivated holdings per hectare for marginal size farms was 0.72 ha , small size farms 1.64 ha , Semi-Medium 3.56 followed by 7.14 ha for medium size farms and 12.88 ha large size of farms group, which, constituted on Average sample of

2.81 ha respectively.

It could also be seen that land utilization pattern in different crops. The crops sown in Kharif season in this area are Paddy, Bajra and Maize. In Rabi and Zaid season the crops grown were Wheat, -Gram, Mustard, vegetables, Fodder and others. Among this Paddy occupied major area by Average sample of 1.63 ha in farm households. The season which selected for study was Kharif season because paddy crop occupies

maximum area during kharif season. Total sown area for marginal, small, Semi-Medium, medium and large size of

farms group was 1.64 ha followed by 3.45 ha and 7.30 ha and 14.96 and 24.07 respectively.

Table 2: Distribution of the respondents on the basis of Gender.

Sr.no	Gender	Respondent Number	Size Group									
			Marginal Farmers		Small Farmers		Semi-Medium Farmers		Medium Farmers		Large Farmers	
			Number	%	Number	%	Number	%	Number	%	Number	%
1.	Male	100	28	28	34	34	15	15	20	20	3	3
2.	Female	30	12	40	8	26.66	5	16.66	4	13.33	1	3.32
	Total	130	40	-	42	-	20	-	24	-	4	-

Marginal, Small, Semi medium, Medium and large = 40+42+20+24+4= 130

Table 2 shows that out of 130 respondents 76.92% were male and out of that maximum no. 34% are small size male farmers and 28% are marginal male farmers and 15% semi Medium size farmers 20% medium Farmers 3% are large size male farmers. 23.07% were females out of which 40% are marginal

size female farmers which is maximum followed by 26.66% are small farmers and 16.66% are semi-medium and 13.3% lies under medium farm group and there was only 1 i.e 3.32% female in large size farmers.

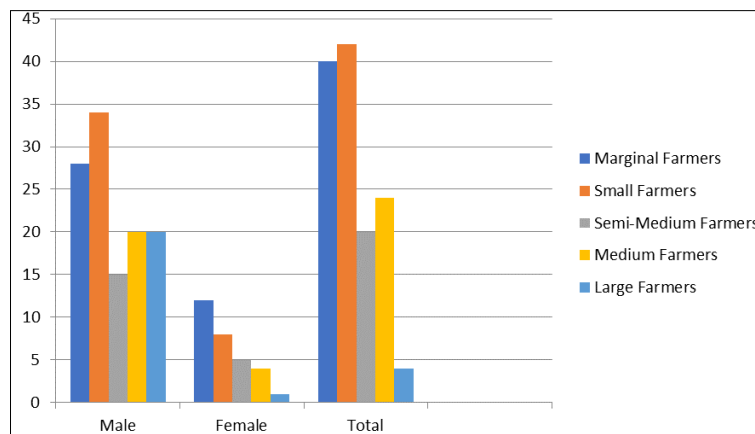


Fig 1: Distribution of the respondents on the basis of Gender.

Table 3: Distribution of the respondents on the basis of age.

Categories	No. of Respondents	Marginal Farmers	%	Small Farmers	%	Semi-Medium	%	Medium Farmers	%	Large Farmers	%
I Below 15 year	26	8	30.76	7	26.92	4	15.38	7	26.92	0	-
II 15-60 year	82	26	31.70	24	29.26	14	17.03	15	18.29	3	3.65
III 60 year above	22	6	27.27	11	50	2	9.09	2	9.09	1	4.54
Total	130	40		42		20		24		4	

Marginal, Small, Semi medium, Medium and large = 40+42+20+24+4= 130

Table 3 shows that out of 130 respondents 20% were below 15 yr. out of which maximum were in marginal size farmers. 63.07% were of age group between 15-60 yrs. out of which

maximum farmers were in marginal size. And 16.92% respondent comprises of age above 60 yr. out of which maximum no. of farmers in marginal farm group.

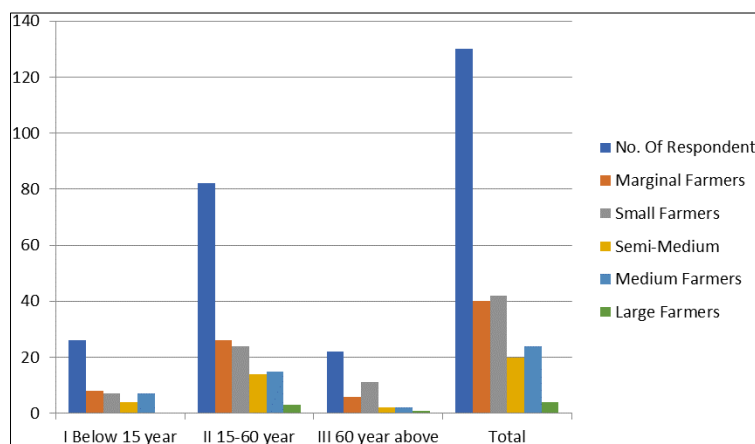


Fig 2: Distribution of the respondents on the basis of Gender.

Table 4: Distribution of the respondents on the basis of qualification.

S.No.	Categories	Respondents Number	Farm size group									
			Marginal		Small		Semi medium		Medium		Large	
			No.	%	No.	%	No.	%	No.	%	No.	%
A.	Illiterate	44	11	25	14	31.81	9	20.45	8	18.18	2	4.54
B.	Literate	86	29	33.72	28	32.55	11	12.79	16	18.60	2	2.32
	Total	130	40		42		20		24		4	

Marginal, Small, Semi medium, Medium and large = 40+42+20+24+4= 130

Interpretation: The above table shows that out of 130 respondents 33.84% are illiterate and 66.15% are literate maximum no. of farmers 33.72% were marginal level farmers followed by small level farmers with 32.55% and then 18.60% were medium farmers who were literate And 12.79% were semi medium literate farmers and only 2.32% were

under large farmers group. In the illiterate farmers group i.e 66.15% makes the illiterate percentage amongst that maximum farmers were in small farm size group i.e 31.8% followed by marginal size group i.e 25% rest significant figures made by semi medium farmers i.e 20.45%.

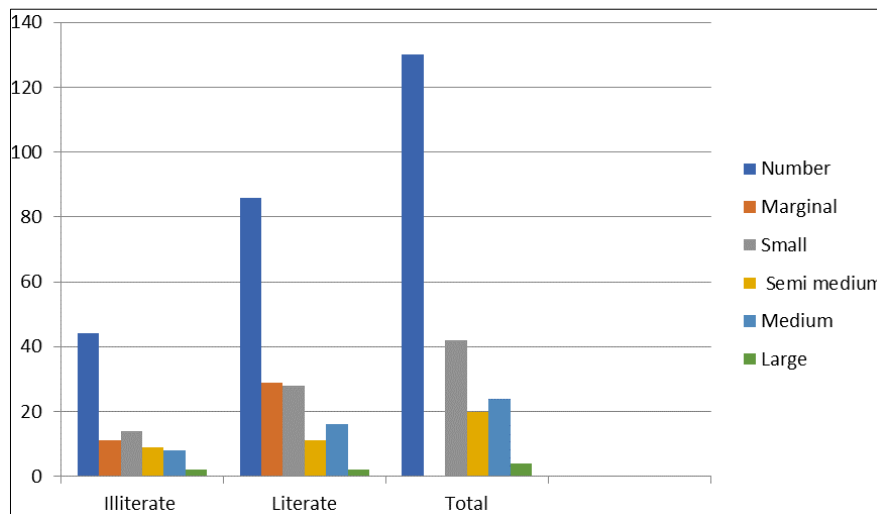


Fig 3: Distribution of the respondents on the basis of qualification.

VNR 2233 is a newly emerging company contains a premium quality of hybrid paddy seeds, due to the quality of product the company has acquired a good amount of market share in quick time. Company also provides various offers and gifts

which attracts the customers to buy the product. By the help of these diagram and charts I would like to show you the farmer’s response over questionnaire and personal interaction.

Table 5: Interpretation: Satisfaction level of respondents shown in percentage.

Satisfaction level	Respondents
Very good	65%
Average	25%
Not satisfied	10%

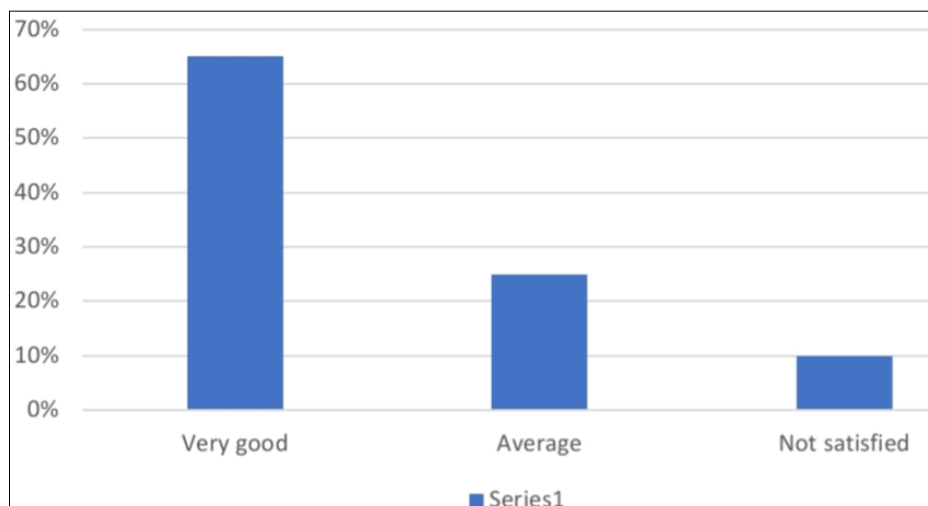


Fig 4: Satisfaction level of consumers of VNR 2233

Table 6: Market Share of hybrid paddy in Balrampur district

S. No.	Company	Trade Name	Market share (%)
1.	Kaveri	468,9090,475	35%
2.	Bayer	6444 gold, Arise	4%
3.	US Agriseed	US 312	17.5%
4.	Advanta	807,808	11.75%
5.	Syngenta	S 4001	23.5%
6.	Srikar	369 gold	2.65%
7.	VNR Seeds	2233	7.5%
8.	Others	-----	8%

Table 6 shows that VNR Seeds holds 7.5% in market whereas the highest market share was with Kaveri i.e.35% followed by

Syngenta 23.5%. A significant market percentage is hold by US AGRISEED about 17.5%.

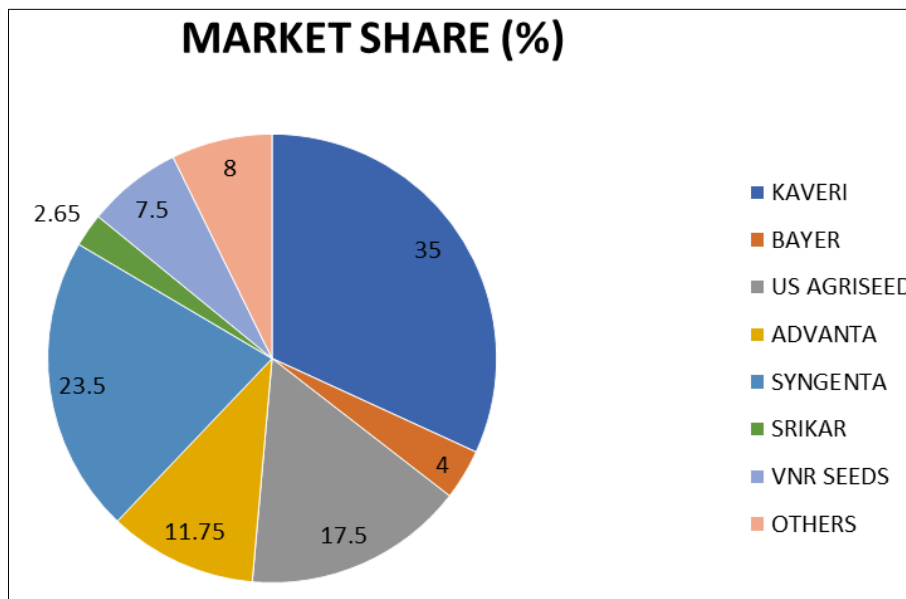


Fig 5: VNR Seeds acquires a total market share of 7.5% in Balrampur district.

Table 7: reveals the marketing cost and marketing margin of the product, Producer sale price to Village Merchants was 1270 rupees while consumer paid price was 1420 rupees.

SI. No.	Particulars	Value in Rupees/5kg	
		Rs.	%
1.	Producer sale price to Village Merchants	1270	89.43
2.	Cost incurred by the producer		
I	Packing cost	15.00	1.05
II	Packing material cost	12.00	0.84
III	Transportation cost	20.00	1.40
IV	Market cost	18.00	1.26
V	Labour cost	10.00	0.70
VI	Loading and unloading charges	10.00	0.70
VII	Weighing charges	8.00	0.56
VIII	Miscellaneous charges	20.00	1.40
	Total cost (i-viii)	113(7.95)	
3.	Net price received by producer	1157	81.47
4.	Sale price of producer to Village Merchant /Retailers	1270	89.43
5.	Cost incurred by the village Merchant/Retailers		
I	Loading & unloading charges	10.00	0.70
II	Carriage up to shop	15.00	1.05
III	Weighing charges	10.00	0.70
IV	Town charges	25.00	1.76
V	Transportation	20.00	1.40
VI	Losses & Miscellaneous charges	20.00	1.40
VII	Village Merchant/Retailers Margin	20.00	1.40
	Total cost (i-vii)	120.00(8.45)	
6.	Sale price of village Merchant/ Retailer	1420	100
7.	Consumers paid price	1420	100

Table 8: Estimation of total marketing cost, marketing margin.

S. No	Particular	Result
1.	Total marketing cost	233
2.	Total marketing margin	30
3.	Marketing efficiency in%	2.43

Table 9: Constraints of hybrid paddy.

Sl. No.	Constraints	Farmers Response	%	Rank
1.	Lack of availability of information at farm level	16	12.3	V
2.	Lack of irrigation	24	18.46	II
3.	Adverse climate	28	23	I
4.	Disease/Pest attack	20	15.38	III
5.	Lack of awareness	10	7.69	VI
6.	Price of seed	18	13.84	IV
7.	Quality of seed	8	7	VII
8.	Lack of motivation	6	5	VIII
Total		130	100%	

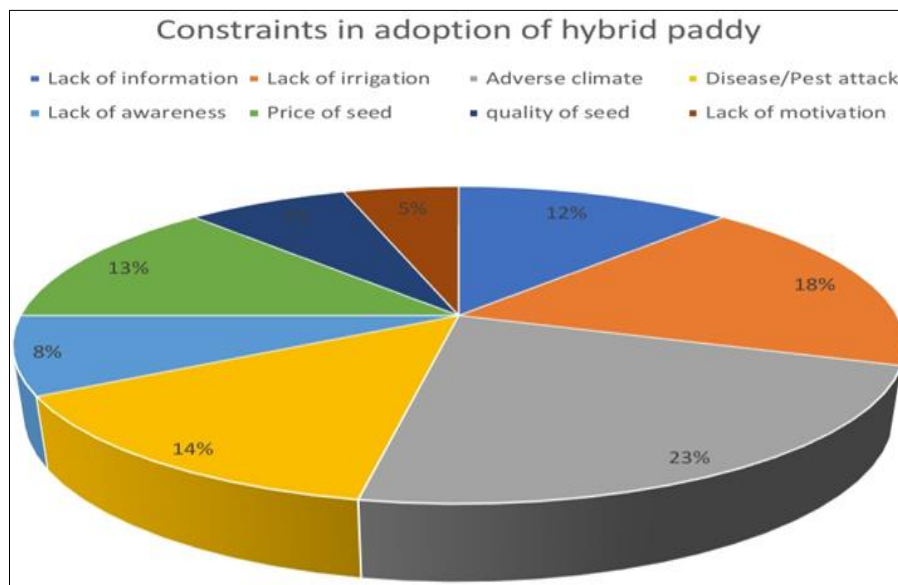


Fig 6: Constraints in adoption of hybrid paddy

4. Summary

Size of the farms group in numbers for Marginal, small, semi medium, medium and large size farms were 40, 42, 20, 24 and 4 respondents respectively. Altogether 130 respondents were selected for study.

Average size of cultivated holding of the families in Marginal, small, semi medium, medium and large size of farms groups were 0.72, 1.64, 3.56, 7.14 and 12.88 respectively in different size of farms groups.

5. Conclusion

There were five types of groups of farmer in study area with different land size holdings.

- VNR is a newly emerging company contains a premium quality of hybrid paddy seeds, due to the quality of product the company has acquired a good amount of market shear in quick time. Company also provides various offers and gifts which attracts the customers to buy the product.
- Brand promotion plays an important role in promoting sales of a product so there is a need to increase the promoting campaigns.
- VNR Seeds acquires a market share or 7.5% with its four-hybrid paddy seeds they are 2111, 2245, 2233 and 2355.

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