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Study on market share and market potential with the constraints and their suitable suggestions to adoption of hybrid paddy seeds of Nuziveedu in Varanasi district of Uttar Pradesh

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Abstract

A study was conducted to determine constraints and suitable suggestion in adoption of hybrid paddy of Nuziveedu seeds. Even through agriculture is the line pin of Indian economy, the farmer, especially those with mean landholding, feel that what they can earn from paddy cultivation is not sufficient to meet even their basic needs. Besides, the pressure on population has reduced the area of cultivation land per cultivator from 0.43 hectare to 0.20 hectare during 1901-1998. The overall land under food grains has remained at 120 million hectares and is showing signs of dropping future. The public investment in agriculture as per as gross domestic production has dropped from 3 percentage to around 1.7 percentage in the last decade, the annual per capital food production has declined from 207kg, in 1995 to 186 Kgs in 2006. Sometimes because of low marketing percentage of Nuziveedu Seeds the dealers manipulate the farmers by selling them wrong product instead of prescribed product. As we know that large no. of competitors are present in the market, so there is a cut throat competition among them, which results in the decline of sale of Nuziveedu Seeds. The problem apparently seems to be that the Product needs proper marketing. Besides the Paddy of the product in the market fluctuate from year and month to month, which is likely to discourage the farmer to take up the cultivation extensively.

Keywords: Constraints, hybrid paddy, percentage, arithmetic mean

Introduction

Agriculture continues to be the mainstay to India's large and growing population for its sustained food security. Due to the prominence of agriculture in the national food security and the employment, its performance is of great focus in the India's policy and planning. Therefore, the Eleventh Five-Year Plan emphasizes achievement of the inclusive and a higher growth in the agricultural sector. This is the demand of present time that some synergistic work must be done in order to increase productivity. Seed, the part of a flowering plant that typically contains the embryo with its protective coat and stored food and that can develop into a new plant under the proper conditions. it is fertilized and mature ovule. Rice is the most important and staple food crop for more than two of the population of India. The slogan 'rice is life' is most appropriate for India as this crop play a vital role in our national food security and is a means of livelihood for millions of rural households. Considering the great scope of hybrid paddy marketing, many private companies are looking forward to enter in this market with powerful marketing strategies. Many hybrid varieties have been released so far in India and among them the hybrids champion (NPH-207), PHB-71, Arrize-6444, IR- 64, IR-36, Loknath-505, etc. are cultivated on a large scale. Hybrid Rice with Yield advantage of 15-20 percent over the check varieties have become popular in India. With enhanced productivity, hybrid paddy technology will enable farmers to get more yield from less land. It means with new hybrid seeds and better quality of product in coastal area and shallow low lands, this technology will play a major role in significantly enhancing productivity of paddy in the country.

Materials and Method

Selection of District

There are 75 districts in Uttar Pradesh state. Out of this Varanasi district of Uttar Pradesh was selected. The Paddy is the major crop in this district. Paddy is cultivated on a commercial scale due to suitable agro-climatic conditions prevailing in the study are Varanasi district was selected purposively for the study.

Selection of Blocks

Selection of the block is the second stage of sampling. There are 8 blocks in district; Arajiline, Baragaon, Chiraigaon, Cholapur, Harahua, Kashi Vidyapeeth, Pindra & Sevapuri Where Chiraigaon block selected purposively for the study. .

Selection of village

Section of the village is the third stage of the sampling. A complete list of the village of selected block was 1327. There 5 Percentage villages were selected randomly.

Analytical tool

The stated objectives of this study were fulfilled through tabulation and analysis of the data will pertain to study.

Arithmetic mean

is often referred to as the mean or arithmetic average. It is calculated by adding all the numbers in a given data set and then dividing it by the total number of items within that set. The arithmetic mean (AM) for evenly distributed numbers is equal to the middlemost number.

$$m = \frac{\text{sum of the terms}}{\text{Number of terms}}$$

Percentage

Percentage word which is a combination of a word "per cent" that means for every hundred. The number, which is in a fraction form whose denominator is "100", is called as a percentage.

$$\text{Percentage \%} = \frac{\text{Actual Value}}{\text{Total Value}} * 100$$

Pie chart/ Pie Diagram

Pie diagram is a circular diagram. It may be used in place of bar diagrams. It consists of one or more circles which are divided into a number of sectors. In the t construction of pie diagram, the following formulas are involved.

$$\text{Angle} = \frac{\text{Actual Value}}{\text{Total of the actual value}} * 360^\circ$$

Result and Discussion

Market share and Market potential of Nuziveedu seeds in study area

Market share is the proportion of market accounted for a specific entity. "Market share is the percent of total sales in an industry generated by a particular company. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period. This metric is used to give a general idea of the size of a company concerning its market and its competitors. In this section, the effort has been made to estimate the market share of different companies which were engaged in the Chiraigaon region of Varanasi district. For the estimation of market share, the quantity sales and price of the product (Rs) by the major company were tabulated. The overall estimated market share of the hybrid paddy seeds of major players in the Chiraigaon

region of Varanasi district given in the following table 1

Table 1: Market share and Market potential of Nuziveedu seeds in study area

S. No.	Brand name	Quantity in supply (in kg)	Market Share (%)	Price Per Packet (up to 3kg)	Price per Kgs
1.	Nuziveedu	46000	27.29	850	283.33
2.	Buyer	38000	22.55	800	266.66
3.	Bio seeds	25000	14.83	850	283.33
4.	Nava Bharath	22000	13.05	800	266.66
5.	VNR seeds	16000	9.49	900	300.00
6.	Advanta	10000	5.93	900	300.00
7.	Ankur seeds	6000	3.56	800	266.66
8.	Pature seeds	3500	2.07	900	300.00
9.	Kaveri	2000	1.18	850	283.33
	Total	1,68,500	100.00		

(Source: Primary data from 10 dealers)

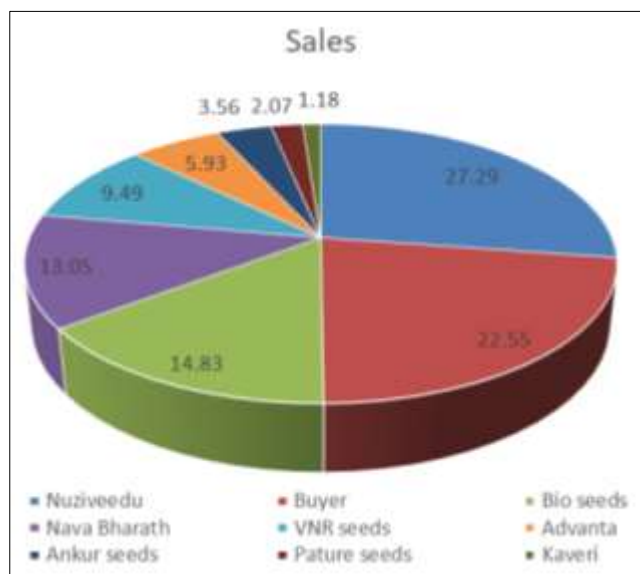


Fig 1: Market share and Market potential of Nuziveedu seeds in study area

Table 1 & Figure 1 indicate that the highest market share in the seed companies was found in Nuziveedu Seeds i.e., 27 percent followed by Buyer seeds (23 percent). About 15 percent of the market share was tenanted by the Bio seeds company and the remaining companies occupied the market share were Nava Bharath Seeds (13 percent), VNR Seeds (9 percent), Advanta Seeds (6 percent), Ankur Seeds (4 percent), Pature Seeds (2 percent) and Kaveri Seeds (1percent) market share in the study area. A perusal of Table shows that among out of 10 companies in the study area, Nuziveedu Seeds and Kaveri Seeds tenanted half of the market share i.e., 50 percent. The remaining companies occupied the 50 percent persistent market share in the study area. The VNR seeds reported 5th rank among all companies with 9 percent market share in the study area.

Market potential

For estimation of market potential, recommended seed rate of Hybrid seed and area under Paddy is required. The block wise market potential of Hybrid paddy seed was estimated and have been provided in the Table 2.

Table 2: The block wise market potential of Hybrid paddy

Block Name	Area under Hybrid paddy (ha.)		Recommended seed rate (Gm/ ha.)		Market Potential (Kg)		Total (kg.)
	Research/OP	Hybrid	Re.	H	Re	H.	
Arajiline	9801	5060	35	15	343035 (81.88)	75900 (18.11)	418935 (100)
Baragaon	6006	2737	35	15	210210 (83.67)	41055 (16.33)	251265 (100)
Chiraigaon	4900	1481	35	15	171500 (88.54)	22215 (11.46)	193715 (100)
Cholapur	7111	3582	35	15	248885 (82.25)	53730 (17.75)	302615 (100)
Harahua	4677	2488	35	15	163695 (81.44)	37320 (18.56)	201015 (100)
Pindra	3266	2500	35	15	114310 (75.29)	37500 (24.71)	151810 (100)
Sevapuri	13200	6876	35	15	462000 (81.74)	103140 (18.26)	565140 (100)
Total	48961	24724	35	15	1713635 (82.10)	370860 (17.90)	2084495 (100)

Hybrid The information regarding market potential for the selected crop given in table which revealed that, total area under paddy was 73676 ha. of which hybrid paddy seeds sown in 17.90 of the total area. which indicates that there is a further great scope of 82.10 of area to be bring under seed.

Constraints in adoption of hybrid paddy of Nuziveedu.

Constraints And suitable suggestion in adoption of hybrid paddy of Nuziveedu. Constraints in adoption of Hybrid paddy the table shows constraints reported by selected farmers for adoption of hybrid seed variety of paddy Major constraint reported by the farmers is quality of seed (20%) ranked first followed by price of seed (15%), lack of awareness, adverse climate, disease I pest attack (12%), lack of knowledge (11%) and lack of irrigation (10%). Thus, these constraints should be minimizing to augment An Adoption of production

Technology and productivity per unit of cropped Area

Table 3: Constraints And suitable suggestion in adoption of hybrid paddy of Nuziveedu.

S. No.	Constraints	Farmer Response	Percentage (%)	Rank
1	Lack of irrigation	13	10.83	V
2	Lack of knowledge	10	8.33	VI
3	Lack of awareness	17	14.16	II
4	Lack of motivation	14	11.66	IV
5	Adverse climate	14	11.66	IV
6	Disease/Pest attack	14	11.66	IV
7	Price of seed	15	12.5	III
8	Quality of seed	23	19.16	I
Total		120		

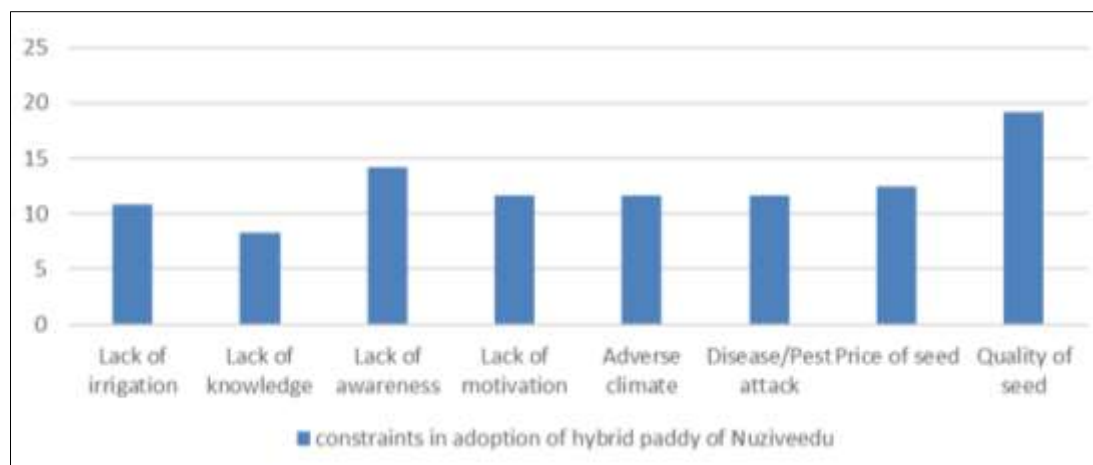


Fig 2: Constraints in adoption of hybrid paddy of Nuziveedu

Suggestions for adoption of hybrid paddy

- Research and development wing of the company should give more emphasis on development of early maturing, high yielding, disease and pest resistant varieties of hybrid rice.
- Company should increase its technical field staff including field assistant that can boost up the sale to a great extent.
- Company should pack its product in the light of farmer’s demand and refine rice seed and fixed price with the competitor’s product in the refine.
- Company sale should be promoted by encouraging dealers and distributors through various incentives and offers or by giving better margins.
- Price is one of the important aspects that company should consider, as there is number of competitors with large

- number of product range available in the market.
- Company should promote its products through product development and trials in the untapped market.
- Dealer’s recommendation also plays very important role in influencing buying behaviour of the farmers while purchasing seed of paddy therefore company personnel should try to convince the sellers for selling the seed of hybrid paddy over other paddy varieties by offering them better product margin and schemes.
- In order to involve more dealers into our trade network, scheme can be designed keeping in the mind about dealer’s margin as currently as there is no incentive for dealers
- Company should take the advantage of its good quality and high yielding with the help of demonstration and field day

- During survey It has been observed that quality is the important factor of paddy seed that affects buying behaviour of all most all the farmers whether they are small or large one so companies deal with seed of hybrid paddy should maintain the quality of seed marketed by them.
- The company may introduce schemes benefitting the farmers directly.
- The company can target the untapped areas by providing the farmers in the concerned area with sample seeds for demonstration

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