



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2022; SP-11(5): 742-745
© 2022 TPI

www.thepharmajournal.com

Received: 16-03-2022

Accepted: 19-04-2022

Ashutosh Kr Dubey

P. G. Student MBA (ABM),
Department of Agricultural
Economics, Sam Higgin Bottom
University of Agriculture Science
and Technology, Prayagraj,
Uttar Pradesh, India

Jayant Zechariah

Assistant Professor, Department
of Agricultural Economics, Sam
Higgin Bottom University of
Agriculture Science and
Technology, Prayagraj, Uttar
Pradesh, India

Dr. Ramchandra

Assistant Professor, Department
of Agricultural Economics, Sam
Higgin Bottom University of
Agriculture Science and
Technology, Prayagraj, Uttar
Pradesh, India

Dr. Nitin Barker

Assistant Professor, Department
of Agricultural Economics, Sam
Higgin Bottom University of
Agriculture Science and
Technology, Prayagraj, Uttar
Pradesh, India

Amit Kumar

Assistant Professor, Department
of Agricultural Economics, Sam
Higgin Bottom University of
Agriculture Science and
Technology, Prayagraj, Uttar
Pradesh, India

Corresponding Author

Ashutosh Kr Dubey

P. G. Student MBA (ABM),
Department of Agricultural
Economics, Sam Higgin Bottom
University of Agriculture Science
and Technology, Prayagraj,
Uttar Pradesh, India

Study on marketing of hybrid paddy (VNR-2228) in Balrampur district of Chhattisgarh

**Ashutosh Kr Dubey, Jayant Zechariah, Dr. Ramchandra, Dr. Nitin
Barker and Amit Kumar**

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 per cent (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 per cent depending upon the crop and it can be further raised to 40- 45 per cent 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, Advanta 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: Marketing Cost, Marketing Margin, Price Spread & Market Efficiency, Market Share

1. Introduction

Seed is a critical and basic input for attaining sustained growth in agricultural production. Distribution of assured quality seed is necessary for attaining higher crop yields. Policy initiatives taken by Government of India during 1960s and 1970s for generating quality seed production and distribution of improved plant varieties developed by the scientists is one of the reasons for our self sufficiency in food grains. The Indian seed industry has shown impressive growth and should continue to provide further potential for growth in agricultural production. The role of the seed industry is not only to produce adequate quantity of quality seeds but also to achieve varietal diversity. Paddy (*Oryza sativa* L.) belongs to the family Poaceae. It is the staple food of more than 60 per cent of the world's population and for three fourth of the Indian population. It is likely to be continued to dominant in future also. About 90 per cent of total rice grown in the world is produced and consumed in Asian region. The private sector has started to play a significant role in the seed industry over the last few years. At present, the number of companies engaged in seed production or seed trade is of the order of 400 or 500. However, the main focus of private seed companies has been on the high-value low volume seeds and market for low-value high volume seeds of cereals, pulses and oilseeds are still dominated by the public sector seed corporations. Private sector companies have a significant place mainly in the case of maize and sunflower and cotton. However, in the case of vegetable seeds and planting materials of horticultural crops, the private sector is the dominant player. As the private sector has not been enthusiastic about entering into seed production of high volume low margin crops of wheat, paddy, other cereals

oilseeds and pulses, the public sector seed corporations will continue to remain dominant in cereals, pulses, and oilseeds for many more years to come. At present 15 State Seeds Corporation and 2 National level seeds Corporations (National Seeds Corporation of India & State Farms Corporation of India) are functioning in the country. Besides, significant quantities of seeds are also produced by the State Departments of Agriculture, where the State Seeds corporations are not in existence.

2. Materials & Method

2.1 Selection of District

There are 32 districts in Chhattisgarh state. Out of this Balrampur district was selected based on highest number of paddy growing farmers. The Paddy is the major crop in this district. Paddy is cultivated on a commercial scale due to agro-climatic conditions prevailing in the study.

2.2 Selection of Blocks

Balrampur district consists of 6 blocks. Out of these Wadarfnagar block was selected purposively for the present study. The criterion for selecting block was the highest area of paddy respondents.

2.3 Selection of Village

Selected block has 120 villages. Out of these 5% of village

was randomly selected for the study because of maximum number of paddy growing farmers

2.4 Selection of Respondent

A list of paddy growers was prepared and 5% of the respondents were selected randomly.

- Marginal farmer - Below 1ha
- Small farmer - 1-2 ha
- Semi medium farmer – 2-4 ha
- Medium farmer – 4-10ha
- Large farmer – Above 10ha

3. Analytical Tool

Results were expressed as mean and average. The socioeconomic was calculate using a percentage formula [Percentage= (Value/Total Value) ×100]. The market share of different brands was calculated by index of market efficiency.

4. Result and Discussion

To estimate the marketing cost, marketing margin, price spread & market efficiency, market share of hybrid paddy in the study area

Channe I1 Number of Respondents = 150 M+S+SM+M+L =150

Producer – Retailer – Consumer

Table 1: Reveals that marketing cost

SI NO.	Particulars	Value in Rupees/quintal	
		Rs	%
1.	Producer sale price to village Merchants	1240	87.63
2.	Cost incurred by the producer		
I	Packing cost	15	1.06
Ii	Packing material cost	35	2.47
Iii	Transportation cost	20	1.41
Iv	Market cost	30	2.12
V	Labour cost	25	1.76
Vi	Loading and Unloading cost	20	1.41
Vii	Weighting Charges	10	0.70
Viii	Miscellaneous charges	20	1.41
3.	Total cost (i-viii)	175	12.36
4.	Net price received by producer	1065	75.26
5.	Sale price of produce to village Merchant/Retailers	1240	87.63
6.	Cost incurred by the Village Merchant/Retailers		
I	Loading & Unloading charges	10.00	0.71
Ii	Carriage up to shop	15.00	1.07
Iii	Weighting charges	10.00	0.71
Iv	Town charges	25.00	1.79
V	Transportation	30.00	2.15
Vi	Losses & Miscellaneous charges	30.00	2.15
Vii	Village Merchant/Retailer Margin	30.00	2.15
7.	Total Cost (i-vii)	150.00	10.79
8.	Sale price of village Merchant/Retailers	1550	111.5
9.	Price spread	310	13.54
10.	Consumers paid price	1550	111.5

Note: Figure in the parenthesis indicate percentage to the total consumer price

Table 1 reveals that marketing cost, marketing margin, and price spread of channel – II from this table, Producer sale price to village Merchants was 1240 rupees, while consumer paid was 1550 rupees. The percent share of consumer in channel – II was 111.5 percent.

Channel II Number of Respondents =150 M+S+SM+M+L =150

Producer – Wholesaler – Retailer – Consumer (Value in Rupees)

Table 2: Marketing costs, marketing margins and price spread in different size of Farms Group

SI NO.	Particulars	Value in Rupees/5kg packets	
		Rs	%
1.	Producer sale price to Wholesaler	1320	87.41
2.	Cost incurred by the producer		
I	Packing cost	30	1.98
Ii	Packing material cost	20	1.32
Iii	Transportation cost	15	0.99
Iv	Market cost	40	2.64
V	Labour cost	30	1.98
Vi	Loading and Unloading cost	20	1.32
Vii	Weighting Charges	10	0.66
Viii	Miscellaneous charges	25	1.65
3.	Total cost (i-viii)	190	12.58
4.	Net price received by producer	1130	74.83
5.	Sale price of produce to Wholesaler	1320	87.41
6.	Cost incurred by the Wholesaler		
I	Loading & Unloading charges	20	1.36
Ii	Grading	10	0.68
Iii	Packing	30	2.04
Iv	Market Fee	20	1.36
V	Commission of Commission wholesaler	30	2.04
Vi	Losses & Miscellaneous charges	20	1.36
Vii	Commission agent/Wholesaler Margin	20	1.36
7.	Total Cost (i-vii)	150	10.20
8.	Sale price of Wholesalers to Retailers	1360	92.51
9.	Cost incurred by the Retailers		
i.	Weighting Charges	20	1.32
Ii	Loading and unloading charges	30	1.98
Iii	Town charges	20	1.32
Iv	Carriage up to shop	20	1.32
V	Missellaneous charges	10	0.66
Vi	Retailers Margin	50	3.31
10.	Total cost(i-vi)	150	9.93
11.	Price spread	230	15.23
12.	Consumer paid price	1550	102.6

Note: Figure in the parenthesis indicate percentage to the total consumer price

Table 2 reveals that marketing cost, marketing margin, and price spread of channel – II from this table, Producer sale price to commission agent was 1320 rupees, sales price of

wholesaler was 1360 rupees consumer paid was 1550 rupees. The percent share of consumer in channel – II was 102.6 percent.

Table 3: Estimation Total Marketing Cost and Marketing Margin in Different Channels (Value in Rs)

SI NO.	Particulars	Channels I	Channels II
1.	Total marketing cost	325	490
2.	Total marketing margins	30	50
3.	Price spread	310	230
4.	Produce share in consumer rupees in %	80.00 %	85.16%
5.	Marketing efficiency in %	1.87	2.25

The marketing efficiency was higher in channel II 2.25 respectively.

5. Conclusion

The overall conclusion of this study which was conducted at Wadrafnagar block in the Balrampur District of Chhattisgarh is that the data related to the marketing cost, marketing margin, price spread & market efficiency, market share of hybrid paddy in the study area, Demand of farmers are generated which is beneficial for the researchers, farmers or marketers. among the farmers, most of the small size farmers preferred while purchase the seed suggested by dealer while in the case of medium size of farmers, they considered result of demonstration and own experience and large size farmer preferred brand of the product, demonstration, by viewing fellow farmer field and seeing the result of product. The Wadrafnagar Block has average rainfall due to which the demand of Medium duration paddy is high as compared to

another Segment of hybrid Paddy. The study area has high demand of VNR seeds for the Medium duration crop. The VNR 2228 is a variety which is very popular in the study area.

6. Suggestions

In the study area, the main prerequisites for the adoption of hybrid paddy by the farmers were high yield followed by good cooking quality, high/good market demand, disease and pest resistance, non-lodging problem, low investment, low seed cost, and good seed germination. For increasing the awareness among the farmer about hybrid paddy was mainly facilitated by Dealers/advice by shop keepers was the most effective tool. Then surrounding farmers, government agriculture officer's suggestions, demonstration, agriculture-

related news, and agriculture events (Kisan Mela) played the role of the decision-making process of the farmer for purchasing a particular brand/switch to a new brand of seed. Among that farmer's attitude regarding promotional activities in the selected area was farmer's meetings, free trials, success stories, and advertisements are the promotional activities effectively attracting the farmer when choosing hybrid paddy in the study area. As per observation, once farmers used the VNR Seeds product, they never shift to another product.

References

1. Aaker A David, Day S George. Marketing Research, John Wiley & Sons, New York, U.S.A, 1980.
2. Acharya SS, Agarwal NL. Agricultural marketing in India. Oxford & IBH, New Delhi (INDIA), 1987.
3. Kaur L, Sekhon MK. Cost structure and rate of return in major paddy producing states of India. Agric. Situ. India, 2006.
4. Narasimham S, Raju VT, Shareef SM. Cost and returns of paddy in Yanam Region of Union Territory of Pondicherry. Andhra Agric. J. 2003;50(1):131-135.
5. Nasarudeen P, Mahesh N. Impact of technology on paddy farms in Karika region of Union territory of Pondicherry. Agric. Econ. Res. Review. 2004;17:43-50.
6. Ramesh C, Vijayan S. Marketing cost of paddy in Cuddalore district of Tamil Nadu, India. Language India, 2012;12(2):553-564.
7. Redekar PS. Marketing of paddy in Raigad district of Maharashtra. M.Sc. (Ag.) Thesis, Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli, Ratnagiri, M.S. (India), 2009, 60.
8. Shelke RD, Nagure DV, Patil SN. Marketing of paddy in Konkan region of Maharashtra state. Agric. Update. 2009;4(3&4):439-442.