



ISSN (E): 2277-7695

ISSN (P): 2349-8242

NAAS Rating: 5.23

TPI 2022; SP-11(6): 27-30

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www.thepharmajournal.com

Received: 06-04-2022

Accepted: 11-05-2022

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A study on marketing aspects of Ampect Xtra fungicide in Karnal district of Haryana

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Abstract

The present study on “A study on promotional activities of Ampect Xtra (Fungicide) in Karnal district of Haryana” was carried out during the session 2021-2022. The Descriptive research design was used in this study. Over all 120 respondents were selected by using random sampling method. The data were collected by personally interviewing the respondents with the help of structured interview schedule. The data collected were carefully examined, classified, quantified and tabulated. Average size of the cultivated holdings farm families in marginal, small, semi-medium, medium and large size of farms groups were 0, 6.80, 6.50, 5.30, 0 and 3.72 respectively. Constraints while marketing of fungicide are lack of products awareness; how to use the product, various competitors in the market for marketing of insecticides were farmers get confused to buy the products. Price of product is expensive for the small farmers. Dealer's recommendation plays very crucial role for the purchasing of the fungicide and PGR and all the related goods. Around 30% farmers trust dealers as compare to other sources which influence their buying behavior because most of these farmers purchase at credit.

Keywords: Marketing margin, price spread, fungicide, constraints, marketing cost, market share

Introduction

The Syngenta Group is a leading global provider of agricultural science and technology, in particular seeds and crop protection, products, with its headquarters in Basel, Switzerland, and further locations in Chicago, Tel Aviv, and Shanghai. Syngenta AG was founded in 2000 by the merger of the agrichemical businesses of Novartis and AstraZeneca, and acquired by China National Chemical Corporation (Chem China) in 2015. In 2020, the Syngenta Group was formed, bringing together Syngenta, Adama, and the agricultural business of Sinochem under a single entity. Syngenta has a rich legacy originating from a tradition that goes back several decades in India. The track record starting from CIBA, Sandoz, ICI to its present form has been one of the exemplary corporate citizenships and partnerships in India. We are amongst the first few companies to improve farm productivity and lives of Indian farmers offering services from ‘Kashmir to Kanyakumari’. As Syngenta we have been operating in India since the year 2000. Fungicides are pesticides that kill or prevent the growth of fungi and their spores. They can be used to control fungi that damage plants, including rusts, mildews and blights. They might also be used to control mold and mildew in other settings. Fungicides work in a variety of ways, but most of them damage fungal cell membranes or interfere with energy production within fungal cells. Ampect Xtra, Powilld by Proven Amistar® Technology, delivers a long-lasting foliar protection from yellow stripe rust and powdery mildew. It has a dual mode of action that inhibits the respiration of fungi and the cell Membrane stability. Thus, stopping the disease before it attacks the plant, thereby, maximizing the yield potential. Flag leaf has high Photosynthesis and is highly prone to diseases & Stress and it constitutes about 75% of the effective leaf area that will feed the head and fill the grain. 55% of grain filling happens because of the flag leaf. Therefore, protecting the flag leaf is critical for maximizing yield, because, more than anything, it contributes to the size of the yield and quality of crop. It Provides Xtra protection, Xtra stress, relief Xtra, greening Xtra healthy Xtra yields Xtra profits. The recommended doses for this fungicide is 200 ml/acre.

Research Methodology

Sampling design

Multistage sampling procedure was adopted for the present investigation to select the ultimate unit of the sample.

- First stage : Selection of District
- Second stage : Selection of Blocks
- Third stage : Selection of Villages
- Fourth stage : Selection of Respondents

Selection of District

Haryana state has 22 districts and district name are as follows Karnal, Jind, Hisar, Panipat, Sonapat, Sirsa, Yamuna Nagar, Ambala, Palwal, Kaithal and Rohtak. Out of these districts Karnal was selected purposively for the present study and summer internship training on the basis of maximum area under wheat cultivation. Karnal district comprises 6 blocks. The total area of the districts is 2520 square km as per land record 2020-21. The most part of the district is plains.

Selection of Block

In Karnal District out of 6 blocks, Karnal block was selected for the study. The basis for selection of block was maximum using fungicide respondents found in the block. This block was prone to yellow rust disease as compared to other block of Karnal.

Selection of Village

According to Census 2011 information total area of Karnal is 830 km² including 790.26 km² rural area and 40.13 km² urban area. Karnal has a population of 7,14,328 peoples. There are 1,42,301 houses in the sub district. There are about 144 villages in Karnal block In Karnal block out of total villages 5% village was randomly selected for the study purpose. The basis of selection was maximum area under wheat cultivation.

Selection of respondents

A list of villagers was made out of total respondents 10% villagers was selected randomly.

- Marginal farmer : Size 1 hectare or less
- Small farmers : Size 1 to 2 hectare
- Semi medium : Size 2 to 4 hectare
- Medium farmer : Size 4 to 10 hectare
- Large farmer : Size above 10 hectares

Tools of data collection

Both primary and secondary data was collected.

Primary Data

The primary data was collected with the help of pre-structured and pretested interview.

Secondary Data

Schedule which will prepared on the basis of objectives of the study, method of data collection.

Tools for analysis of data

Data analysis is one of the important aspects of the report, used to analyse things accordingly and come to conclusion. The tool selected for the same purpose should be easy to handle and understand as well. Collected data were analysed by use of simple statistical tools like percentage, simple tabulation and weighted average. Results have been represented using Bar graphs, Columns, Pie charts.

1. Garrett’s Ranking Techniques

Garrett’s Ranking Technique was applied to study the preference, change of orders of constraints and advantages into numerical scores. The prime advantage of this technique over simple frequency distribution is that the constraints are arranged based on their severity from the point of view of respondents. The orders of merit given by the respondents were converted in to rank by suing the formula. To find out the most significant factor which influences the respondent, Garrett’s ranking technique was used. This tool will use to identify the constraints. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where,

R_{ij} = Rank given for the ith variable by jth respondents

2. Percentage

A percentage is a fraction of an amount expressed as a particular number of hundredth of that amount.

The formula used for percentage method is:

$$P = \frac{X}{Y} \times 100$$

Where X= Number of respondents falling in specific category to be measured.

Y= Total number of respondents.

Results and Discussion

Marketing margin, price spread of fungicide in study area The marketing system for assembling and distribution of Natio fungicides are consists of company, wholesaler, retailer, consumer. There is two major channels were found in selected area. These channels were namely:

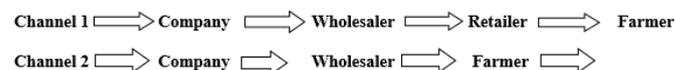


Table 1: Marketing aspects of Ampect Xtra in Channel 1

S. No	Particulars	Price/kg	Percentage
1	Producer sale price to commission agent	3000	100
2	Cost incurred by the producer		
A	Packing cost	10	0.33
b	Packing material cost	40	1.3
c	Transportation cost	50	1.6
d	Loading and unloading Charges	40	1.3
e	Weighing charges	20	0.6
f	Miscellaneous charges	50	1.6
3	Total marketing cost (a - f)	210	4.0
4	Net price received by producer	2790	93.00
5	Sale price of producer to commission agent/	3000	100.00

	wholesalers.		
6	Cost incurred by the Commission agent / wholesaler		
i	Packing cost	10	0.33
ii	Market fee	10	0.33
iii	Losses and Miscellaneous charges	25	0.83
iv	Weighing charges	20	0.66
7	Total marketing cost (i-iv)	65	2.16
8	Sale price of commission agent/ wholesalers to retailers	3295	100.00
	Commission agent's/ Wholesaler's Margin	230	6.99
9	Cost incurred by the retailers		
a	Loading and unloading Charges	10	0.30
b	Town charges	15	0.45
c	Weighing charges	20	0.60
d	Carriage up to shop	40	1.2
e	Miscellaneous charges	10	0.30
10	Total Marketing cost (a-f)	95	2.88
11	Sale price retailers to consumers	3500	100.00
12	Retailers Margin	205	5.85
13	Price Spread	295	8.42

Channel 2 \Rightarrow Company \Rightarrow Farmer

Table 2: Marketing Aspects of Ampect Xtra in Channel 2

S. No	Particulars	Price/Qtl (In Rs.)	Percentage
1	Producer sale price to Consumer	3500	100.00
2	Cost incurred by the producer		
a	Packing cost	10	0.28
b	Packing material cost	40	1.14
c	Transportation cost	50	1.42
d	Loading and unloading Charges	40	1.14
e	Weighing charges	20	0.57
f	Miscellaneous charges	50	1.42
3	Total marketing cost (a - f)	210	6.00
4	Net price received by producer	3290	94.00
5	Consumer paid price	3500	100.00
6	Price spread	210	6.00
7	Producer share's in consumers rupee	94.00%	94.00
8	Marketing efficiency (%)	16.66%	16.66

Constraints in marketing of fungicide & suggest suitable strategies for marketing of fungicides in Karnal District

Dealer and distributors engaged in marketing of Ampect Extra

faces few problems due to increasing market of local companies, unawareness of farmers about the good quality product etc. Were presented in the table below.

Table 3: Constraints encountered in marketing of fungicide Ampect Extra

S No.	Constraints perceived	No. of dealers	Percentage (%)	Rank
1	High competition	8	61.33	1
2	Knowledge of quality	6	59.47	2
3	Handling problems	7	58.5	3
4	Demand for credit by farmers	9	54.88	4
5	Inadequate trained personal for marketing	5	53.2	5
6	Risky investment	3	51.44	6

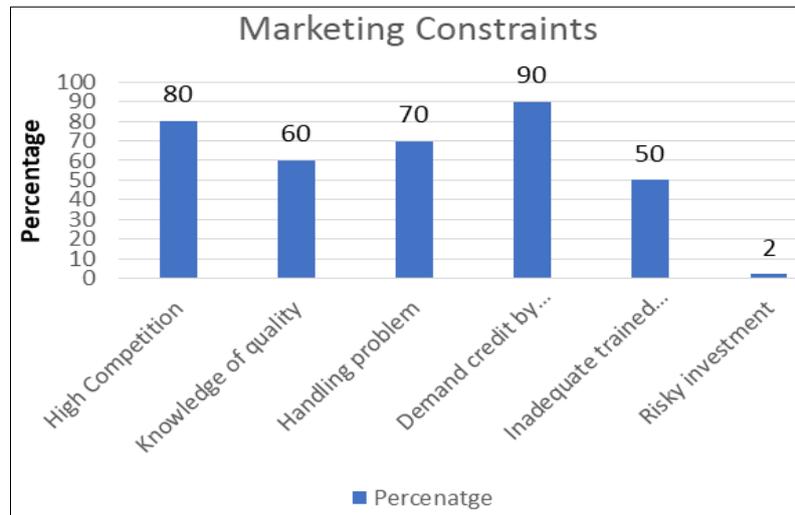


Fig 1: Constraints in marketing of the product

Conclusion

In current scenario and future of fungicide have bright future because increasing the uses level of fungicide every year. Farmers depend on the fungicide that shows the increasing demand of different types of fungicides. Farmers do not want to waste time on the field they want easy solutions for any kind of problem on their field therefore they use fungicide efficiently. With the help of fungicide farmer are able to get more production. Fungicide takes less time, easy to use, quick action on the target disease & safe to use. Maximum farmers use the fungicide as a preventive measure to prevent any future disease that can cause loss in production but some farmers say that they use the fungicide only when it is very essential for the crop. According to most of the farmer without the use of fungicide in this time crop growing in effective manner is not possible because in every stage of the plant growth different type's leaf & stem disease and pests are attacked so for control of disease and pest fungicide and pesticides are very important for farming purpose. "Ability without visibility is a disability". Market is becoming demand driven so companies are finding it hard to achieve".

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