



## Sustainable Marketing of Agricultural Inputs- A Study in Medchal Malkajgiri District

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### Abstract

Agriculture has been the primary sector of Indian economic system. It is the main source and livelihood for the majority of population of our country. The current agricultural policy of the country is to increase agricultural productivity. Agricultural inputs and concerned services are the fundamental requirements for agricultural sector. Raising the productivity of the crops, vegetables, and livestock depends on the quality of agri-inputs. Agribusiness is expected to be on rise in the next few decades. Agri-inputs sector consists of businesses that supply farm inputs such as fertilizers, pesticides, farm machineries, etc. An efficient delivery system marketing strategy for agricultural inputs and services play a pivotal role in the agricultural produce. Farmers and Agri-input dealers are experiencing difficulties in accessing and supplying the agri-inputs. The challenges faced by farmers in accessing the agri-inputs are mainly due to poor distribution system in country. The timely availability of quality agri-inputs is very much essential if we want higher agricultural growth. The study tries to explore the existing marketing distribution network of agri-inputs and dealers in the select district of Telangana State. The paper highlights the recent changes that are happening in the Agri-input marketing.

**Key words:** Agri-inputs, Chemical fertilizers, bio-fertilizer, tractors, seeds

### Introduction

Agriculture is the important occupation in India and the past results prove that adoption of outdated technology is the cause for less growth of this sector. Agriculture is the largest economic activity in India as it provides the basic requirement for human being and raw materials for food processing industries and generates employment to part section of the society. As the industrialization is taking place there are changes in national output depending on the output in the agriculture. In the past many developed nations demonstrated that the development in agriculture led to the growth of industry, transport and other non agricultural sectors. The growth and development in agriculture sector is sure to ensure the economic progress of the country. An agricultural promotion strategy leads to rise in agricultural revenue and generates demand for use of goods in industrial sector to motivate industrial and market development. In the significant role in the economic development of the country is Agriculture.

According to the economic survey 2021-22, the contribution of agriculture to GDP registered a growth of 3.6 percent in 2020-21 and improved to 3.9 percent in 2021-22 driving the overall Indian economy to 9.2 percent in 2021-22. Agriculture is considered to be prime sector providing employment and key to livelihood. But in the present days growth of technology made agriculture extensive and inputs are procured externally. The country has achieved an estimated record of 314.51 million tonnes which is higher by 3.77 million tonnes than the production during 2020-21, as per the Ministry of Agriculture reports. For the past more than four decades introduction and increased use of chemical fertilizers and other inputs reduced the concentration of agriculture for the required production.

### Significance of Agricultural Inputs

A strong and sound sustained economic and socio-economic development in India is on account of Agriculture. It is not certain to speed up the growth and sustained improvement of the economy in absence of agriculture. Agricultural sector growth takes place on the basis of availability of quality agri inputs largely and adequate quantity timely. Agricultural inputs can be categorised into Manures, Seeds, Fertilizers, Water, Pesticides and insecticides and in the same manner other inputs are Tractors, Power Tillers pump sets etc.

The following aspects include the agricultural inputs in the growth of agricultural development.

1. The agricultural inputs are indispensable for growth of agricultural sector
2. All agricultural inputs timely availability results in the growth of agriculture.
3. Quality seeds and other implements require adequate supply for increased agricultural production.
4. Technological advancement in farming and harvesting leads to extensive farming.
5. Agricultural growth leads to socio economic development of our country.

6. The pace of supply of fertilizers will pave way for marketing of agricultural inputs, exports and so on.

### Statement of the Problem

Agriculture and allied sectors are the important areas in India. Since independence, agriculture has been carried out in a traditional manner without the latest technology which is generally used in the advanced countries. For strong agrarian economy, it is necessary to supply adequate agricultural inputs at reasonable prices through an effective marketing stage. Marketing of agricultural inputs is a skill oriented marketing strategy from the point of view of a marketer. The markets for agricultural inputs are very large but it is very difficult to identify by the way of uniqueness of the inputs market. Indian farmers will be able to achieve multifold growth due to the availability of better quality seeds, modern agricultural instruments.

### Review of Literature

Varshney (1997) focused on the importance of an efficient marketing system for farm inputs shall be judged on the basis of the following: i. Farm products are generally produced in the country side. As the farm input reaches the farmers at lowest cost then the change in production method can be realised, ii. Awareness of market information and the use of modern inputs by farmers largely depend upon the spread of information. The marketing system has to perform this function. iii. An efficient marketing system for farm inputs is essential for the development of the inputs –manufacturing and supplying industries in the country.

Prof. Sukhpal Singh (2004) stressed that agricultural inputs are at the heart of rural marketing and rural development. They support farm production which is the source of income for a very large part of rural population and create market for other consumable and durable products in rural areas.

### Objectives of the Study

1. To Study the marketing of agricultural inputs with reference to Medchal Malkajgiri District.
2. To Study the role of dealers in marketing of agricultural inputs.
3. To offer suitable suggestions for marketing of agricultural inputs.

### Scope and Area of Study

The study is conducted in Medchal Malkajgiri district. The data is collected from 200 farmers and 30 dealers. The study covers marketing of agricultural seeds and fertilizers. This is purely a field study.

### Limitations of the Study

The agricultural input marketing is not free from its difficulties. Fundamentally, the markets for agricultural inputs are not explored due to the failure of marketing strategies. The input consumer, the input market and other input distribution factors are to bring to lime light through mass media. Due to time constraint the study is restricted to Medchal Malkajgiri District only.

Table showing Farmers and Dealers in each Mandal

Name of the Mandal	No. Of Farmers	% to total	No of Dealers	% to Total
Medchal	50	25.00	10	33.33
Shamirpet	50	25.00	10	33.33
Keesara	50	25.00	6	20.00
Kapra	50	25.00	4	13.33
<b>Total</b>	<b>200</b>	<b>100.00</b>	<b>30</b>	<b>100.00</b>

Source: Field Survey

Medchal Malkajgiri District Map

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Medchal-Malkajgiri District Map



Brief Note on Medchal – Malkajgiri district

Accordingly the Medchal–Malkajgiri District is formed as one of the 31 districts in the state on 11th October 2016. Keesara is the headquarter of the district. It has been carved out of the Ranga Reddy district and one of the 31 districts in the state of Telangana. The district is spread over an area of 1,089 square kilometres. As per 2011 census of India, the district is the second most populous of the state with a population of 24,60,095. The district has two revenue divisions of Keesara and Malkajgiri. They are further sub-divided into 14 mandals at the time of district formation and Muduchintalapally(m) has been carved out from Shamirpet(M) and hence there are 15 Mandals in total as on date which are 1. Alwal, 2. Bachupally, 3. Balanagar, 4. Dundigal – Gandimmaisamma, 5. Kukatpally, 6. Quthbullapur 7. Malkajgiri, 8. Keesara, 9. Ghatkesar, 10. Medipally, 11. Uppal, 12. Kapra, 13. Shamirpet, and 14. Medchal, 15.Muduchintalapally.

Table showing the landholding and others

Cropped Area (2019-20 and 2020-21)	Description	Nos
Gross Cropped Area	Hectares	10785
Gross Irrigated Area	Hectares	8471
Area Under		
Rice	Hectares	5138
Jowar	Hectares	123
Maize	Hectares	1204
Redgram	Hectares	122
Greengram	Hectares	8
Cotton	Hectares	174
Vegetables	Hectares	1603
Fruits	Hectares	1954
Paragrass	Hectares	633

Source:[cdn.s3waas.gov.in/s3da4fb5c6e93e74d3df8527599fa62642/uploads/2020/05/2020051463.pdf](https://cdn.s3waas.gov.in/s3da4fb5c6e93e74d3df8527599fa62642/uploads/2020/05/2020051463.pdf)

**Agriculture** sector plays a pivotal role in meeting the dietary requirements of one of the most densely populated districts – Medchal – Malkajgiri. Total Agriculture land in the District (as per RB record) : 70000 Acres, Net cultivated area : 26807 Acres.

**Predominant crops:** Paddy (47% of cultivated area), Maize (11%), Fodder (6%), Redgram (3%), Cotton (2%), other food crops (30%) of cultivated area.

**Market facility:** Through procurement centres, AMC Medchal, Private traders, Local markets. **Rythu Samanvaya Samithies: Total 108.**

**Agri- Inputs Marketing Potential**

1. Highly populated rural areas create opportunities for the Agri-input industries
2. Increased use of Tractors and other farming practices of farm equipments improves the agricultural production
3. Increased purchase of qualitative agri-inputs is on the rise of utilisation.
4. Modern farming practices bring a lot of change in Life style of farmers too.
5. Increased awareness on qualitative agri-inputs leads to high market Growth Rate.

**RECENTDEVELOPMENTIN MARKETING OF AGRI-INPUTS :**

In modern times, rural marketing is collaborating with the hyper stores has become a new marketing strategy.. Big corporate business houses are making rural farmers aware of solutions for farmers and consumers.. However, There are no evidences of successful rural retail formats which solve all the problems of agriculture and farmers for their agri -inputs. Corporate sector is venturing into rural retail to bring more research and innovation. The Godrej Adhaar, is operating with a chain of 18 stores in the rural sector with the initiative of Godrej Agrovet Ltd .The other formats operating successfully in the rural area are, e-Choupal.

### Promotional strategy of agri-inputs in Medchal Malkajgiri District

The agri-input users share many similarities with the durable goods customers. The numbers of promotional strategies adopted by marketers are diverse and different in various regions depending on the market segmentation. The promotional strategy activities should be adopted through various modes of media that are convenient and suitable for the rural marketing areas. One of the strategies adopted in most of the rural areas are word-of-mouth canvassing through local farming reference groups and village heads opinion is considered as vital for the success of agri-inputs in the rural markets. Traditional marketing forms such as street plays or short skits create awareness and skills in marketing through gram panchayat members can prove to be fruitful. Other methods should also include like distribution of pamphlets at frequent intervals of farming and use of mobile vans for publicity and advertising through wall posters can also assist in establishing a relationship with the rural buyers.

#### Findings and Suggestions:

The field survey analysis findings are categorised into two parts. One analysis relates to the views of farmers and another analysis relates to the views of input dealers.

1. The agri input has to attain faster growth to achieve the objectives of farmers income.
2. The growth of agri outputs depends on the timely availability of quality inputs and technological advancement of agriculture.
3. The significance of agricultural input marketing can be drawn from the fact that it accounts nearly 70 percent of the total cost of production
4. Medchal Malkajgiri district is located very close to the capital of Telangana state which is very useful to market their output but the rain condition and ground water level posed serious challenges to farmers.
5. The nature and type of soil of the district offers scope for growing maize, jowar growing only.
6. The chemical fertilizers are produced only at selected locations.
7. Fertilizers are marketed by generic names and not by trade or brand name.
8. The fertilizer consumption depended on the availability of irrigation facility, prices of fertilizers.
9. Paddy, wheat, jowar, bajra and maize are not wholly high yield varieties of seeds in use in the Medchal Malkajgiri District.
10. Out of the respondents 15 percent farmers are in the age group of 30-40 years, 29.33 percent of farmers are in the age group of 40 – 50 years and 28 percent farmers are in the age group of 50-60, 17.33 percent of farmers are in the age group of 60-70 years.
11. All the dealers are dealing in chemical fertilizers and 11 dealers are selling bio fertilizers also.

#### Suggestions

1. The study area is mainly depending on rail fall. So alternate arrangements are necessary.
2. The study area is suffering from dry lands. Provision of irrigation should be properly planned.
3. Mechanisation of agriculture will solve the problem of agriculture labour and makes the agriculture advanced.
4. Farmers in the study area either are illiterate or matriculate.
5. Infertility of soil can be overcome by using bio-fertilizers.
6. Quality seeds usage is of prime step for increasing the productivity of agricultural crops.
7. Farmers should be timely educated about usage of agri-inputs.
8. More bio fertilizer vending points should be set up increase of agri-inputs to protect the fertility of soil.
9. Agricultural dealers dealing in agri-inputs should be supplied with sufficient quantity of fertilizers and seeds.
10. The farmers should be given proper awareness on the content of chemical fertilizers on yield.

#### Conclusion:

For the development of the agricultural sector an efficient agricultural marketing is necessary. The Government of India is supporting the farmers by providing multiple incentives for increasing the agricultural production and providing multi fold marketing facilities for the awareness and knowledge on marketing systems so that the farmers are not in the hands of scrupulous marketers. The economic reforms in the name of liberalization of agricultural markets are becoming a global trend. The state and central government policy and programmes should be answerable to the challenges of marketing liberalization and overcoming the difficulties faced by various levels of farmers and provides access to marketing of agricultural inputs so as to remove the hurdles in the forms of monopoly in agricultural sector. The marketing of Agri-inputs can be as well adopted in Medchal-Malkajgiri district for the benefit of the farmers.

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