



A STUDY ON MARKETING OF PESTICIDES AND FERTILIZERS IN MASKI

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Abstract India is basically an agricultural country and economy heavily depends upon the primary sector. It is worth considered that, the agricultural is backbone of the majority of people in India even now. In improving agricultural sector and the productivity of agricultural producers of the fertilizer and pesticides industry contribution is huge. The fertilizers and pesticides business in MASKI is a very biggest business since this region is one of the largest paddy production places in India. It has vast area of paddy fields irrigated by water from Tungabhadra bank canal due to which the farmers are using of pesticides and fertilizers in a large size. An attempt has been made in this study in identifying the problems of the dealers as well as farmers in getting fertilizers and pesticides products in time to meet their requirement.

Introduction:

The agricultural production can be increased either by bringing more area under the plough or through increased productivity. In the Indian context, land is becoming a shrinking resource for agriculture owing to competing demand for its use. Also, the population growth has resulted in lower carrying capacity of land. Hence, in order to realize the need-based targets of agricultural production, the pattern of production enhancement will have to rest heavily on increased yield. This essentially calls for optimizing the usage of the existing farm land by adopting new strategy for agricultural development. The new strategy among others includes judicious use of fertilizers. Fertilizer is one of the key elements to maintain the tempo of agricultural production as studies have indicated that it has contributed about 50 per cent of increased food grain production in the world. Maintenance of soil fertility is essential to sustain agricultural production. Soil degradation, mainly the decline in soil organic matter both in quality and quantity, is one of the major reasons linked to stagnation and decline in yields in most of intensive agriculture areas in India. The response of additional fertilizer application to food grain production has shown a distinct declining trend in recent years: the increased use of synthetic fertilizers no longer contributes to higher soil productivity. High use of chemical fertilizers is mostly associated with high level of water consumption and micro-nutrient deficiency in soil leading to decline in water table and further deterioration of the soil. Among all the strategic inputs, fertilizer plays a key role in modern agriculture. Fertilizer has been universally accepted as an integral part of package of practice for raising Indian agriculture to a higher technological plank. It is estimated that the fertilizers in association with water can enhance output by about 70 per cent. Nearly 50 per cent of the increased food grain production in the last decade in the world comes from the balanced use of fertilizers (Borlaug, 1996). It is accepted that fertilizer is an expensive agricultural input and therefore, its efficient use is indispensable for reducing the cost per unit of agricultural produce. The present study has been undertaken to analyze production and consumption pattern of chemical fertilizers at macro level in India, micro level in Mask and it study various factors influencing the consumption pattern in a country.

REVIEW OF LITERATURE:

Vishal Rawal (2003) reported that the contract farming provided the latest technology, farm inputs and extension services, which benefited the contract farmers. However contract farmer faced problems such as poor technical assistance, delayed payments and manipulation of the conditions of the contract by the company.

Kumar et al. (2005) identified the constraints in the Gherkin production in Dindigal. The problems in gherkins production as perceived by the farmers were ranked based on the scores using Garrett's ranking technique. The results revealed that the availability of trained labour, marketing facilities, pest and diseases were the major constraints, followed by capital and soil fertility.

Nagaraj and Chengappa (2005) investigated that farmers selling through SAFAL realized 10 to 15 per cent higher profit with service charge of about 4.5 per cent of gross returns as against traditional channel where the commission charges are about 8 to 10 per cent.

STATEMENT OF THE PROBLEM:

Fertilizer and pesticides are a major input to increase crop output. It is required to meet the increasing demand for food grain and also to increase the incomes of farmers. The fertilizer industry is oligopolistic. A few large firms in the public, co-operative, and private sectors are responsible for the production of fertilizers and pesticides. At the same time, the effective distribution channel plays a vital role in the industry; hence, the study entitled “**Marketing of Pesticides and Fertilizers in MASKI**” is undertaken.

OBJECTIVES OF THE STUDY:

1. To assess the growth and performance of fertilizer and pesticide industries in India and Karnataka.
2. To analyze the process of distribution and promotional activities adopted by the dealers in Maski.
3. To dramatize the findings and suggestions based on the analysis.

RESEARCH METHODOLOGY:**Primary Data**

The primary data was collected through a survey of 50 dealers and distributors in Maski town. The questionnaires were formulated to collect the data about fertilizers and pesticides business problems in sales, supply, distribution and schemes for dealers and manufacturers.

Secondary data

The secondary data was collected from books, the web, and reviewing the available literature, i.e., related articles published in different journals.

SCOPE OF THE STUDY:

The study deals with the fertilizers and pesticides business in Maski town only. This is an attempt to describe the elements of fertilizer business in Maski. Namely the dealer's, farmers and government which is an important intermediary in fertilizer business.

LIMITATIONS OF THE STUDY:

1. Despite taking all the necessary measures, there is a chance of the occurrence of minor errors due to the lack of experience on the part of the researcher.
2. Data collected can't be asserted to be free from errors, as the sample size is small.
3. The study is restricted to the dealers of MASKI town only.
4. The respondents are hesitant to provide information.

DATA ANALYSIS AND INTERPRETATION**Table No.1 Business Ownership Status of the Respondents**

Type of Dealership	No. of Respondents	In Percentage
Sole trading	30	60
Partnership firm	10	20
HUF	06	12
Others	04	08
Total	50	100

Sources: Field Survey

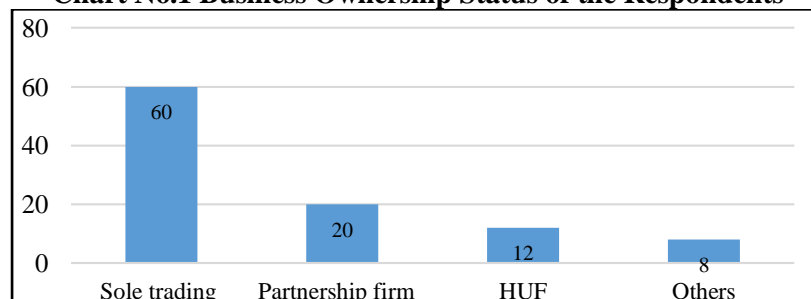
Chart No.1 Business Ownership Status of the Respondents**Data Analysis and Interpretation:**

Table.1 Shows the Ownership status of the respondents. It reveals that 60 percent of the respondent dealers are Solo traders, 20 percent of the respondent dealers are Partnership, 12 percent of dealers are HUF and 8 percent are failing under other categories. The majority (60 Percent) of the dealer's ownership of the business is sole traders.

Table No.2 Business Experience of the Respondents

Years	No. of. Respondents	In Percentage
1 to 5 years	04	08
5 to 10 years	12	24
10 to 15 years	08	16
15 to 20 years	26	52
Total	50	100

Sources: Field survey

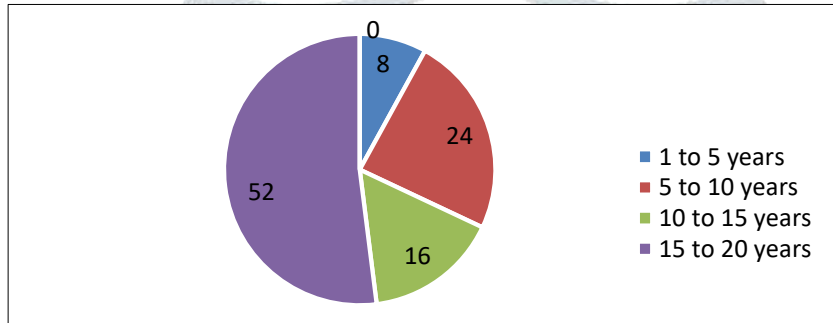
Chart No.2 Business Experience of the Respondents**Data Analysis and Interpretation:**

Table.2 Shows the Business experience of the respondents. It reveals that 08percent of dealers operating their business is below 5 years, 24percent of the respondents operating their business from 5 to 10 years, 16percentof the respondents are operating business from 15 years and the 52percentof respondents are operating their Business is from 15 to 20 years.Majority of the respondent's business experience is in between 15 to 20 years.

Table No.3Ownership type of Dealers

Dealership	No of Respondents	Percentage
Retailers	24	48
Wholesaler	08	16
Co-operative society	04	08
Distributor	12	24
Total	50	100

Sources: Field Survey

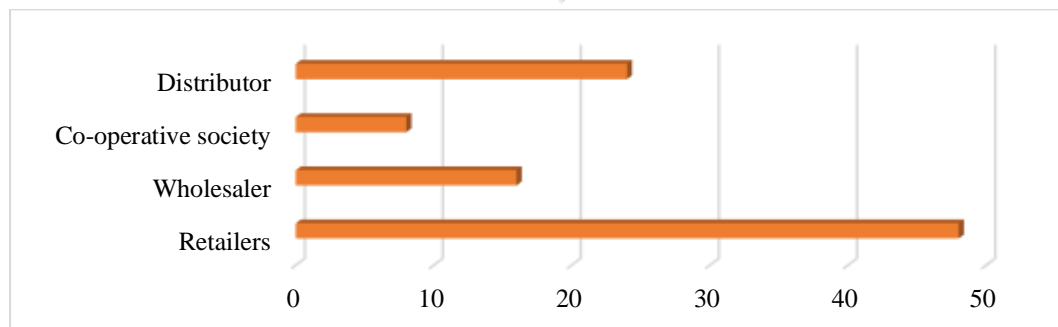
Chart No.3 Ownership type of Dealers**Data Analysis and Interpretation:**

Table 3Shows the Ownership type of dealers in Maski town. It reveals that 48percent of dealers owning the retail business 16percent of dealers owned by wholesaler, 8percent of dealers owned by co-operative society and rest 24percent of respondent dealers are the distributor.It is found that moderate number, (48percent) of respondent dealers acting the role in fertilizers and pesticides business in Maski.

Table No.4Sources Of fund Used in the Business

Type of Fund	No. of. Respondent	Percentage
Owned Fund	34	68
Borrowed Fund	16	32
Total	50	100

Sources: Field Survey

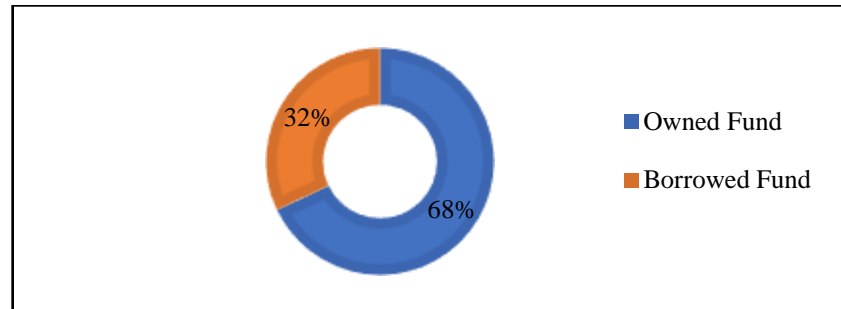
Chart No.4 Sources of fund Used in the Business**Data Analysis and Interpretation:**

Table 4 Shows that sources of fund using the fertilizers business in Maski. It reveals that 68percent of respondent dealers using owned fund for commencement of fertilizer business and 32percent of the dealers using the fund and borrowed fund. From the study it is found that majority (68percent) of respondent dealers used the own fund while starting their business.

Table No.5 Major Types of Fertilizers Dealt by the Dealers

Products	No. of. Respondents	Percentage
Urea	16	32
DAP	15	30
Zinc	15	30
Potash	04	08
Total	50	100

Sources: Field Survey

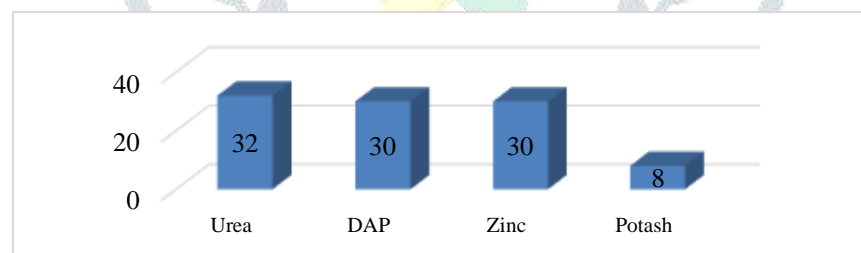
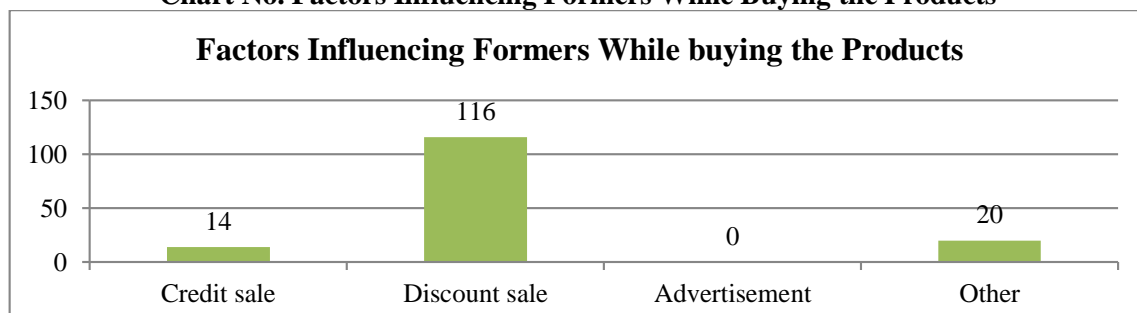
Chart No.5 Major Types of Fertilizers Dealt by the Dealers**Data Analysis and Interpretation:**

Table 5 Shows the Major Brand of Fertilizers dealt by the dealers in Maski town. It reveals that 32percent of dealers dealt by major product of urea, 30percent of respondent dealer dealt by the DAP, 30percent of respondent dealers dealt by ZINC and 8percent of dealers dealt by POTASH. The majority type of fertilizers Dealt by the dealers in UREA that is 32 percent.

Table No.6 Factors Influencing Formers While buying the Products

Influencing Factors	No. of. Respondents	Percentage
Credit sale	14	28
Discount sale	116	32
Advertisement	00	00
Other	20	40
Total	50	100

Sources: Field Survey

Chart No. Factors Influencing Formers While Buying the Products

Data Analysis and Interpretation:

Table 6 Shows that the Dealers influencing the farmers while selling the products. It reveals that 28percent of dealer's influence by the farmers while selling of credit sale, 32percent of respondent dealer's influence by farmers through discount sale and rest 40percent dealers influence by farmers by another category. The majority Dealers influencing the farmers while selling the products is Discount sale that is 32 percent.

Table No.7 Farmers Changing the Dealers

Frequency	No. of. Respondents	Percentage
Very Frequency	10	20
Frequently	12	24
Sometimes	20	40
Not at all	08	16
Total	50	100

Sources: Field Survey

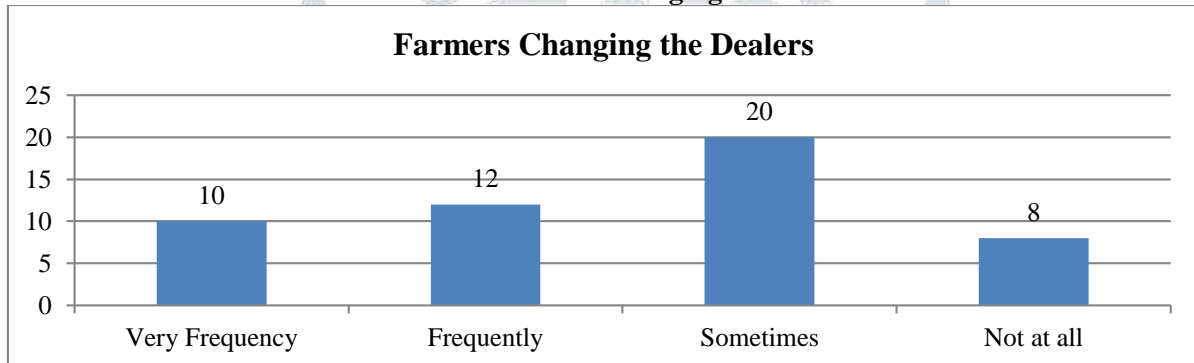
Chart No.7 Farmers Changing the Dealers**Data Analysis and Interpretation:**

Table 7 Shows that the farmers change the traders. It reveals that 20percent of respondent dealers express their opinion the farmers change the dealers very frequently when the dealers do not provide a well service in the case of price and good quality of products, 24percent dealers say that farmers change the dealers frequently, maximum (40percent) dealers says that sometimes only farmers change the dealers and rest 16percent of dealers' opinion that farmers not to change the dealers. The majority of the Farmers changing the dealers sometimes which is 40 percent.

Conclusion

India is basically an agricultural country and economy heavily depends upon the primary sector. It is worth considered that, the agricultural is backbone of the majority of people in India even now. In improving agricultural sector and the productivity of agricultural producers of the fertilizer and pesticides industry contribution is huge. The fertilizers and pesticides business in MASKI is a very biggest business since this region is one of the largest paddy production places in India. It has vast area of paddy fields irrigated by water from Tungabhadra bank canal due to which the farmers are using of pesticides and fertilizers in a large size. An attempt has been made in this study in identifying the problems of the dealers as well as farmers in getting fertilizers and pesticides products in time to meet their requirement.

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