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Agricultural Inputs Marketing In Haryana

Poonam Giri

Research Scholar of CMJ University, Shillong, Meghalaya

Abstract – In Haryana, the Government plays an important role on the distribution and marketing of tractors, fertilizers, pesticides and seeds. The prices of these products are determined by the manufacturers in consultation with the Government particularly in case of fertilizers, seeds and pesticides. These are covered under the Essential Commodities Act. The marketing of tractors is made through their dealers or their agencies allocated at district headquarters or at bigger cities

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CONTEXT

India has been witnessing many changes in the field of agricultural inputs marketing and perhaps the most formidable reason for this is the ongoing process of liberalization and globalization. There is a substantial increase in the purchasing power of the farmers with the help of agriculture support services provided by the central and state governments.

The life style of the farmers has also changed remarkably due to their increased purchasing power and moreover they are influenced by different cultures. Every farmer is well aware about the policies of the government as well as manufacturers of various agricultural inputs by seeing the other big farmers and Kisan Melas organized by various government and non-government agencies. In the state of Haryana, Haryana Seed Development Corporation Ltd.,

Haryana Agro Industries Corporation, CCS Haryana Agriculture University, Hisar and KRIBCO have been selling seed and fertilizer. Haryana Agro Industries Corporation has been selling pesticides, tractors and other agricultural machinery like diesel engines, electric motors, mono block pump sets, tyres/tubes, batteries, sprinkler sets and spray pumps etc. at economical prices to the farming community besides ensuring their genuineness through 17 farming service centers and 12 sales centers in the various districts.

Haryana State Cooperative Banks provide the facilities to the farmers for increasing their production such as credit for inputs, Credit for farm machinery, credit for micro and macro irrigation systems, credit for improvement and purchase of agricultural land and Crop Loan/Kisan Credit Card. (Agriculture Support Services, Haryana

www.agriharyana.nic.in/Support.htm.).

The classification of agricultural inputs can be observed from the table

Table: Agriculture inputs

Consumable items	Capital items
*Seeds	*Tractor
*Fertilizers	*Diesel Engine
*Pesticides	*Thresher
*Water	*Trolley
	*Harrow
	*Spray Pump
	*Cultivator
	*Zero tillage
	*Rotavator

Source: Department of Agriculture, Government of Haryana, Panchkula

It can be seen from the table that the agricultural inputs are divided into two parts i.e. consumable items and capital items. The consumable items consist of seeds, fertilizers, pesticides and water whereas Tractor, Diesel Engine, Thresher, Trolley, Harrow, Spray Pump, Cultivator, Zero tillage and Rotavator are included in capital items. For the purpose of present research seeds, fertilizers, pesticides have been selected from the consumable items and tractor from the capital items as these are the most popular inputs being used by the farmers.

SEEDS

Various crop production techniques have remained successful in gaining high yield of varieties under cultivation to a maximum extent. However, if potential of a variety is poor or limited then improved agronomic approaches cannot increase the yield. So, selection of a good variety of seed is very important. The use of good quality of seed of improved varieties forms a significant input in the agriculture practice. By quality of seed means that seed is genetically pure and the seed lot is not mixed with any other crop or variety of seed, i.e. seed lot is not mixture of seeds of many varieties. The varieties

of seeds have been graded by the agricultural university of state, KRIBHCO and other co-operative societies as approved by the state government. The seeds are available in three categories i.e. Hybrid Seed, Foundation Seed and Certified Seed.

There are different varieties of seeds available in the market, but the Agricultural University, Hisar prepares the seeds of different crops such as Cotton, Wheat and Mustard etc. The University organizes Kishan Melas every year for sale of seeds. Similarly other organizations also conduct the same procedure for awareness and sale of various seeds. Particularly, the farmers purchase good quality of seeds for increasing their production. Seminars are also conducted time to time in this regard. The agricultural scientists present papers for sowing good quality seeds and they also show their programmes on Durdarshan channel before sowing every crop. The wheat and cotton seeds have been selected from amongst the various crops seeds.

COTTON SEEDS

The cotton seeds are provided by the Haryana Seed Development Corporation Limited on the lowest rate to the farmers through the sources like Seed Sales Centres of Corporation, Kisan Service Centres of Haryana Agro, Mini Bank, Co-operative Societies of Hafed, Kisan Service Centres of Haryana Land Improvement and Development Corporation.

The view of this Corporation is that the farmers may use the certified seeds for high yield at their farms. The different varieties of Wheat and Cotton seeds are provided by these organizations through their regional offices i.e. Kurukshetra, Hisar, Sirsa, Yamunanagar, Gurgaon, Fatehabad and Bhiwani (www.agriharyana.nic.in).

WHEAT SEEDS

The rise of the private sector coupled with modern production technology, would bring success in gaining high yield of varieties under cultivation. However, if potential of a variety is poor, then other inputs cannot help in increasing the yield. Therefore, selection of a good variety of seed becomes the vital issue. But this aspect is dependent upon the awareness level of the farmers, their sources of information, perception regarding the precedent assortment offered by different companies, and the influence of retailers, co-farmers and relatives etc. The main varieties of wheat seeds being used in the area by the farmers are C-306, PBW-343, PBW-502, KRL-1-9, WH-711, PBW-373, PBW-509(TL), WH-147, WH-283, WH-542, UP-2338, and Raj-3765 (HSDC Nov.2007).

The table shows the notified varieties of cotton seeds and wheat seeds along with its date of notification.

Table : Notified varieties of seeds

Crop	Name of Variety	Date of notification
COTTON	Desi Group	
	RG-8	5.5.1988
	HD-107	1.1.1996
	HD-123	3.4.2000
	HHH-287	29.6.2005
	American Group	
	HS-6	17.8.1993
	F-846	17.8.1993
	H-1098	1.5.1997
	HD-324	29.6.2005
	Hybrid	
	HHH-223	4.9.2002
	H-1117	4.9.2002
WHEAT	C-306 (Desi)	24.9.1969
	WH-157	19.12.1978
	WH-147	19.12.1980
	WH-283	9.4.1985
	HD-2329	24.7.1985
	WH-291	24.7.1985
	KRL-1-4	15.5.1990
	WH-542	4.11.1992
	WH-896(Durum)	4.5.1995
	UP-2338	4.5.1995
	PBW-343	1.1.1996
	Raj-3765	1.1.1996
	PBW-373	9.9.1997
	Sonak	15.5.1998
	UP-2425	8.6.1999
	UP-2382	8.6.1999
	HD-2687	8.6.1999
	WH-711	4.9.2002
	WH-912(Durum)	4.9.2002

Source: Department of Agriculture, Government of Haryana

PRODUCTION AND DISTRIBUTION OF CERTIFIED SEEDS MEASURES

The Haryana Seeds Development Corporation Limited (HSDC) was established in 1974 under the Companies Act, 1956 with the objective of organizing production and distribution of certified seeds to the farmers of state at reasonable prices. (http://haryana.gov.in/Agriculture). During the year 2006-2007, the corporation has produced 10965 quintals and 177502 quintals Kharif and Rabi certified seeds respectively. The targets of certified seeds production have been fixed as 17785 quintals for Kharif, 2007 crops and 239325 quintals for Rabi, 2007-08 crops. The sale progress of certified seeds of the Corporation during the year 2006-07 was 17460 quintals Kharif Seeds and 184548 quintals Rabi seeds and for the year 2007-08 is 27917 quintals (tentative) Kharif seeds and 197562 quintals (tentative) Rabi seeds. The projections of sale for the year 2008-09 are of 26820 quintals Kharif seeds and 243350 quintals Rabi seeds. To ensure timely availability of certified seeds at the door steps of the farmers, the corporation has a network of sale counters, besides making the certified seeds available through the sales outlets of institutional agencies such as IFFCO, KRIBHCO, MINI-BANKS, HAFED, HLRDC and HAIC. HSDC has its distribution network of 73 regular sale counters upto tehsil and block level in the state. In addition, the corporation also opens temporary sale counters in the state on need basis. HSDC also arranges the sale of weedicides/ pesticides /insecticides/ fungicides and spray pumps to help the farmers in getting the maximum agricultural inputs from its sale outlets. The corporation also supplies seeds outside the state to various State Seed Corporations,

Departments of Agriculture and bulk seed purchasers/distributors (www.agriharyana.nic.in/Seeds.htm).

FERTILIZERS

In the beginning the use of fertilizers in India was on tea plantations. During the 1930's with the result of the development of the sugar industry and the efforts of firms importing fertilizers, the use of fertilizer spread to sugarcane, tobacco and rice crops in some areas. With the founding of the "Grow more food campaign" by the Government of India in 1943, the use of fertilizer expanded and during the 1950's, it spreads to almost all the crops. Impetus to the use of chemical fertilizers, however, was provided by the "Green Revolution" also termed as the seed fertilizer revolution, in the late part of the 1960's. The application of chemical fertilizers was a key element of the new agricultural technology, which brought about the green revolution. The application of appropriate quantities of chemical fertilizers at the right stage, along with the cultivation of high yielding or improved varieties of seeds and proper water management, led to substantial increase in the productivity of various crops. Thus, beginning with the late sixties, India witnessed a spurt in the consumption of chemical fertilizers. Total fertilizer consumption increased from around 0.8 million tonnes in 1965-66, the period just prior to the advent of the new agricultural technology, to around 2.3 million tonnes in 1970-71, an increase of nearly 188 per cent. By 2005-2006, the consumption of fertilizers has increased to over 20 million tonnes, which is an increase of nearly 2500 pe rcent over the 1965-66 level. As per Fertilizer and Agriculture Statistics for the year 2005-2006, the net consumption of fertilizer in India is 22298,000 tonnes of Urea, 6764,000 tonnes of DAP, 2731,000 tonnes of MOP, 2756,000 tonnes of SSP, 172,000 tonnes of CAN and 574,000 tonnes of AS.

CONSUMPTION OF FERTILIZERS

Fertilizer, the most important component of new technology has played a very important role in enhancing the agricultural production and ushering the green revolution in the state. Since the introduction of High Yielding Varieties in the state, the consumption of chemical fertilizers has increased steadily.

Year wise consumption of fertilizers per hectare of gross area sown in Haryana is provided in the table.

The total consumption of NPK (nutrients) which was 231 thousand tonnes in 1980-81 is expected to rise to 12430 thousand tonnes in 2007-08 showing an increase of 432.47 per cent. A scheme has been implemented for the promotion of Organic Farming System in the state. A financial assistance of Rs.500 per hectare is provided to the farmers for production and use of Vermi Compost under the scheme. (http://haryana.gov.in/Agriculture)

PESTICIDES

In India, the pesticide use deserves special attention because the total annual losses on account of damage due to pest are more than Rs. 80,000 million (20% of total crop loss). According to the well known and Nobel Prize winner agricultural expert, Norman Borlaug, "Complete ban on the use of pesticides would result in 50 per cent reduction in current production and would raise food price 4-5 times" (Borlaug, 1972). Thus, pesticide use has contributed significantly to food security by way of reducing losses on account of insect-pest and diseases and has been used as a measure of crop insurance. During last four decades increased use of chemical pesticide in agriculture has overshadow the traditional plant protection measures. Consumption of technical-grade pesticides increased from 2,350 metric tonnes per annum in First Five Year Plan period to more than 1.07 lakh metric tonnes per annum during Eighth Five Year Plan period (Jayaraj, 1997).

TRACTORS

Tractor industry plays an important part as agriculture sector has a major contribution to India's GDP. Tractors are part of agricultural machinery industry. Tractors came to India through imports and later on were indigenously manufactured with the help of foreign collaborations. The manufacturing process started in 1961-62. Indian tractor industry is relatively young but now has become the largest market worldwide.

Indian tractor market is dominated by low price, no frills, rugged, versatile and low to medium powered tractors. Tractor prices in India are about 1/4th of the international prices for similar powered tractors. Currently there are 14 players operating into tractor manufacturing activity in the country and about 90 per cent of market is shared among the top 5-6 players only in the Industry. Mahindra and Mahindra emerged as the leader during the last 4-5 years with close to 30 per cent share, while other players like TAFE, Escorts, Punjab Tractors Ltd. (PTL), International Tractors Ltd. (ITL) and Eicher enjoy market share of 15 per cent, 14 per cent, 11 per cent, 11 per cent and 9 per cent respectively. A few international players like New Holland, John Deere and Same have also set up facilities in India but these players pose little treat to the existing players who enjoy advantages of established distribution/service network and string brand equity (Weekender, KRC Research, 2004).

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