



GNITED MINDS
Journals

*Journal of Advances and
Scholarly Researches in
Allied Education*

*Vol. IV, Issue VIII, October-
2012, ISSN 2230-7540*

**PROMOTION CHANNELS ADOPTED BY THE
PRODUCER/MANUFACTURER FOR ENHANCING
SALE OF AGRICULTURAL INPUTS**

Promotion Channels Adopted By the Producer/Manufacturer for Enhancing Sale of Agricultural Inputs

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Abstract – For the purpose of exact estimation of the perceptual gap between farmers' perception and the views of the practitioners, it seemed essential to collect the observations of the dealers and agency holders. Accordingly, the data has been collected from the shopkeepers/agency holders of districts Fatehabad and Ambala respectively through a structured questionnaire. The analysis related to marketing of cotton seeds, wheat seeds, fertilizer, pesticide and tractor has been discussed in the light of the spirit mentioned above.

INTRODUCTION

Status of the shops/agencies

The table discusses the district wise distribution of respondents who own/possess the agencies or dealerships.

Table : Status of the shops/agencies

Inputs	Fatehabad	Ambala	Total
Cotton Seeds	25(100)	--	25(100)
Wheat Seeds	--	25(100)	25(100)
Fertilizers	12(48)	13(52)	25(100)
Pesticides	15(60)	10(40)	25(100)
Tractors	11(50)	11(50)	22(100)
Total	63(51.64)	59(48.36)	122(100)

Source: Primary data

Figures in parenthesis denote percentage

The table explains the status of 122 agencies/shops from two districts of Haryana i.e. Fatehabad and Ambala consisting of 25 respondents from each district in case of cotton seeds and wheat seeds. It means that 100 per cent respondents have been selected from each district in case of seeds. 48 per cent respondents have been taken from Fatehabad district for fertilizer and 52 per cent respondents have been interviewed from the district of Ambala for this input. In the case of Pesticides, 60 per cent respondents from Fatehabad district and 40 respondents from the district of Ambala have taken for the study. For the tractors, 50 per cent respondents from each district i.e. one respondent from each company has been chosen.

POSSESSION OF VARIETIES OF AGRICULTURAL INPUTS

The table describes the varieties of cotton seeds, wheat seeds, fertilizers, pesticides and tractors

possessed by the ownership of shopkeepers and agency holders.

Table : Possession of varieties of agricultural inputs

Agricultural inputs	No. of Shopkeeper/ Agency holder	Total
Desi Cotton		
i) Upto 5 variety	20(80)	
ii) Upto 10 variety	05(20)	25(100)
Amrican Cotton		
i) Upto 10 variety	15(60)	
ii) Upto 15 variety	10(40)	25(100)
Wheat		
i) Upto 5 variety	18(72)	25(100)
ii) Upto 10 variety	07(28)	
Fertilizer		
i) Upto 3 variety	12(48)	
ii) Upto 6 variety	09(36)	25(100)
iii) Upto 9 variety	04(16)	
Pesticide		
i) Upto 10 variety	14(56)	
ii) Upto 20 variety	06(24)	25(100)
iii) Upto 30 variety	03(12)	
iv) Upto 40 variety	02(08)	
Tractor	22(100)	22(100)

Source: Primary data

Figures in parenthesis denote percentage

The table depicts that all the varieties of desi/amrican cotton seeds as well as wheat seeds are not kept for sale in each shop by the shopkeeper/agency holders. Some of the shopkeepers kept those varieties for which the sale is maximum irrespective of the fact whether that is approved or not by the government. Only 20 per cent shopkeepers/agency holders have maximum varieties of desi cotton seeds and 40 per cent shopkeepers/agency holders have maximum upto 15 varieties of amrican cotton seeds whereas only 28 per cent shopkeepers/agency holders have maximum varieties of wheat seeds. Similarly a

meager number of shopkeepers/agency holders i.e. 16 per cent in case of fertilizer and 8 per cent in case of pesticides have maximum varieties to offer to the farmers.. As far as agency holder of tractor is concerned, there is only one agency holder in each district/area under the study. Therefore, it can be concluded that all the inputs are not available on each shop.

SOURCE OF AVAILABILITY OF AGRICULTURAL INPUTS BY THE PRODUCER/COMPANY

The table depicts the availability of agricultural inputs provided by the producer/company through its sources.

Table: Source of availability of agricultural inputs by the producer/company

Source	Cotton	Wheat	Fertilizer	Pesticide	Tractor
Direct	4 (16)	5 (20)	2 (8)	2 (8)	-
Retailer	15 (60)	17 (68)	18 (72)	20 (80)	-
Agency	6 (24)	3 (12)	5 (20)	3 (12)	22 (100)
Total	25 (100)	25 (100)	25 (100)	25 (100)	22 (100)

Source: Primary data

Figures in parenthesis denote percentage

The table gauges that 60 per cent cotton seeds are sold through retailer i.e. private shop and 24 per cent cotton seeds are sold through the agency holder i.e. whole seller and 16 per cent cotton seeds are provided by the producer direct to the farmers through their stall either in Kisan mela or through their sale point. Similarly, the same trend is found in case of wheat seeds. As far as sale of fertilizer and pesticide is concerned, these are sold through retailers in majority. All the tractors are sold by the companies through the agency holders. It can be concluded that the retailers and agency holders play their dominant role in the sale of agricultural inputs.

The table divulges the promotion channels adopted by the producer/manufacturer for enhancing sale of agricultural inputs.

Table : Promotion channels adopted by the producer/manufacturer

Channel	Cotton	Wheat	Fertilizer	Pesticide	Tractor
Radio/Television	4(16)	5(20)	6(24)	3(12)	2(9.09)
Poster/Wall painting	2(8)	2(8)	4(16)	2(8)	2(9.09)
Farm Magazine/ Newspaper	5(20)	3(12)	2(8)	1(4)	1(4.55)
Retailers	14(56)	15(60)	13(52)	19(76)	17(77.27)
Total	25(100)	25(100)	25(100)	25(100)	22(100)

Source: Primary data

Figures in parenthesis denote percentage

The table depicts that the retailers play a dominant role for increasing the sale of agricultural inputs. It is evident from the table that 56 per cent shopkeepers/agency holders play their roles for sale of cotton

seeds, 60 per cent for wheat, 52 per cent for fertilizers, 76 per cent for pesticides and 77.27 per cent for tractors whereas other channels also play their roles meager role for this purpose.

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