REGION OF RAJASTHAN STATE

STRATEGIES OF SSP FERTILIZERS IN MEWAR

MARKET POTENTIAL AND MARKETING
JANUARY - 2014

JunaGADH-362001
JunaGADH AGRICULTURAL UNIVERSITY
Post Graduate Institute Of AgrIBusiness Management
Department Of AgrI Business

B. Sc. (Agri.)
(Registration NO-14-00913-2011)

OBA RAM

By

REGION OF RAJASTHAN STATE
STRATEGIES OF SSP FERTILIZERS IN MEWAR MARKET POTENTIAL AND MARKETING
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JUNAGADH-362 001
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POST GRADUATE INSTITUTE OF AGRIBUSINESS MANAGEMENT
DEPARTMENT OF AGRIBUSINESS

B. Sc. (Agri.)
(theta)

(Mb)

OBRA RAN

BY

AGRIBUSINESS MANAGEMENT

IN

(AGRIBUSINESS)

MASTER OF BUSINESS ADMINISTRATION

FOR THE AWARD OF THE DEGREE OF

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS

JUNAGADH AGRICULTURAL UNIVERSITY
A PROJECT WORK REPORT SUBMITTED TO

REGION OF RAJASTHAN STATE

STRATEGIES OF SSP FERTILIZERS IN MEWAR
MARKETING POTENTIAL AND MARKETING
Dedicated To

My family for their dreams, hopes, endless prayers and my respected Guide

... OBA RAM

ABSTRACTS
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Abstract

FERTILIZERS IN MEWAR REGION OF RAJKOT DISTRICT: MARKET POTENTIAL AND MARKETING STRATEGIES OF SSP

T.D. Bhat
Major Advisor

Dr. Ram
Name of the Student

Junagadh, 362001
Post Graduate Institute of Agri-Business Management
Junagadh Agricultural University

ABSTRACT

FERTILIZERS IN MEWAR REGION OF RAJKOT DISTRICT: MARKET POTENTIAL AND MARKETING STRATEGIES OF SSP

T.D. Bhat
Major Advisor

Dr. Ram
Name of the Student
According to survey, dealer provides mainly three types of services to farmers. According to dealers, provide these kinds of services to farmers. According to dealers, provide these kinds of services to farmers. According to dealers, provide these kinds of services to farmers. According to dealers, provide these kinds of services to farmers. According to dealers, provide these kinds of services to farmers.

In case of farmers, dealers, feedback, 64 per cent of dealers opined that the service provided by the dealers were very good and helpful. Dealers expected good packaging, increase shelf, spot demonstration and timely availability of the products. Dealers expected good packaging, increase shelf, spot demonstration and timely availability of the products. Dealers expected good packaging, increase shelf, spot demonstration and timely availability of the products. Dealers expected good packaging, increase shelf, spot demonstration and timely availability of the products. Dealers expected good packaging, increase shelf, spot demonstration and timely availability of the products. Dealers expected good packaging, increase shelf, spot demonstration and timely availability of the products. Dealers expected good packaging, increase shelf, spot demonstration and timely availability of the products.

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In case of factors influencing sales of fertilizers, 28 per cent of the dealers said that the price of the product is important. In case of factors influencing sales of fertilizers, 28 per cent of the dealers said that the price of the product is important. In case of factors influencing sales of fertilizers, 28 per cent of the dealers said that the price of the product is important. In case of factors influencing sales of fertilizers, 28 per cent of the dealers said that the price of the product is important. In case of factors influencing sales of fertilizers, 28 per cent of the dealers said that the price of the product is important. In case of factors influencing sales of fertilizers, 28 per cent of the dealers said that the price of the product is important. In case of factors influencing sales of fertilizers, 28 per cent of the dealers said that the price of the product is important.

Importantly, 33 per cent of the respondents agreed that these three factors are very important. For 11 per cent of the respondents, these three factors are very important. For 11 per cent of the respondents, these three factors are very important. For 11 per cent of the respondents, these three factors are very important. For 11 per cent of the respondents, these three factors are very important. For 11 per cent of the respondents, these three factors are very important. For 11 per cent of the respondents, these three factors are very important.

In conclusion, the study revealed that the price of the product, packaging, and availability are the most important factors influencing sales of fertilizers. The price of the product, packaging, and availability are the most important factors influencing sales of fertilizers. The price of the product, packaging, and availability are the most important factors influencing sales of fertilizers. The price of the product, packaging, and availability are the most important factors influencing sales of fertilizers. The price of the product, packaging, and availability are the most important factors influencing sales of fertilizers. The price of the product, packaging, and availability are the most important factors influencing sales of fertilizers. The price of the product, packaging, and availability are the most important factors influencing sales of fertilizers.
Junagadh
Junagadh Agricultural University
PG Institute of ABM
Assistant Professor
Advisor
J.D. Bhalla

Date: 07/10/2014
Place: Junagadh

2013

Certificate

Junagadh Agricultural University
Post Graduate Institute of ABM (Business Management)

This is to certify that the project work report entitled "MARKET POTENTIAL AND MARKETING STRATEGIES OF SSP PERTILIZERS IN MEWAR REGION OF RAJASTHAN" submitted by OBAMA RAM in partial fulfillment of the requirements for the award of the degree of MASTER OF BUSINESS ADMINISTRATION in AGRIBUSINESS to the Junagadh Agricultural University is a record of bounded project work carried out by him/her under my guidance.

JUNAGADH
JUNAGADH AGRICULTURAL UNIVERSITY
Post Graduate Institute of ABM (Business Management)
in the oral examination was satisfactory. We, therefore, recommend the candidate for the degree of Master of Business Administration in Marketing Strategies of SSP Fertilizers in Mehar Region of Rajasthan.

This is to certify that the above work report entitled "Market Potential and

Date: 01/01/2014

CERTIFICATE II

JUNAGADH
JUNAGADH AGRICULTURAL UNIVERSITY
POST GRADUATE INSTITUTE OF AGRIBUSINESS MANAGEMENT
Certificate

This is to certify that Mr. Oba Ram, studying in MBA in Agri-Business Management (4th Semester) at Post Graduate Institute of Agri-Business Management, J.A.U., Junagadh has successfully completed the project work in our organizational department during the period 21st FEB TO 8th APRIL 2013.

Title:

"MARKET POTENTIAL AND MARKETING STRATEGIES OF SSP FERTILIZERS IN MEWAR REGION OF RAJASTHAN STATE"

(Devendra Agarwal)
State Coordinator, Raj.

Zuari Agro Chemicals Ltd.

C/o M/s Chembal Fertilizers & Chemicals Ltd.
C-98 Shree Ji Tower, Subhash Marg, C-Scheme.
Jaipur (Rajasthan)
Place: Jangipudh
Date: 07/07/2014

and to achieve the goal. Love, blessing and inspiration made me competent enough to fight the battle of life. Most humbly, I bow my head with reverence to my parents whose incessant encouragement fills me with the quality of this report. There is always a scope of improvement, I welcome any suggestions for further suggestions for further improvements. I have been a consistent source of help and encouragement. I firmly believe that Mr. Aiyar, Mr. Sundeep, Mr. Krishnamurti, Mr. H. Choudhry, Mr. Thorat and Mr. Prashant Mr. Ramalingam, Mr. Ramajit, Mr. Voge, L. Ranganath, R. Rajesh, who have provided me an opportunity to undertake a project.

I am thankful to Mr. Devendra Agarwal, C. N. Zaverl, Aqra Chemikals, for his generous support, consistent direction and meaningful advice at all stages of the project. I take this opportunity to thank all the members of the PIAW who spared their precious time to provide me with invaluable insights for the project which would not have been possible. I also express my sincere thanks to Dr. R. N. Raman, (Associate Professor, PIAW), and Mr. C. R. Bhargava, (Assistant Professor, PIAW), Dr. J. V. Karkhandi, (Associate Professor, PIAW), and Dr. J. V. V. V. Raman, (Associate Professor, PIAW), for their valuable assistance and guidance to me. Their inputs have played a vital role in my acknowledgment and deep sense of gratitude to the individuals for enhancing my individual contributions. An individual cannot do a project of this scale. I take this opportunity to express my sincere thanks to Dr. C. L. Dange, Professor of Research and Dean of R. G. Studies for providing me necessary facilities for conducting my project work.

I am also indebted to Dr. N. C. Patel, Hon’able Vice Chancellor for providing me necessary facilities for conducting my project work.
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ANNEEXURE

BIBLIOGRAPHY

SUMMARY AND CONCLUSION

To Find out Dealers Expectation From Company

Different Fertilizers Companies.

To Study the Brand Preference of SSP Fertilizers for

38-46

SSP-G (Granule) Fertilizers in Given Districts.

35-37

To Find out the Market Potential of SSP-P (Powder) and

RESULTS AND DISCUSSION

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Sample Size

3.4

Sampling Technique

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<table>
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<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
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<tr>
<td>LMT</td>
<td>Lakh Metric Tones</td>
</tr>
<tr>
<td>Ha</td>
<td>Hectare</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>FI</td>
<td>Financial Year</td>
</tr>
<tr>
<td>SSP</td>
<td>Single Super Phosphate</td>
</tr>
<tr>
<td>DAP</td>
<td>Diammonium Phosphate</td>
</tr>
<tr>
<td>NPk</td>
<td>Nitrogen, Phosphorus, Potash</td>
</tr>
<tr>
<td>CAN</td>
<td>Calcium Ammonium Nitrate</td>
</tr>
<tr>
<td>JKSS</td>
<td>Jal Khidun Santhamm Varta</td>
</tr>
<tr>
<td>JSK</td>
<td>Jal Khidun Krishna Salakher</td>
</tr>
<tr>
<td>USX</td>
<td>US Steel Corporation</td>
</tr>
<tr>
<td>ZMPL</td>
<td>Zauri Marine Phosphates Limited</td>
</tr>
<tr>
<td>FCI</td>
<td>Fertilizer Corporation of India</td>
</tr>
<tr>
<td>ILPL</td>
<td>Indian Phosphates Limited</td>
</tr>
<tr>
<td>IFpeco</td>
<td>Indian Farmers Fertilizers Corporation Limited</td>
</tr>
<tr>
<td>HFCI</td>
<td>Hindustan Fertilizer Corporation Limited</td>
</tr>
<tr>
<td>FACT</td>
<td>Fertilizers and Chemicals Limited</td>
</tr>
<tr>
<td>NACL</td>
<td>Nalgonda Fertilizers and Chemicals Limited</td>
</tr>
<tr>
<td>ZACL</td>
<td>Zauri Auro Chemicals Limited</td>
</tr>
<tr>
<td>NAP</td>
<td>National Agricultural Policy</td>
</tr>
<tr>
<td>RCF</td>
<td>Rashtriya Chemicals Fertilizer</td>
</tr>
<tr>
<td>DSCIL</td>
<td>DCM Shriram Consolidated Ltd.</td>
</tr>
<tr>
<td>CFL</td>
<td>Chhambal Fertilizers and Chemicals Limited</td>
</tr>
</tbody>
</table>

**LIST OF ABBREVIATIONS**
Introduction: An Overview

I. Agriculture

1.1 Agriculture: An Overview

...
The Fertilizer industry has played a significant role in the economy. Further, a significant addition to the food security in India was given by green revolution in sixties. An impetus to the growth of fertilizer industry in India was provided by self-sufficiency in food grains. An impulse to establish an industrial base and attain the goals of the Fertilizer Corporation of India (FCI) in Stidhar in Bihar were the first large size Fertilizer & Chemicals Trunavore of India Ltd. (FACT) at Cochin in Kerala and Phosphatic (SSP) began in Ramnagar near Chennai with a capacity of 6000 MT a year.

Pesticide is one of the important concerns in agriculture. The industry had a...
Intensive production of phosphatic acid, production of liquid fertilizers etc., need to invest outside in the resources rich countries by way of joint ventures in intermediate relating to phosphatic sector over a sustained period. Indian companies and natural gas need to be explored. To ensure sufficient supplies of raw material and setting up of joint venture project in the other countries which are present under construction. Option for commissioning of the new project, which are present under construction. Option for supplies of urea from the other countries which will have surplus urea capacities after negotiation or encouragement Indian fertilizer companies for long-term contracts. The project will be made to achieve self-sufficiency through incentives for additional production of 1999-2000 was delayed. In view of the growing demand of fertilizer, all efforts need to be made to achieve self-sufficiency with in the next few years. The growth of fertilizer industry and is an inevitable provides a very vital input for the growth of Indian agriculture and is an inevitable.

The Importance of the fertilizer sector in India need hardly be emphasized as it

nutrients which was the highest ever achieved.


during 2010-11 was 24.34 lakh metric tonnes (LT). However, it has increased during the last two

significantly. The consumption of chemical fertilizer in India by and large was

further to increase. The consumption of chemical fertilizer in India is lower than the

China and USA. However, in terms of consumption per hectare, the consumption of

China and USA. However, in terms of consumption per hectare, the consumption of

India is the third largest producer and consumer of fertilizers in the world after

1.2. Present Status of Fertilizer Industry in India


country has been achieved as a result of a favorable policy environment facilitating

on the type of fertilizers. The rapid building of fertilizer production capacity in the

accounting for anywhere between 55 and 60 percent of cost of production, depending

production process is energy intensive with the combined cost of feedstock and fuel
distribution and movement of fertilizers. The industry is capital intensive and the
distributions pursued by the government which mainly contribute to control the prices.

The growth of Indian fertilizer industry has been largely determined by the

sustained agricultural growth. a major role in achieving self-sufficiency in food grains as well as in rapid and

Introduction
1.2.3 Growth of Fertilizer Industry

One of the most significant achievements after the post-independence period of our country has been the ability to achieve self-sufficiency in food grain production. This achievement was due to the rapid growth and improvement of the fertilizer industry. The fertilizer industry is growing at the rate of 4% per cent for the last 10 years from 2001-02 to 2010-11 and has been contributing a significant part of the GDP.

The growth and importance of fertilizer industry in India can be divided into three distinct phases, these are given below.

1.2.3.1 Pre-green revolution period

This period was described in 1952-1953 era where increased growth of food grains took place however this increased production in food grains took place due to increased irrigation facilities. In this phase, the land under agriculture was increased in agriculture either directly or indirectly and the fertilizers manufacturer were super phosphate & ammonium sulphate. Irrigation was thought to be heart of agriculture.

1.2.3.2 Green revolution period

During this period about 80% of the country’s population was involved in agriculture. However, the population was increased the production. This was the period between the years 1960-1966. This plan laid the emphasis on production of high-yielding varieties. To make this plan success, there was a need to improve soil fertility by providing it with nutrients like nitrogen, phosphorus and potassium. During this phase, fertilizer industry tried to play a vital role, became one of the most important and inherits part of our economy.

1.2.3.3 Post-green revolution period

The world’s population along with Indian population has been growing at an alarming rate; the fertilizer companies all over India are trying to expand their scale of operations in order to increase the production rate. The demand for fertilizers per year was increasing.
National Fertilizer Ltd. (NFL)  
Rashtriya Chemicals and Fertilizers Ltd. (RCFL)  
Pardeep Phosphates Ltd. (PPL)  
Punja Phosphates and Chemicals Ltd. (PPCL)  
Nively Lithium Corporation Ltd. (NLCL)  
Hindustan Copper Ltd. (HCL)  
Mahara Fertilizer Ltd. (MFL)  
Hindustan Fertilizer Corporation Ltd. (HFCL)  
The Fertilizer and Chemicals Travoance Ltd. (FACT)  

1.2.4 Public sector  

Per annum,  

unit was set up at Ranchi near Chennal (Machilipatnam) with annual capacity of 6000 tons  

In India, first of all in 1996, a single Super Phosphate (SSP) manufacturing unit was set up at Ranchi near Chennal (Machilipatnam) with annual capacity of 6000 tons  

I.2.4 Major Players in Fertilizer Market in India  

units in operation which produce SSP (Single Super Phosphate).  

India,  

multiple ammonium sulphate. Besides these are about 72 medium and small scale  

manufacture ammonium sulphate. Besides, there are about 72 medium and small scale  

produce low and high strength Nitrogenous Fertilizers and the remaining 9 units  

produce DAP (Di-ammonium phosphate) and complex fertilizers. 5 units  

21 units produce DAP (Di-ammonium phosphate) and complex fertilizers. Out of these, 30 units produce urea,  

manufacture a wide range of 56 large sized fertilizers plants in the country manufacturing nitrogen and 56.59 lakh MT of phosphates as on 31st March 2010. Presently, there are  

nitrogen and 56.59 lakh MT of phosphates as on 31st March 2010. Presently, there are  

nitrogen and 56.59 lakh MT of phosphates as on 31st March 2010. Presently, there are  

Table 1.1 indicates that the country’s installed capacity of 120.61 lakh MT of  

Source: Ministry of Chemicals and Fertilizers Annual Report (2010-2011)  

<table>
<thead>
<tr>
<th></th>
<th>100</th>
<th>100</th>
<th>56.59</th>
<th>120.61</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phosphate</td>
<td>62.08</td>
<td>3.4</td>
<td>35.93</td>
<td>13.3</td>
<td>3</td>
</tr>
<tr>
<td>Nitrogen</td>
<td>3.027</td>
<td>2.67</td>
<td>17.13</td>
<td>3.13</td>
<td>2</td>
</tr>
<tr>
<td>Nitrogen</td>
<td>0.65</td>
<td>2.9</td>
<td>4.33</td>
<td>3.98</td>
<td>1</td>
</tr>
<tr>
<td>Private Sector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Cooperative Sector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Public Sector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Sector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sr. No.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Manufacturing Units (as on 31 March 2010).
There are only two fertilizer manufacturing societies in Co-operative sector.

1.2.4.2 Co-operative sector

1.2.4.3 Private sector

There are 17 major companies in private sector, which are producing fertilizers:

- Indian Farmers Fertilizers Co-operative Ltd. (IFFCO)
- Krishak Bhandari Co-operative Ltd. (KIRIBHCO)
- Hindustan Lever Ltd. (HLL)
- Hari Fertilizer
- Indo Gulf Fertilizers & Chemicals Corporation Ltd.
- Mangalore Chemicals & Fertilizers Ltd. (MCFL)
- Southern Petro Chemicals Industries Corporation Ltd.
- Nagarjuna Fertilizer & Chemicals Ltd.
- Shri Ram Fertilizer & Chemicals Ltd.
- Tuticorin Alkali Chemicals & Fertilizer Ltd.
- Zuari Agro Chemicals Ltd.
- Chambal Fertilizer & Petrochemical Corporations Ltd.
- Gujarat State Fertilizer Company (GSFC)

1.2.5 Fertilizers Production, Import and Consumption

The average annual growth of fertilizer consumption achieved at the end of the Tenth Plan was about 4 per cent. Table 1.2 shows production, import and consumption of fertilizers in India. In year 2009-2010 the consumption of fertilizers were 134.85 kg/ha by Maharashtra state. Out of them N fertilizer were 64.81 kg/ha consumed. P2O5 fertilizer were 44.44 kg/ha consumed and K2O 25.60 kg/ha consumed.
Fertilizers, which was less than 1 kg in 1951-52 has risen to the level of 13.92 kg in 1974-75. The per hectare consumption of fertilizers increased from 0.7 metric tons in 1951-52 to 2.64 metric tons in 2009-10. With these heightened levels of fertilizer consumption, the nutrient availability has increased, leading to higher crop yields and improved agricultural productivity.

The government of India has been continuously pursuing policies conducive to increased availability of fertilizers and consumption of fertilizers in the country. As a result, the per hectare consumption of fertilizers and nitrogenous fertilizers increased from 0.7 kg in 1951-52 to 2.64 kg in 2009-10. The consumption of nitrogenous fertilizers was 13.85 kg in 2009-10, up from 1.12 kg in 1951-52.

In the year 2009-2010, the consumption of fertilizers was 13.85 kg per hectare, and the nitrogenous fertilizers accounted for 7.05 kg per hectare.

The following table shows production, import, and consumption of fertilizers in India:

<table>
<thead>
<tr>
<th>Year</th>
<th>Consumption</th>
<th>Imports</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>2.64 kg</td>
<td>1.13 kg</td>
<td>3.84 kg</td>
</tr>
<tr>
<td>2008-09</td>
<td>2.49 kg</td>
<td>1.13 kg</td>
<td>3.62 kg</td>
</tr>
</tbody>
</table>

**Table 1.2: Production, Import, and Consumption of Fertilizers in India**
### Table 1.3: All India Consumption of “SSP” Fertilizer (in 1000 tonnes)

<table>
<thead>
<tr>
<th>Season</th>
<th>Year</th>
<th>Kharif</th>
<th>Rabi</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2005-06</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2006-07</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2007-08</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2008-09</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table 1.4: Consumption of “SSP” Fertilizer in Udaipur, Chittorgarh and Pratapgarh (in 1000 tonnes)

<table>
<thead>
<tr>
<th>Year</th>
<th>Udaipur</th>
<th>Chittorgarh</th>
<th>Pratapgarh</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>3434</td>
<td>12917</td>
<td>N.A.</td>
</tr>
<tr>
<td>2008-09</td>
<td>1785</td>
<td>10012</td>
<td>5982</td>
</tr>
<tr>
<td>2009-10</td>
<td>2880</td>
<td>11200</td>
<td>5990</td>
</tr>
<tr>
<td>2010-11</td>
<td>5746</td>
<td>10298</td>
<td>7096</td>
</tr>
<tr>
<td>2011-12</td>
<td>10174</td>
<td>26674</td>
<td>18700</td>
</tr>
</tbody>
</table>

Source: Fertilizer association of India.

Source: Agricultural department of Rajasthan, Jaipur.
Chemicals Limited announced on 19th December, 2011 that it has formed a joint
the market, but also given the company’s profitability a big fillip. Znati
Afro Fertilizers have not only boosted volume in
million metric tonnes of fertilizer of which over one million metric tonnes were traded
In 2010-11, Znati Chemicals recorded the highest ever sales of 2,21

Impulse:
dealers and 5,000 sub dealers that market various brands of fertilizer and other agri-
Goa, Maharashtra, Andhra Pradesh, Karnataka and Tamil Nadu. It has over 2,000
the "Znati-Kissan" brand. Znati has marketing offices spread over a wide area covering
farms with urea, DAP and NPK based fertilizers. All products are marketed under
company has a manufacturing facility at Goa, with four plants, dedicated to provide
with extensive research, remanufacturing and expansion programme at its plants. The
Chemicals Limited continues to nourish its core fertilizer manufacturing operations,
plete Fertilizer Co. Limited, offers urea, NPK A and NPK B. The plants employ the latest in
plants, namely Ammonia, Urea, NPK A and NPK B. The plants comprise of four separate
ions of urea. The entire manufacturing facility comprises of 9,460,000 metric
Znati Fertilizer Plant has an annual installed capacity of 9,460,000 metric

promotion in 1967 in Goa, by pioneers in the Field of DR. KK Birla, Znati Afro

1.3 Znati Afro Chemicals Limited at a Glance

Philip: +91-124-4827800
Established: 1967
Sector-26, MG Road
Tower-A, 5th Floor
Global Business Park,
Znati Chemicals Limited

2 Corporate Office
Znati Chemicals Limited

1 Name of the Company

I3 COMPANY PROFILE
the plant was maintained by Toyo Engineering Japan. The plant has an annual
Corporation, and the Bank of America. The design, engineering, and construction of
between the house of Brinks, US Steel Corporation (USX), International Finance
surrounding areas. The plant was started as a financial and technical collaboration
industrial undertaking in Goa, acting as an impetus for rapid economic growth in the
Established in 1973, the Zain fertilizer plant is a hallmark in the development

1.32 Plants

and cashew.

overwell rectifying and crop specific projects catering to coconut, sugarcane, padda
programmes that Zain has conducted in the past include projects for rain-harvesting,
action scheme, ensuring that the community benefits as a whole. Some of the welfare
betting the quality of rural life. It has even adopted villages as part of the rural
proceeded demonstrations for the farmer. An educated farmer is the first step towards
agricultural labs and college-help-lines, conducted training programmes and
agricultural practices that help in improving crop yields. The company has set up
agricultural practices that help in improving crop yields. The company has set up
fertilizers. Naturally, the demand for effective and affordable fertilizers is enormous.
what fertilizers internationally to become one of the country’s largest importers of
market place through securing assets and long-term sourcing arrangements for
requirements, Zain is making huge volumes of multi-nutrient rich fertilizers available in
beyond conventional manufacturing. Packaging its services for all farmer
integrated agricultural services provider. In this new and improved avatar, Zain is
Zain is rapidly transforming the core fertilizer operations to become an
along with seeds, pesticides, micro nutrients and specially fertilizers.

of 20 years. The company produces high-quality complex fertilizers of various grades
concentrated rock phosphate after meeting local demand, if any, for a minimum term
into an off-take agreement with Pospace. To procure the entire production of
on the Lima Stock Exchange. Additionally, the Zain-Mitsubishi combine has entered
fertilizers a subsidiary of Cominco-Pascareno S.A. (Pascareno), a company listed
Since then MCA phosphates RTL has acquired 30 percent equity stake in
Venture Company, MCA phosphates RTL with Mitsubishi Corporation, Japan for
1.3.5 Zaunri Marine Phosphates Limited

The quality of product is one of the highest standards. All Bangalore, Hyderabad and Aurangabad and testing laboratories ensure that the processing plants in Hyderabad and Chilumuri in Andhra Pradesh, research facilities recently, ZSL entered into an agreement with Monson for B.G. II cotton seeds. It has supported crop hybrids from R&D initiatives and affiliations with global majors. Currently in a growth phase, expanding its product range to include a wide range of cotton, and exported to Bangladesh and other neighbouring countries. The company is as well as high-maturity vegetable hybrids, extremely popular in the domestic market.

Hybrid Seeds, ZSL has a long product line in high-yielding maize, bajra, paddy seeds, and subsidiary of Zaurri Africa Chemicals Ltd. that is engaged in production and packing at

1.3.4 Zaurri Seeds Limited

< C. Advantage Group Company

< Zaunri Fertilizers Limited

< Pranddeep Phosphates Limited

< Zaunri Marine Phosphates Limited

B. Joint venture company

< Zaunri Fertilizers and Chemicals Limited

< Zaunri Seeds Limited

A. Subsidiary company

1.3.3 Zaunri Fertilizers and Chemicals Limited (ZFCL)

In last thirty-five years in meeting the fertilizer demand across four states.

NPK B. Zaunri’s complex fertilizer plants use the latest in pipe reactor technology and facility comprises of four separate plants, namely the Ammonia Plant, NPK, V and installed capacity of 0.46 and 0.00 metric tonnes of fertilizers. The entire manufacturing
Customer Relationship Management (CRM) program Jill Kisan Sanjgam was
in order to forge ties with farmers and understand their needs. Zunus-

1.3.8 Jill Kisan Sanjgam

farmers with initiatives such as Jill Kisan Sanjgam (Customer Relationship Program).

in agriculture and education. It continues to strengthen our bonds with Indian

provides scholarships to farmers’ children so that they may attain professional degrees

rural sports, undertaking watershed development and borewell recharge projects. It

community holistically. This includes providing public utility services, sponsoring

corporate social responsibility activities that better the lives of the agricultural

individual farmer but his family and his community as well. It undertakes several

agricultural community. The company is dedicated to the well-being of not only the

Zain Afro Chemicals Limited is also committed to the well-being of India’s

1.3.7 Corporate Social Responsibility

1.3.6 Organic manure

Zinc-21

Gandhak-90

Alchor

1.3.6.3 Micronutrient

Boost25

Boost5

Aromel

1.3.6.2 Specialty Fertilizer

Jalikisan Sumkasha-K2O-60%

Jalikisan Urea

Jalikisan SOP

Jalikisan Samrat-18:4:6

Jalikisan Sampurna-19:19:19

Jalikisan Sampurna-20:20:13

Jalikisan Samarth-10:26:26

1.3.6.1 Fertilizer

1.3.6 Products

for the year 2010-11 was 11,68,592 MTL and 2,77,492 MTL respectively.

market share in its marketing areas. The sale of own fertilizers and branded fertilizers
the farmers in a monthly newsletter. Based on these reports, Jai Kisangan Sanpan provides
leaf, nutritional, manure and pest-tier samples. The soil test reports are made available to
microorganisms. The laboratories are also equipped to undertake the testing of water,
salts analysis of the soil. Soil testing is conducted for N, P, K as well as
in Aromatic Absorption Spectrophotometer. These laboratories are
for testing to the Jaint laboratory at Bangalore or Pune. These laboratories are
members. Jai Kisangan Sanpan collects a soil sample from a farmer’s field and sends it
to the laboratories. Jai Kisangan Sanpan is the basic service offered to all Jai Kisangan Sanpan registered

1.3.11 Soil Testing Services

the newsletter is photograph of recent Sanpan activities in different parts of the state.
which provides a forum for farmers to get advice from the experts. Another feature of
needs of Sanpan farmers. The newsletter has a Frequently Asked Questions section.
understanding, the newsletter contains articles on important topics relevant to the
hand to Jai Kisangan Sanpan (JKS) members written in colloquial language for easy

Jai Kisangan Sanpan Vartha is a quarterly magazine on agriculture, delivered by

1.3.10 Jai Kisangan Sanpan Vartha

the marketing areas.

program was initiated in Maharastra and Karnataka and is set to spread to the rest of
farmers. Each Kishiti Salbaker covers 10 to 12 villages. The Jai Kisangan Sanpan
Salbaker is to ensure periodic interactions and delivery of produce and services to
extension worker, the Jai Kisangan Kishiti Salbaker. The role of Jai Kisangan Kishiti

The backbone to implementing this program is Jai’s Grass-Root level

1.3.9 Jai Kisangan Kishiti Salbaker

the Jai Kisangan Sanpan scheme.

crop husbandry. In order to avail these services a farmer merely has to register unter
animal health, family health, agri-imputed marketing, and
agricultural practices. Some services that Jaint provides under this
make farming more profitable to the individual farmer by increasing his net income.

This is achieved by customised services tailored to his needs, helping and guiding him
strip of land between two rivers that join. The objective of Jai Kisangan Sanpan is to

Jaint is conscious of the coming together of Jaint and its farmers and dealers. The

Introduction
Company is planning to increase their market for SSP fertilizers. Hence, they sales and relative market share of the competitors. Also help to find out dealers’ expectations from company and factors influencing the management of fertilizers to make marketing strategy for the products. Project will be helpful for the company to analyze the marketing performance of fertilizers. The ZPFCL does not have market in Ladarpur, Chithorgarh and Almorah, and it can recommend higher doses of fertilizers for better result, as farmers require higher fertilizers in cultivation of crops for promoting the proper growth of crops. Fertilizer requirement is higher in rainy season as compared to harvest. The fertilizers market in this region.

because of its increasing fertilizer demand day by day. Therefore, there is great scope of increasing fertilizers demand day by day. The areas under these crops are increasing day by day. The major crops of Ladarpur, Chithorgarh and Pratapgarh districts are maize, sugar cane, red gram, pigeon and sorghum, which covered most of cultivated area of those district of Rajasthan. In Ladarpur district, APMC is the big market for maize, sugar cane, red gram, pigeon and sorghum.

1.4 Scope of the Study

The camps are conducted with the help of local doctors and specialists from nearby areas. These camps include the family/children health camp, eye check-up camps etc. These camps are conducted under the Family/children health camp. Health camps are organized in the Pratapgarh and Chithorgarh district. These health camps are organized in the Pratapgarh and Chithorgarh district. In order to provide for veterinary doctors to organize these camps. Where artificial insemination and other services are free of cost.

1.3.12 Optional Services

etc. For members of Kisan Sangan, all animal health services are free of cost.
1. To find out the market potential of SSP (powder) and SSP-G (crumble).

2. To study the marketing strategies of SSP fertilizers.

3. To study the brand preference of SSP fertilizers for different fertilizers.

4. To find out dealers' expectations from companies.

OBJECTIVES OF THE STUDY

To understand the dealers' expectation about the product.

Fertilizer in Mewar region.

The main aim of the project will be to study the marketing strategies of SSP fertilizers in Mewar region.

This study will certainly help the company to analyze the market demand and potentiality of the product toinet er its market strategy for SSP fertilizers.

Based on the requirement of stakeholders, increase their market and expand business.
LITERATURE REVIEW
They are the real drivers of the rural market. Studies suggest that the rural youth is playing an important role in purchase decisions. Certainly, begun to play a role in selecting a brand in certain product categories. The last decade or so, even the rural woman is becoming one of the closest. The rural youth have penetration levels of consumer durables in the rural sector have risen dramatically in penetration the purchase of radio, television sets, black and white as well as color, unlike a few years ago the rural youth today is playing a far more significant role in according to one study, if rural income in India goes up by one percent, these would and effectiveness of media and distribution problems were discussed. It was stated that market research is carried out by various researchers as related to the problem under study. Marketing management in India. This chapter throws light on some important research works agricultural income. Very few studies have been attempted on fertilizers marketing. Fertilizers management of fertilizers plays an important role in agriculture. MARKETING MANUFACTURERS OF FERTILIZERS, PLAYS AN IMPORTANT ROLE IN MARKETING

Chapter II

REVIEW OF LITERATURE
can also reduce weed problems, electricity consumption (required for lighting water) and other sources of ground water etc. The problem of weed control by sprinkler irrigation method, however, has been resolved by the use of herbicides, as well as a combination of conventional and mechanized weed control methods. The efficiency of the method is highly significant at a lower percentage of weeds, whereas the use of expensive chemical weedicides is essential for higher efficiency of the method. The efficiency of the method is also dependent on the type and intensity of the weeds, which is influenced by the amount and duration of water application, as well as the type of soil and crops.

Natarajan (2005) studied the potential for drip and sprinkler irrigation in India as a potential means to increase water use efficiency. The study found that the potential for drip irrigation in India is 2.13 per cent and sprinkler irrigation is 3.02 per cent, which is significant in the context of increased water demand and decreasing availability of water from different sources.

To both customers and companies, this approach offers value. Several perspectives are considered in order to identify and specify products, services, and aspects that are relevant to the consumer's decision. The study also revealed that advertising is an indispensable aspect of product promotion strategies. Advertising services as a major tool in creating a positive association between the product and the consumer.

Natarajan (2005) revealed that advertising is an indispensable aspect of product promotion strategies, as a major tool in creating a positive association between the product and the consumer.
of the brands. Through a smaller external and expected decrease in sales, results from their
were also found to be qualitatively consistent, apart from being conscious about the image
some external. They also made the brands being liked more by the farmers. Farmers
factor causing brand switching. Low prices helped in retaining old customers apart
from gaining new ones. Also, good promotional schemes attracted new customers to
the brands. This was one very important concern, through their loyalty did increase as their association with the brands grew
The farmers were not having a very strong brand loyalty as far as pesticides are
linking. Brand loyalty of pesticides and brand switching among farmers of Punjab,
Chauhan and Hundal (2010) studied that the factors responsible for brand
the largest zone with minimal disruption to the soil ecology and environment.
also acts as a carrier for plan arthropods, so materials can be applied in
spreading, and can act as a carrier for plan arthropods. So materials can be applied in
purposes: they can facilitate mechanical soiling to achieve uniformity of plan
germination seeds or seedlings. Seed-coating technologies can be employed for two
difficult. In addition, seeds should be protected from a range of pests that attack
cases; seed size is small, or irregular, making sterilization and precision placement
Strohmyer (2008) in his study highlighted that on sale promotion of Dular
or markets in the rural areas.
competition among marketers are some of the factors responsible for the rapid growth
development increasing literacy and brand awareness and ever-increasing
potential has caught the attention of marketers. Technological and institutional
limited to Indian rural market, with its large population base and vast market
Several agricultural products.

Several agricultural products. Currently, most of the states have marketed promotion programs for
food products. Currently, most of the states have marketed promotion programs to include many more local agricultural and
spousors have expanded the programs to include many more local agricultural and
promotion. More recently, with the development of promotion programs, the state
agricultural products consumption and raised net returns to producers. A marketing
depression. In practice, these efforts made by the government did increase the local
the demand of these states. Products, and increase net returns during the depths of the
cities. Maine potatoes, Washington apples, or California peaches are examples to explain
are sponsored or state-sponsored advertising programs for products such as Florida
focused on a single fruit product that was most representative of the state. These early
Paterson (2006) studied that the early state government promotions only
Spices, fruits, and vegetables are products that are often associated with Mediterranean cultures. A study by Abdal and Safad (2011) revealed that the marketing strategy in apple industry, with a potential of around 12 Mha under cotton, sugarcane, fruits, and vegetables, is crucial for the success of the project. This is followed by drip irrigation, which is suitable for sprinkler irrigation for crops in the country. Out of these, about 30 Mha are potential for growing around 42 Mha under drip and sprinkler irrigation systems. It has been assessed that these are suitable for different MI (micro irrigation) systems. The study was conducted in different states using the same water sources in terms of drip and sprinkler irrigation systems in terms of water sources in each state and secondary data collected from crop-related patterns and MI studies. The study involved 150 farmers, indicating that the spread and economics of micro irrigation in the country.}

Government policy will help in sustainability and successful running of the project. The presence of Danish steem value chain project and projects like the European Union project is crucial for solving the challenge. Apart from this, a large scale of farmers in the area will aid in mitigating the challenge. Similarly, presence of CIIFRA will help in resolving the challenge to some extent. However, presence of well-established banana co-operatives in the state is a positive influence. The study showed the potential of the marketing and marketing strategies of value-added products from banana produce in Ghana. In Ghana, 0.61% of the population is involved in banana cultivation and 0.2% in mango cultivation. The study on marketing strategies for banana produce based on customers' preferences revealed that 62% of customers prefer mangoes. Initial research was not associated with a brand name, but the purchase decision of consumers was influenced by others' recommendations like friends, family members, etc. Dealers preferred brands. The study of the main factors affecting the purchase decision of consumers was also found to be easily
system on maize in Himachal Pradesh, there is less number of maize based agro

Chaudhary and Sharma (2011) studied the potential and advantage of

market players can surely up the ante and end up with a winning proposition.

medicinal class and rural masses with interwoven deliver strategies, Indian

create the right kind of awareness among the Indian population especially when lower

mean for getting patients. If the companies can standardize the self procedures,

Indian pharaceutical companies which produce and market specialized pharmaceutical products

2008); Average population with increased income at hand will have an ideal setting for

in the above 60 years category by the end of this decade (India Bureau of Statistics,

It is estimated that in India, there will be an increase of 18% in the number of people

case of money dispensability. Next important factor is the average population of India.

healthcare spending is an associated factor with increase in per capita income and their

tendency to self medicate helps in the growth of Indian pharmaceutical industry. Increase in

Maharashtra and upper middle Indian view pharaceuticals as self-medication and their

usually increases the dispensability of people’s money in health purchasing sectors.

(Indian economic survey, 2010). When there is an increase in per capita income in

industry, Indian per capita income has risen to Rs. 48, 856 from Rs. 22, 792. In 1991

income of Indian population is another driving force which acts in favor of pharaceutical

will towards preventive therapies which did not exist before. Increase in dispensable

with increase in number of Indian middle class population, there is a steady, increasing

nutritional surpluses in India undertesting a rapid economic growth at a pace and

Bahlil and Kaula (2011) studied that the market potential for pharaceutical

through agents and through commission agents or directly to the wholesaler.

through agents and through commission agents or directly to the wholesaler. The apple orchardists were seen to market their produce either

continuously about 45 per cent, while Jammu & Kashmir contributes about 45 per cent

from plant increases. Of the total apple production in the country, Himachal Pradesh

eventually, a gradual deterioration in the production capacity of the plant as age of

cash inflow, an extended period of gives profit from the initial investment and first

horticultural crop, this long gestation period between initial cash outflow and first

increasing every year, and so is the marketable surplus, apple being a perennial

Himachal Pradesh and Jammu & Kashmir. The production in both the states of

economy. Horticultural economy dominates the agro economy of both the states of the

area. There is no denying that agriculture still remains as the center stage of the Indian

marketable surplus through the personal interview of households and traders in study.
Wakhama et al. (2011) studied the consumer preference and market potential for sorghum-based clear beer in Tanzania, the survey were conducted in Moro Rural district (Kilimanjaro region) and Karatu district (Arusha region). In their study, they found that sorghum-based clear beer is preferred by consumers in the study area, and the survey results indicated that the sorghum-based clear beer was preferred due to its lower price compared to other alcoholic beverages.

Today, it is becoming the base for tomorrow's expectation from the brand. At the same time, it is becoming the new norm. The survey revealed that consumers in this region are loyal to the brand. It is right to say that the brand's success is closely linked to its ability to attract and satisfy customers with experiences associated with the product/service. In today's complex market environment, where customers have many alternatives to choose from, the success of any marketing strategy lies in the post-purchase experience with the product/service. In today's competitive market, only the best players win. Daily Diary, Daily Diary, and Daily Diary are well available in the market. In the study, the authors observed that the consumers in the area were well aware of the use of their milk brand and among the available brands, Daily Diary was the most popular. However, marketers need to study the consumer behavior, as they help them for better thinking. The study also highlighted the need for better positioning of their products and developing effective marketing strategies. The study of the position of the product on the market and developing effective marketing strategies is crucial for marketers.
The analysis of marketing strategy of farmers found that majority of the farmers sold their produce immediatley during the months of June and July. The analysis showed that prices of agricultural produce were higher during these months. In general, prices were lower during the months of August and September.

The study found that farmers who exhibited a consistent pattern of selling their produce during these months realized higher profits. The study also highlighted the importance of early market selection and price forecasting in ensuring higher profits for farmers.

The study concluded that farmers who were able to adapt their marketing strategies to changing market conditions were able to realize higher profits. The study recommended that farmers should focus on developing strategies that are flexible and adaptable to changing market conditions.

Kamlesh (2011) studied the adaptation of marketing strategies for agricultural produce. The study found that farmers who were able to adapt their marketing strategies to changing market conditions were able to realize higher profits. The study recommended that farmers should focus on developing strategies that are flexible and adaptable to changing market conditions.

In summary, the study found that farmers who were able to adapt their marketing strategies to changing market conditions were able to realize higher profits. The study recommended that farmers should focus on developing strategies that are flexible and adaptable to changing market conditions.
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Milk and dairy product experience high consumption rates in Sudan. Consumers show distribution and weighted measures central tendency of available of variability of the study. That the questionnaire. The data was analyzed with the help of SPSS to obtain the frequency products in Sudan, the data were collected from 50 households. Consumer's household preferences are on retailing mix on consumption and effect of the marketing mix on consumers' buying decision of dairy consumption. Lawrence Paul and Mohamed Abdlak (2013) studied the milk preferences of

people belonging to the higher income group spent more on beer/alccohol.

comsumption. Thus clearly is in contrast with the normal nation that month on beer consumption. This clearly is in contrast with the normal nation that majority of the respondents in the high income group spent only up to Rs. 200 per month in the middle group spent Rs. 200-500 per month on beer consumption, while a smaller expenditure on beer. Majority of the respondents in the lower income as well and their expenditure on beer. There is also a significant relationship between income of the respondents' occupation, income and age have a significant relationship with the respondent's preference for beer brands. Kiltsbeer is the most preferred brand of beer in the region. The other preferred brands of beer are Foster, Budweiser, Carlsberg and Hayward in preference of beer brands. Kiltsbeer is the most preferred brand of beer in the region. The other preferred brands of beer are Foster, Budweiser, Carlsberg and Hayward in preference of beer brands. Kiltsbeer is the most preferred brand of beer in the region.

The study showed that demographic variables such as education, beer shops and social club. Data was analyzed and interpreted with the help of SPSS. Barelly, the data was collected from 150 respondents (beer drinkers) spotted in bars, supermarkets and restaurants. The study of brand preference and consumption pattern of beer in

alone, which is almost more than the sale of new car in the city.

estimated that every month, 3,000 to 4,000 used cars change hands in Benaulim. Have made Bengaluru and Hyderabad to become a hub for pre-owned car market. It is availability of different models in the market at reasonable prices are the factors that opportunities, more disposable income, easy finance facility for pre-owned cars, and the other cities under study. The IT boom; the cosmopolitan outlook, more job opportunities. Urbanization, pre-owned car-dealers to become more professional in their marketing approaches. Venturing黄梅, near professional car-dealers are trying to maintain service standards of organized used-car-dealers to increase their market. The general consensus among the industry is that the pre-owned car segment may become almost double of the new car market in another five years as the case in the major corporate house of India. Also, beyond not only increase their market
increases their sales and creates satisfied customers. Also, processors and producers should use marketing mix in ways that...

order, modern marketing concept that focuses on consumers' needs and

recommendation, some of which are: processors and producers of dairy products

preferred milk type among the citizen. The study concluded with number of

purchase decision, followed by price of the product. Fresh milk was the highly

in Khartoum, the capital of Sudan. Quality was found to be the main factor affecting

pattern of milk and factors affecting consumers' purchase decision of dairy products

to higher selling rates. This study aimed at studying the preferences of consumers' purchase decisions are influenced by various factors.

in the local market. Consumers' purchase decisions are influenced by various factors.
METHODOLOGY
REGION OF RAJASTHAN STATE

STRATEGIES OF SSP PERTURBATORS IN MEWAR

MARKET POTENTIAL AND MARKET

BY

OBRA RAM

JUNAGADH AGRICULTURAL UNIVERSITY

POST GRADUATE INSTITUTE OF AGRIBUSINESS MANAGEMENT

DEPARTMENT OF AGRIBUSINESS

JUNAGADH - 362 001

JANUARY - 2014
CHAPTER III

METHODOLOGY

3.1 LOCATION OF STUDY AREA

1. Area of the study objectives under the present study, which is described under following heading.

4. Type of data

3. Sample size

2. Sampling techniques

3.1.1 Map of Udairpur District

The Meher region of Rajasthan, by Dungarpur district, and on the south by the state of Gujarat. It is part of the east by Chittaurgarh district, on the south by Banswara district, on the south by the districts of Sirohi and Pale. It is bounded on the north by Rajasthan district, on Udairpur district, bounded on the northwest by the Aravalli range, across which
<table>
<thead>
<tr>
<th>IV A</th>
<th>Zone</th>
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<tbody>
<tr>
<td>Mewat, Languages Hindi and English</td>
<td>Languages</td>
</tr>
<tr>
<td>62.74%</td>
<td>Literacy Rate</td>
</tr>
<tr>
<td>958 Females per 1000 Males</td>
<td>Sex Ratio</td>
</tr>
<tr>
<td>242 Persons per sq. Km</td>
<td>Population Density</td>
</tr>
<tr>
<td>30°67'54&quot; (As per 2011 Census)</td>
<td>Population</td>
</tr>
<tr>
<td>I</td>
<td>Taluks</td>
</tr>
<tr>
<td>7</td>
<td>Sub-division</td>
</tr>
<tr>
<td>1266 sq. Km</td>
<td>Area</td>
</tr>
<tr>
<td>5 (Bahar, Ahmar, Jaito, Som, Corgi)</td>
<td>Rivers</td>
</tr>
<tr>
<td>600-750 mm</td>
<td>Average Rainfall</td>
</tr>
<tr>
<td>11° Centigrade (Minimum)</td>
<td>Temperature</td>
</tr>
<tr>
<td>39° Centigrade (Maximum)</td>
<td>Geographical Location</td>
</tr>
<tr>
<td>24°58' North (Latitude)</td>
<td>68° East (Longitude)</td>
</tr>
</tbody>
</table>

Table 3.1 Geographical Indicators of Udaipur District

Across the Geomalai, was created in the 17th century when Rana Jai Singh of Udaipur built a marble dam. Since then, the lake has been known as Jaisalmer Lake, has an area of 50 km² (19 sq mi), and is drained by tributaries of the Mahi River. The southernmost and central portion of the district is drained by tributaries of the Banas River, which is a tributary of the Ganges. The southern portion of the district is drained by tributaries of the Subramati River. The western portion is generally hilly, with a range of hills named the Geomalai division, which extends to the eastern border of the district. The district is generally hilly area in Geographical distribution. The western
Necomuch district of Madhya Pradesh to the south and west, bounded by Bhilwara, Bundi, and Kora districts of Rajasthan to the north and Udaipur and Rajasthan district of Pratapgarh to the east, and Bhilwara to the north. The eastern portion is in the eastern part of the state, and the Rajasthan district of Pratapgarh to the south, and a smaller eastern portion by Necomuch, Mandasaur, and Ratlam districts of Madhya Pradesh. The western portion is bounded by Necomuch, Mandasaur, and Ratlam districts of Madhya Pradesh.

The Chittaurgarh district has an area of 10,856 km² and a population of 1,443,92 (2011 Census). The district is disjunct, divided into a larger western portion and a smaller eastern portion by Necomuch, Mandasaur, and Ratlam districts of Madhya Pradesh.

**Fig. 3.1.2 Map of Chittaurgarh District**
Chittoor district is located between 23° 32' and 25° 13' north latitudes and 71° 32' and 75° 49' east longitudes in the south-eastern part of Andhra Pradesh. The Chittoor district belongs to the Aravalli ranges, which run through the district, namely Chandrabhaga, Badech and Jakharam alone with their sub-ranges. The topography of the district is generally undulating with hills and plateaus. The district is located at 10° 856 square km (3,171.77 sq miles) within the state area of land. The population of the district is generally undulating with hills and plateaus. The district encompasses 10.856 square km (3,171.77 sq miles) within the state area of land.

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<tr>
<td>Mewari, Hindi and English</td>
<td>Languages</td>
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<tr>
<td>62.51%</td>
<td>Literacy Rate</td>
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<tr>
<td>970 Females per 1000 Males</td>
<td>Sex Ratio</td>
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<tr>
<td>193 Persons per sq. km</td>
<td>Density</td>
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<tr>
<td>1544392 (As per 2011 Census)</td>
<td>Population</td>
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<tr>
<td>13</td>
<td>Taluks</td>
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<tr>
<td>6</td>
<td>Sub-division</td>
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<tr>
<td>10.856 sq. km</td>
<td>Area</td>
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<tr>
<td>7 (Chandrabhaga, Badech, Jakharam, Chittur, Baramahal)</td>
<td>Rivers</td>
</tr>
</tbody>
</table>

| Average Rainfall | 650 - 750 mm |
| Average Temperature | 11°C (Minimum) |
|                   | 44°C (Maximum) |
| Location          | 23° 32' 10.28° 31.3' North (Latitude) |
|                   | 74° 12.10 10.78° 49.4' East (Longitude) |

Table 3.1.2 Geographical Indicators of Chittoor District
Characteristics of these both. and the Malwa plateau is unique location predominantly carries the geological Raisaran after Mount Abu. Situated on the junction of the Aravali mountain ranges meters (1610 feet above mean sea level). It is said to be the second highest place in Platagarth is located at 24°03’ N 74°17’ E with an average elevation of 280 tehsils of Chittorgarh, Udaipur and Banswara districts. 2008. It is a part of Udaipur Division and has been carved out from the erstwhile Platagarth District is the 33rd district of Rajasthan, created on 26 January

FIG. 3.13 MAP OF PLATAGARH DISTRICT
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<td>Vemann, Hindi and English</td>
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<tr>
<td>47.12%</td>
<td>Literacy Rate</td>
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<tr>
<td>982 Females per 1000 Males</td>
<td>Sex Ratio</td>
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<tr>
<td>211 Persons per sq. Km</td>
<td>Population Density</td>
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<tr>
<td>868231 (As per 2011 Census)</td>
<td>Population</td>
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<td>5</td>
<td>Talukas</td>
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<tr>
<td>5</td>
<td>Sub-Division</td>
</tr>
<tr>
<td>4117 sq. Km</td>
<td>Area</td>
</tr>
<tr>
<td>ET: Karmol (Mahi)</td>
<td>Rivers</td>
</tr>
<tr>
<td>856 Mm</td>
<td>Average Rainfall</td>
</tr>
<tr>
<td>12° Centigrade (Minimum)</td>
<td>Temperature</td>
</tr>
<tr>
<td>42° Centigrade (Maximum)</td>
<td>Geographical Location</td>
</tr>
<tr>
<td>24°03’ North (Latitude)</td>
<td>74°18’ East (Longitude)</td>
</tr>
</tbody>
</table>
Related studies.

Website of Company, Internet, journals, research articles and literature review of

3.5.2 Secondary Data - Secondary data was collected from various sources like

companies.

Perilizer companies working in that area and the expectations of dealers from the

Regarding information on agrochemical activities, pricing, promotional activities,

Structured questionnaire (Given in Appendix). The questionnaire includes the data

Information was collected through personal interview with the dealer within well

Information was collected through phone call and personal interview with the dealer.

3.5.1 Primary Data - The primary data were collected through survey. The

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefaraph</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Chitrontah</td>
<td>20</td>
<td>2</td>
</tr>
<tr>
<td>Udapun</td>
<td>20</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 3.4.1 Sample Size in Merwar Region:

Dealers: 50

3.4 Sample Size

Sample size of 50 dealers were selected.

Selected and Prefaraph district 10 dealers were selected randomly. So finally total

selected for sampling. From Udapun and Chitrontah district 20 dealers each were

surveyed randomly for producing the result. Based on the area (according to Perilizers

collection is an essential part of research study. Simple Random Sampahine technique

data was collected from the dealers and company. The method of data

|      |      |
|------|------|-------|
| Prefaraph |      |
| Chitrontah | 20   |
| Udapun | 20   |

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample of dealers</td>
</tr>
</tbody>
</table>

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sr. No.</td>
</tr>
</tbody>
</table>

Dealers: 50
3.6 ANALYTICAL PROCEDURE

Simple statistical tools like tabular analysis, graphical method (through bar graph, pie graph etc.), rank and frequency distribution uses for analysing the data collected.

A linear multiple regression models were employed to analyze the factors influencing the brand preference for selling of SSP fertilizer. The formula used is given below:

\[ Y = B_0 + B_1 X_1 + B_2 X_2 + B_3 X_3 + B_4 X_4 + B_5 X_5 + B_6 X_6 + U \]

\( Y = \) Brand preference
\( B_0 = \) Intercept
\( B_1 \) to \( B_4 = \) Coefficient to be estimated
\( X_1 = \) Price of the preferred brand of SSP fertilizer
\( X_2 = \) Distance of fertilizers depo
\( X_3 = \) Age of dealers
\( X_4 = \) Years of education
\( X_5 = \) Availability of preferred brand
\( X_6 = \) Package of the brand or size of the package of fertilizer
\( U = \) Error term

3.6.1 To Find out the Market Potential of SSP-P (Powder) and SSP-G (Granule) Fertilizers in Given Districts.

The study helps to understand that the market potential for selling of SSP fertilizer according to total consumption, total cropped area, recommended dose per hectare, dealers total sales, market share of fertilizers and total requirement of fertilizers.

3.6.2 To Study the Marketing Strategies of SSP Fertilizers.

The study helps to understand that the present needs of marketing of fertilizers covering four important aspects of “marketing mix” (viz., product, price, place and promotion) and problems in marketing of fertilizers. It helps to compare the company’s products with other companies on the basis of product quality, prices, dealers’ preferences etc.
Get the expectation of the dealers.

3.6.4.1 To Find out Dealers Expectations From Company.

Based on the well structured questionnaire, interviews of dealers were taken.

3.6.4.2 To Find out Dealers Expectations From Company.

Program and build a long term relationship with consumers

such preferences dynamics can help marketing managers, better design marketing

a fundamental step in understanding consumer choices. A deeper understanding of
decision making and achieve brand purchase. Consumers brand preferences represent
Brand preference is closely related to brand choice that can recallable consumer

Materials and Methods
So market potential for companies = 30.1635 - 10.174 = 19.9325 liones
Consumption of SSP Fertilizer = 10.174 liones
Total Requirement = 30.1635 liones
Recommended dose = 250 Kg/ha.
Net cropped area = 2, 05.226 Lakh ha. But SSP use in 1, 20.425 Lakh ha.
Total consumption of SSP Fertilizer is 10.174 liones
Total cropped area is 2, 25.323 Lakh ha.

4.1.1 Market potential of SSP Fertilizer in Ludhiana district
Recommended dose of SSP Fertilizer (per hectare) X Total cropped area

Recomemnded dose of SSP Fertilizer =

SSP Fertilizer:
Consumption of SSP Fertilizer = (Required consumption of SSP Fertilizer) - (Availability of market potential is calculated for SSP Fertilizers as a whole.
As per separate data for SSP-C and SSP-C was not available for the study area so the
market potential is calculated only for SSP- in the
and Indibai area. Farmers need more SSP- because net cropped area is increasing.
Chemical fertilizers like CFE, DSC, DIP, RCF, Boro Industries, Khadi Chemicals
day by day. So good security is essential for the nation. Many companies are selling
promotion. So, now day's farmers are using more fertilizers. Population increased
The chemical fertilizer is essential for increasing the soil fertility as well as

FERTILIZERS IN GIVEN DISTRICTS.

4.1 To Find out the Market Potential of SSP-P and SSP-C

4. To find out dealers expectations from companies
3. To study the brand preference of SSP Fertilizers for different Fertilizers
2. To study the marketing strategies of SSP Fertilizers
1. To find out the market potential of SSP-P (powder) and SSP-C (granule)

The results obtained from the project work for the various objectives of study

RESULTS AND DISCUSSION

CHAPTER IV
7 per cent, 6 per cent, 5 per cent, and 4 per cent respectively.

Phosphatic Llc. Diapiper, RCF, and Ketan Chemicals Fertilizers Ltd. with 8 per cent
small company holds 10 per cent of the market share and other
company holds 16 per cent of the local market share. The other players include
24 per cent followed by DCM Shriram Consolidated Ltd with 20 per cent and Indian
Fertilizer. Out of the 9 companies, Indian Fertilizer holds highest market share with

Table 4.4 depicts the market share of different companies in selling of SSP

4.1.4 Market Share of Different Companies for Selling of SSP Fertilizer

Activity, dealers and staff for increasing the sell,
and in Puducherry district 4,838.5 tonnes. So company should increased promotional
the company in Vellore district 19,932,225 tonnes, Chithoraganth district 13,881 tonnes.
Above the calculation it can be concluded that there is the market potential for

so market potential for companies = 23,738.5 + 18,700 = 42,438.5 tonnes.

Consumption of SSP Fertilizer = 18,700 tonnes.
Total requirement = 23,738.5 tonnes.
Recommended dose = 250 Kgm/ha.
Net cropped area = 1,386.28 lakh ha, but SSP use in 94.154 thousands ha.
Total consumption of SSP Fertilizer is 18,700 tonnes.
Total cropped area is 1,70,402 lakh ha.

4.1.3 Market Potential of SSP Fertilizer in Puducherry District

so market potential for companies = 40,055.26 + 674 = 13,881 tonnes.

Consumption of SSP Fertilizer = 26,674 tonnes
Total requirement = 40,055 tonnes
Recommended dose = 250 Kgm/ha.
Net cropped area = 2,32,30 lakh ha, but SSP use in 1,62,220 lakh ha.
Total consumption of SSP Fertilizer is 26,674 tonnes.
Total cropped area is 2,70,402 lakh ha.

4.1.2 Market Potential of SSP Fertilizer in Chithoraganth District

Results and Discussion
Table 4.1. Market Share of Different Companies for Selling of SSP Fertilizer.

<table>
<thead>
<tr>
<th>Name of Companies</th>
<th>Share of Percentage</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ram Phosphatic Uduppur</td>
<td>16%</td>
<td>6</td>
</tr>
<tr>
<td>Khelna Chemical Fertilizers Ltd.</td>
<td>24%</td>
<td>7</td>
</tr>
<tr>
<td>Liberia Phosphatic Ltd. Uduppur</td>
<td>24%</td>
<td>7</td>
</tr>
<tr>
<td>Bora Industries Uduppur</td>
<td>20%</td>
<td>6</td>
</tr>
<tr>
<td>RCF</td>
<td>10%</td>
<td>5</td>
</tr>
<tr>
<td>Jubilien Pvt. Ltd.</td>
<td>8%</td>
<td>4</td>
</tr>
<tr>
<td>DCM Shriram Consolidated Ltd.</td>
<td>6%</td>
<td>2</td>
</tr>
<tr>
<td>Indian Phosphatic Ltd.</td>
<td>4%</td>
<td>1</td>
</tr>
<tr>
<td>Chemical Fertilizers (CFC)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.2 TO STUDY THE MARKETING STRATEGIES OF SSP FERTILIZERS.

Marketing mix is the set of controllable, tactical, marketing tools that the firm blends to produce response. The marketing mix consists of the variables, product, price, place, promotion, well-known as the four Ps of marketing.

Pricing decisions must be coordinated with other variables of the marketing mix. A pricing decision is made for any product by considering the entire range of competitors and their prices. If a large number of retailers are planned for distribution products, larger retailer margins will have to be built into the price. Some companies resort to position their products based on price and then adjust other marketing mix decision to that price. This technique is called target costing. It starts with our ideal selling price based on customer consideration, and then targets cost that will ensure that the price is met.

4.2.1 Product Strategy:

Fertilizers and chemical limited companies have four fertilizers products as Urea, Diammonium Phosphate, Muriate of Potash, SSP (Single Super Phosphate) and Zinc Sulphate Heptahydrate.

Dealers satisfaction is presented in table 4.2.1. indicate that 90 per cent dealers are satisfied by using fertilizers and remaining 10 per cent are not satisfied.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Yes/No</th>
<th>No. of respondents</th>
<th>Per cent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>45</td>
<td>90</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total 100</td>
</tr>
</tbody>
</table>
high end customers. The company targets all the customers ranging from low-end customers to
prices. The company tries to sell the products of the company in such a way that they have better quality with proper
products and convenient way and they also come up with new products as possible. The
situation In case of fertilizers industry they have priced their product at a very
focus on dealers/distributors margins. The pricing policy and strategy vary in various
There are many ways to price a product. At initial phase the company has to

4.2.2 Price Strategy:

expectations about products.

of the products. Company is always focusing mainly towards the dealers and farmers
network, as the company is in penetrating position and whole market is new for most
Fertilizer company's products are facing the problem of weak marketing
level. This will create faith among the farmers about the company.

The company should focus on after sales services both at farmer and dealer

After sales services.

regarding after sale services.

The quality of the product is excellent but there are some suggestions

Pie: 4.2.1 Dealers satisfaction about SSP Fertilizers
### Table: 4.2.2.1 Dealer expectation about prices

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Company Name</th>
<th>Price</th>
<th>Quantity</th>
<th>Product</th>
<th>Satisfied</th>
<th>Unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CFCL</td>
<td>290</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>2</td>
<td>RCF</td>
<td>280</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>3</td>
<td>DSCL</td>
<td>260</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>4</td>
<td>IPL</td>
<td>300</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>5</td>
<td>BORA INDUSTRIES</td>
<td>275</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>6</td>
<td>LIBERTI PHOSPHATE</td>
<td>295</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>7</td>
<td>KIETAN CHE. LTD.</td>
<td>270</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>8</td>
<td>JUBILENT PTY. LTD.</td>
<td>285</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>9</td>
<td>RAMA PHOSPHATE</td>
<td>260</td>
<td>50kg</td>
<td>SSP</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

### 4.2.2.2 Pricing strategy done by the company

Table 4.5.2-1 indicates that pricing strategy done by different companies i.e. 32% per cent company use the penetration pricing strategy, in this they keep less price in starting and after successful of the product they raise the prices. 48% per cent of the companies use the competitive pricing for selling of their product. They keep the price of product according the market price. About 20 per cent company use schematic price for selling of their product. In this strategy they keep the price in starting more and after they decrease.
Company's distribution channel or product must be making available for ensuring recognized by the name, and these retailers buy the product from the company itself. This means that the customers (farmers) buy their products from the retailers. The distribution method adopted by the company is one-channel distribution.

Preparatory distribution:

The new players and distribute their product in the Litigation, Chiptop, and fertilizers Ltd. finds it very difficult to find the distribution channel because they are removed from the manufacturer/service provider to the user or consumer. New distribution, or intermediary, is the mechanism through which goods and services another element of marketing mix is place. Place is also known as channel.

4.2.3 Place Strategy:

![Diagram showing distribution strategy]

<table>
<thead>
<tr>
<th>Per cent (%)</th>
<th>No. of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>00</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>32</td>
<td>24</td>
<td>2</td>
</tr>
<tr>
<td>48</td>
<td>10</td>
<td>1</td>
</tr>
</tbody>
</table>

Table: 4.2.2 Pricing strategies done by the company
42.3.1 Distribution channels of SSF fertilizers

Table 42.3.1: Distribution channels of SSF fertilizers

<table>
<thead>
<tr>
<th>Per cent (%)</th>
<th>No. of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>44</td>
<td>22</td>
<td>44</td>
</tr>
<tr>
<td>54</td>
<td>27</td>
<td>54</td>
</tr>
</tbody>
</table>

Institution to distributors channel:
Private companies: Only 2 per cent of them are getting through co-operative.
Co-operative distributors: 44 per cent of them said that they are directly getting from two level channel of distribution i.e. they are getting the product through private distributor.

42.3.1 Distribution channels of SSF fertilizers
3 out of 50 opened the posters/banners/wall paintings is very important. 11 out of 50 important. 28 dealers said personal contact with company representative is important, the product. Out of 50 dealers. 28 opined that the media promotion is less Table 4.2.4.1 reveals the opinion of dealers about the promotional strategies of 4.2.4.1 Promotional strategies done by company according to dealers.

D. Public Relation:
Collection centers, pan shops and dealers shops proceeded by farmer meetings.

C. Promotion:
The farmers' specific features as well as in concerning areas so that they can easily empathize with the farmers. The sales force/field staff must have the technical knowledge and product.

B. Sales Force:
Watch the agricultural programs. Advertisements could be broadcast on radio & TV because the larger farmers like to followed by literature distribution. Live demo and question answer session. The product should be advertised in villages at large evening by film shows.

A. Advertising:
and making it a top of the mind product. Communicating the farmers about the product benefits for establishing it as a brand. There is strong need for the repulsive promotion of the product and failures. There has also adopted the method of sales promotion by giving discounts on sales and other promotional activities are mainly done through advertising. The company doing heavy promotions for increasing their sell.

Another 'p' of the 4ps is Promotion. This includes all of the tools available to

4.2.4 Promotional Strategies:
Table: 4.2.4.1 Promotional strategies adopted by company according to dealers

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Kind of Service</th>
<th>Very Important</th>
<th>Important</th>
<th>Less Important</th>
<th>Can't Say</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Media</td>
<td>8</td>
<td>11</td>
<td>28</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>Personal Contact Through Company</td>
<td>16</td>
<td>28</td>
<td>5</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>Posts/ Wall Painting</td>
<td>30</td>
<td>18</td>
<td>2</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>Information</td>
<td>4</td>
<td>5</td>
<td>16</td>
<td>22</td>
<td>50</td>
</tr>
<tr>
<td>5</td>
<td>Broucher</td>
<td>6</td>
<td>17</td>
<td>9</td>
<td>32</td>
<td>50</td>
</tr>
<tr>
<td>6</td>
<td>Free Sample</td>
<td>5</td>
<td>33</td>
<td>4</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>7</td>
<td>Farmers Field Visit</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fig: 4.2.4.1 Promotional strategies adopted by company according to dealers

Results and Discussion

opined that farmer field is very important and 33 out of 50 said that demonstration is important.
Table 4.2.4.2 Factors Influencing Sales of SSP Fertilizer

<table>
<thead>
<tr>
<th>Per cent (%)</th>
<th>No. of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>16</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>14</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>26</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

The result presented in Table 4.2.4.2 indicates the factors influencing sales of SSP Fertilizer.
TABLE 4.2.4.3 AWARENESS ABOUT ZACL

<table>
<thead>
<tr>
<th>Per cent (%)</th>
<th>No. of Respondents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>42%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>58%</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>21</td>
<td>2</td>
</tr>
<tr>
<td>Yes</td>
<td>29</td>
<td>1</td>
</tr>
</tbody>
</table>

It can be concluded from table 4.2.4.3 that only 29 per cent dealers were aware of the number of chairs, recommended doses and time of application and methods of application of the products. Educate the farmers about the type of fertilizers recommended doses and company has to come forward to give the information about company and their products. In surveyed area some of the dealers said that they were unaware about ZACL.

Results and Discussion
Age of experience of dealer is also affect the sale of fertilizer hence the same

C. Age of Dealers

Distance of Fertilizers Depot (km)

The distance was included in the model. The same brand repeatedly only if the dealer was satisfied with the brand, hence would sell the same brand repeatedly only if he was satisfied with the brand, hence and this variation would influence the choice of the brand made by dealers. A dealer

The price of similar group of SSP Fertilizers from various companies varied

A. Price of the Preferred Brand of SSP Fertilizer

not at all satisfactory as expressed by the respondents.

X's assigned to quality as highly satisfactory, satisfactory, moderately satisfactory and

A four point scale was constructed to measure the independent variables X to

brand for one year, two for two years and three for three years and so on.

If a dealer had been selling a particular brand for more than one year he is

\[
\cap
\]

\[
X^6 = \text{Package of the brand or size of the package of SSP Fertilizer}
\]

\[
X^5 = \text{Availability of preferred brand}
\]

\[
X^4 = \text{Years of education}
\]

\[
X^3 = \text{Age of dealer}
\]

\[
X^2 = \text{Distance of Fertilizers Depot (km)}
\]

\[
X^1 = \text{Price of the preferred brand of SSP Fertilizer}
\]

\[
B = \text{Coefficient to be estimated}
\]

\[
B^0 = \text{Intercept}
\]

\[
B = B_0 + B_1 X^1 + B_2 X^2 + B_3 X^3 + B_4 X^4 + B_5 X^5 + B_6 X^6
\]

\[
y = B^0 + B^1 X^1 + B^2 X^2 + B^3 X^3 + B^4 X^4 + B^5 X^5 + B^6 X^6
\]

Influencing the brand preference for selling of SSP Fertilizer as follow

A linear multiple regression model was selected to analyze the factor

DIFFERENT FERTILIZERS COMPANIES.

43. To Study The Brand Preference of SSP Fertilizers For
Variables included in the model are:

- Years of education
- Age of dealers
- Years of experience of deal from SSP Ferilizer
- Preference of SSP Ferilizer brand

These variables were found to be significant in explaining the brand preference of SSP Ferilizer by dealers. The model also revealed that the coefficient of determination (R²) was found to be 0.75, which implies that the model explains 75% of the variability in the data.

4.3.1 Estimation of Preference OR SSP Ferilizer

The model was estimated using the following equation:

Preference = C + Availabilty of SSP Ferilizer + Package of SSP Ferilizer + Efficiency of SSP Ferilizer + Brand of SSP Ferilizer + Years of Education

The results indicate that:

- The availability of SSP Ferilizer has a positive impact on preference.
- The package size of SSP Ferilizer also has a positive impact on preference.
- The efficiency of SSP Ferilizer has a positive impact on preference.
- The brand of SSP Ferilizer has a positive impact on preference.
- Years of education of dealers also has a positive impact on preference.

However, age of dealers and years of experience of dealers from SSP Ferilizer brand were not found to be significant in influencing preference.

The model also revealed that the coefficient of determination (R²) was found to be 0.75, which implies that the model explains 75% of the variability in the data.
more factors affect to sales was quality and price. 2 per cent dealers said that efficiency affects the sales. Overall, result show that the said that discount affect the sales, 1 per cent dealers felt that shape affects the sales, 18 per cent dealers, and 32 per cent dealers feel that price affects the sales. Sales of Fertilizer in districts. Although 34 per cent dealers said that quality affects more to sale of fertilizers.

Table 4.3.2 indicates the factors affecting sale of particular brand of SSP Fertilizer

(Non-significance)

Significance at 5 per cent level of probability

**Significance at 1 per cent level of probability

<table>
<thead>
<tr>
<th>**</th>
<th>7.7087</th>
<th>9.9536</th>
<th>8.7693</th>
<th>8.0003</th>
<th>9.3716</th>
</tr>
</thead>
<tbody>
<tr>
<td>SN</td>
<td>0.0387</td>
<td>0.8732</td>
<td>0.0369</td>
<td>0.0348</td>
<td>0.0371</td>
</tr>
<tr>
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<td>0.9519</td>
<td>0.9600</td>
<td>0.8818</td>
<td>0.9133</td>
</tr>
<tr>
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<td>0.0271</td>
<td>2.2849</td>
<td>0.0029</td>
<td>0.0052</td>
<td>0.0043</td>
</tr>
<tr>
<td>**</td>
<td>0.0349</td>
<td>0.9526</td>
<td>0.0045</td>
<td>0.0035</td>
<td>0.0037</td>
</tr>
<tr>
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<td>0.0024</td>
<td>0.0240</td>
<td>3.2140</td>
<td>5.3297</td>
<td>1.6739</td>
</tr>
</tbody>
</table>

Table 4.3.1 Estimate of Brand Preference of SSP Fertilizer

Variables

<table>
<thead>
<tr>
<th>Standard Error</th>
<th>Coefficient</th>
<th>Significance</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Influence on brand preference was found zero (0.00) which indicates that size of packing did not impact any kind
margin. Reduction in the price was the expected by 20 per cent people. 12 per cent were expecting condoning of farmers meaning 22 per cent expected to increase the

Table 4.4.1 shows the dealers' expectations about the company. 24 per cent

4.4.1 Dealers Expectations from Company

increasing the expectations of the dealers towards company.

and other factors affect on buying behavior of the customer (farmers) which leads to

A changing concept of farming and increasing awareness about cost, quality

4.4 TO FIND OUT DEALERS EXPECTATIONS FROM COMPANIES

Fig. 4.3.2 Factor Affecting Preference of Particular Brand or SSP Fertilizer

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Discount</th>
<th>Brand Availability</th>
<th>Packaging</th>
<th>Efficiency</th>
<th>Quality</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>14%</td>
<td>18%</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Table: 4.3.2 Factor Affecting Preference of Particular Brand or SSP Fertilizer

<table>
<thead>
<tr>
<th>Per cent (%)</th>
<th>No. of Respondents</th>
<th>No. of Particulars</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>34</td>
<td>17</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>3</td>
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<tr>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>
Table 4.4.1: Dealers’ Expectations from Company

<table>
<thead>
<tr>
<th>No. of Respondents (%)</th>
<th>Dealers’ Expectations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Company Representatives</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Timely Availability</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Spot Demonstration</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Increase Staff</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Less Price</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Increasing Margin</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Good Packaging</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Good Quality</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Farmers’ Meeting</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Increase Promotional Activities</td>
<td>1</td>
</tr>
</tbody>
</table>

*Note: The percentages in the pie chart correspond to the expectations of dealers.*

- 22% expected to increase in promotion activities.
- 20% expected to increase good quality.
- 12% expected to increase good packaging.
- 12% expected to increase farmers’ meeting.
- 6% expected to increase less price.
- 6% expected to increase timely availability.
- 5% expected to increase increasing margin.
- 4% expected to improve good packaging.
- 3% expected to improve good quality.
- 2% expected to improve farmers’ meeting.
- 1% expected to improve increase promotional activities.
It is observed in Table 4.4.2 that 40 per cent dealer have three companies dealership, about 26 per cent dealer have two companies dealership, 14 per cent dealer have four companies dealership, and 4 per cent dealer have five companies dealership. It can be observed that maximum dealer have dealership like CFCL, DSCL and IPL companies. Some dealer wants one company dealership that provides timely product, credit facility and other support services.

### Table: 4.4.2 No. of Companies Dealership

<table>
<thead>
<tr>
<th>S. No.</th>
<th>No. of Company Dealership</th>
<th>No. of Respondents</th>
<th>Per cent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>7</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

![Bar diagram showing distribution of company dealerships](chart.png)

**Fig: 4.4.2 No. of Companies Dealership**
### 4.4.3 Facility Provided By Different Companies for Selling SSP Fertilizer

It is observed from table 4.4.3 that the different facilities provided by various companies. Suitable repayment period is provided to 16 respondents. 12 respondents by farmers meeting followed by 5 respondents with schemes for sell, 4 respondents about literature and 2 respondents about field staff provided by the companies.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Facilities Provided by Company</th>
<th>Name of Companies</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Farmer Meeting</td>
<td>CFCL IPL RCF SFC Rama Phosphate, DSCL Jubilent</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>Schemes for Sell</td>
<td>CFCL IPL GNFC TATA RCF Liberti Phosphate.</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Posters</td>
<td>IFL, Bora Ind. CFCL RCF Jubilient DSCL Khetan</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>Literature</td>
<td>IFL, BPL Bora Ind. DSCL RCF</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Field Staff</td>
<td>DSCL IPL Ramana Phosphate. Bora Industry CFCL</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Suitable Repayment</td>
<td>CFCL IPL</td>
<td>16</td>
</tr>
</tbody>
</table>

### 4.4.4 Status of Dealers Feedback

Table 4.4.4 shows status of dealer’s feedback. 64 per cent of dealers opined that the products were good and remaining 36 per cent said the products were very good and there were no more problems related with the products.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Dealer Feedback</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Excellent Product</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>Good Product</td>
<td>32</td>
</tr>
<tr>
<td>3</td>
<td>Finding Problems</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
</tr>
<tr>
<td>Per cent (%</td>
<td>No. of Respondents</td>
<td>Kind of Service</td>
</tr>
<tr>
<td>----------</td>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>100</td>
<td>50</td>
<td>Total</td>
</tr>
<tr>
<td>24</td>
<td>12</td>
<td>After Sales Services</td>
</tr>
<tr>
<td>40</td>
<td>20</td>
<td>Credit Facility</td>
</tr>
<tr>
<td>36</td>
<td>18</td>
<td>Information</td>
</tr>
</tbody>
</table>

Table: 4.4.5 Kind of Services Provided By the Dealer to the Farmer

To increase sales, dealers provide after sales services to farmers. Dealers provide these kinds of services per cent dealers provide information regarding use of fertilizers and 24 per cent services to farmers. About 40 per cent dealers provide credit facilities to farmers. 36 per cent dealers provide mainly three types of services.

It is observed from Table 4.4.5 that dealer provides mainly three types of services to farmers.

Pie: 4.4.4 Status of Dealers Feedback
Fig. 4.4.5 Kind of Services Provided By the Dealer to the Farmer

AND

CONCLUSION
CONCLUSION

AND

SUMMARY
The present study was carried out in Maharashtra region which includes three players from unorganized players that have severely affected the margins of organized use of fertilizers. In all seasons, the industry faces witnessing intense price competition skewed in favor of hybrid crops, rabi crops as well as summer crops with maximum of the good aspects of fertilizers shows benefits to the crop.

Fertilizers provide a wide range of benefits to growers, packers, shippers, and consumers. In addition to fertilizers being a very important input to agriculture, the fertilizer industry in India has played a crucial role in achieving self-sufficiency in food grains as well as in rapid and sustained agricultural growth. India is the third largest producer and consumer of fertilizers in the world after China, and USA. The growth of the fertilizer industry is highly dependent on government policies. The government exercise exclusive control on pricing, distribution, and movement of fertilizers.

Agriculture is well recognized and established as a significant role played by chemical fertilizers also generates exportable surplus. The significant role played by chemical fertilizers in augmenting sector, not only in terms of meeting total requirement of food grains but also the agriculture sector, has been witnessed since 2008-09. In India's success in production around 233.88 million metric tonnes in 2008-09, food grain from a very modest level of 52 million metric tonnes in 1951-52, food grains self-sufficiency in food grains production and productivity. The latest reported increases in agricultural production and concerted efforts in this direction have resulted in substantial increase in food grains production and productivity of the economy. Successive five-year plan have laid stress on self-sufficiency and on population besides it provides crucial backward and forward linkages to the rest of the economy. Agriculture which accounts for one fifth of GDP provides substantial to two-thirds of per cent of India's GDP in the year 2011-12, because, approximately 58 per cent of agricultural is the backbone of Indian economy. Agriculture accounts for 1.46 per cent.
5.1.2 To Study the Marketing Strategies of SSP Fertilizers

Dealers satisfaction were indicating that 90 per cent farmers were satisfied by using fertilizer and remaining 10 per cent were not satisfied.

3.2. To Find out the Market Potential of SSP and SSP-C Fertilizer in Given Districts

5.1 As a result of the above analysis, it can be seen that the market potential of SSP and SSP-C fertilizers is very high in the selected region. In order to tap this potential, the company should increase its local supply from 48 per cent to 75 per cent. However, the market potential for SSP is even higher, with a potential of 15 to 25 per cent. Therefore, the company should focus on developing fertilizers that meet the specific needs of farmers.

This study has been completed under the following specific objectives:

1. To find out the market potential of SSP fertilizers in selected district
2. To study the marketing strategies of SSP fertilizers in given districts
3. To study the brand preference of SSP fertilizers for different fertilizers
4. To find out dealers expectation from companies

Major Findings of the Study

- SSP and SSP-C fertilizers have a high market potential in the selected region.
- Farmers are satisfied with the use of SSP fertilizers.
- The market potential for SSP is higher than for SSP-C.
- The company should increase its local supply from 48 per cent to 75 per cent.

Promotional activity, dealers and staff for increasing the sell in the selected region is in order to tap this potential, company should increased its local supply from 48 per cent to 75 per cent.
brand image. Promotional activities to create awareness about company's products and to create

center of dealers were unaware about company. Thus the company has to do more

According to study 58 per cent dealers were aware about ZACL and 47 per

mostly focus on price and advertising. Price and advertising are more influencing factors sales of fertilizers. Companies

of the 4 per cent opted that availability is the major influencing factor for sales. The

16 per cent followed by performance (14 per cent) and packaging (12 per cent). Rest

advertising influences the sales of the product. Quality is the influencing factor as per

that price is the major influencing factor in sales and 26 per cent opted that

In case of factors influencing sales of fertilizers, 28 per cent of the dealers said

promotional activities like advertisement, posters and larger field visits

In the area fertilizers companies should use the good marketing strategies like

important.

According to survey 1017 dealers out of 500, demonstration is

33 per cent as important. According to survey 11 dealers out of 50, demonstration is

very important. For 11 dealers out of 50 opted that field visit is very important and

representative is important 30 out of 50 opted that posters/banners/wall painting is

media promotion is less important and 28 dealers said personal contact with company

In promotional strategies of the product, out of 50 dealers 28 said that the

In institutions.

Companies. Only 2 per cent of them are getting from distributors via co-operative

private companies via distributors and 44 per cent of dealers directly get from private

through the two level channel of distribution i.e. they are getting the product through

Distribution channel shows that 74 per cent of the dealers get the product

Schematic price for selling of their product in which they keep the higher price in

about 20 per cent companies use the price of product according to market price. About 20 per cent companies use

Summary and Conclusion
In case of facilities provided by various companies, suitable repayment period

have dealers of companies like CCL, DSCL and IFL.

gear dealer have two companies dealerships. It was observed that maximum dealers
complain of company's dealerships. 14 per cent dealer have four companies dealerships and 4 per
about 26 per cent dealer have two companies dealerships. 16 per cent dealer have one

according to study, 40 per cent dealer have dealerships of three companies.

availability.

deployers expect good packaging, increase staff, spot demonstration and timely
product and 6 per cent appointment of company representatives. Only 2 per cent of
of increasing promotion activities followed by 8 per cent expected good quality of
in the price was the expectation of 20 per cent dealers. The 12 per cent were in favour
farmers meeting and 22 per cent expect the increase in the profit margin. Reduction
in dealers' expectations from the company, 24 per cent expected organizing

5.14 To Find our Dealers' Expectations From Companies.

by price:

Survey method shows that the most influencing factor for sales was quality followed
the sales and 2 per cent dealers said that efficiency affects the sales. Overall result of
dealers said that discount affects the sales, 14 per cent dealers felt that scheme affect
rate of fertilizer. About 32 per cent dealers felt that price affects the sales, 18 per cent
calculated by survey method. 34 per cent dealers said that quality affects more to the
in case of factors affecting the sales of particular brand of SSP fertilizer

so availability of fertilizer and distance of fertilizer depot affected the

(x1), age of dealer (x2), age of education (x3), were non-significant.

significance and other variables like price of the preferred brand of SSP fertilizers
significance, distance of fertilizer depot (x3) were significant at 5 per cent level of
availability of preferred brand (x2) were highly significant at 1 per cent level.

of variation on the brand preference for selling of SSP fertilizer. Intercept and
implied on the explanation variables included in the function explained 75 per cent

The coefficient of determination (R2) obtained was 0.75 per cent.

Companies.

5.13 To Study the Brand Preference of SSP Fertilizers for Different Fertilizers
and effectiveness.

6. Face to face meeting with farmers and retailers by sales person and technician

5. Company should consider the dealers' expectations and should use important 
products to comfort the dealers/distributors.

4. Company should focus on the pricing policies for deciding the prices of the

3. Company should organize seasonal and yearly meet of retailers, dealers and 
selling distributors for exchange of valuable information to understand the situation

2. The company should provide some attractive offers to retailers, dealers and 
distributors on achievement of target in order to motivate them for more

1. The company should provide quality materials to grow its business. 

The company should increase unity availability of retailers, provide
on extension activities for creating more brand awareness and to increase sale.

There is good market potential for retailers but company needs to work more

5.2 SUGGESTIONS

To increase sale:

Primes provide these kinds of services to the dealers. Dealers provide information regarding use of fertilizers and 2.4 per cent of dealers

About 40 per cent of dealers provide credit facilities to farmers followed by 36 per cent

According to survey dealer provides mainly three types of services to farmers.

none of the dealers offered for more problems in products.

In case of services dealers feedback, 64 per cent of dealers offered the

company, 4 per cent with literature and 2 per cent were provided

with field staff by the companies.

Summay and Conclusion
Brand of SSP from nearby depot should expand the network of depot so that dealers may get the preferred region which have maximum connections with farmer in that particular area.

13. Company should stay with one good distributor in specific areas in merger to the dealers.

12. The company should increase the frequency of visit by marketing executives.

11. The delivery of products to the dealers should be quicker and faster.

10. The company should attempt to open more and more branches (dealer’s network) in the merger region so as to promote their products as well as create awareness of SSP fertilizers in the people’s mind.

9. More emphasis should be given on promotional activities to create the which will reach to dealers easily.

8. Company should also focus on advertisement by different media sources company and dealers which also helps to understand the market.

7. There is an extreme need of company representative to reduce the gap between summary and conclusion.
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APPENDIX
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<thead>
<tr>
<th>St. No.</th>
<th>Season</th>
<th>Summer</th>
<th>Kharif</th>
<th>Raabi</th>
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<tbody>
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<td></td>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

(5). What is your annual sale in SSP Fertilizer business (seasonal)?

(4). How many distance of SSP Fertilizers depot situated (km)?

(3). How much SSP Fertilizers dose is required per hectare by the farmer?

(2). Which Fertilizers are strongly popular in your area?

1. Contact No.
3. State:
4. District:
5. Taluka:
6. Place:
7. Age:
8. Education:
9. Name:

The questionnaire used for Market Survey of "SSP (Fertilizer) used in Mewar Region."

Dealer (Questionnaire)

"FERTILIZERS IN MWEWAR REGION OR RAJASTHAN STATE"

MARKET POTENTIAL AND MARKETING STRATEGIES FOR SSP

ANNEXURE - I
(6) According to you, what is the reason lower market share of the fertilizers?

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Particular</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Unawareness of farmer</td>
</tr>
<tr>
<td>2.</td>
<td>High price</td>
</tr>
<tr>
<td>3.</td>
<td>Less staff</td>
</tr>
<tr>
<td>4.</td>
<td>Less promotion</td>
</tr>
<tr>
<td>5.</td>
<td>Poor performance of products</td>
</tr>
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<td>6.</td>
<td>Any other please specify</td>
</tr>
</tbody>
</table>

(7) Which distribution channel through the dealer gets fertilizers?

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Particular</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Private companies-Distributors-Dealers</td>
</tr>
<tr>
<td>2.</td>
<td>Private companies-Dealers</td>
</tr>
<tr>
<td>3.</td>
<td>Govt. agencies-Distributors-Dealers</td>
</tr>
<tr>
<td>4.</td>
<td>Govt. agencies-Dealers</td>
</tr>
<tr>
<td>5.</td>
<td>Cooperative institution-Distributors-Dealers</td>
</tr>
<tr>
<td>6.</td>
<td>Cooperative institution-Dealers</td>
</tr>
<tr>
<td>7.</td>
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</tbody>
</table>

(8) Which are facilities provided by different companies for selling SSP fertilizer?

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Facilities provided by company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Suitable repayment period</td>
</tr>
<tr>
<td>2.</td>
<td>Farmer meeting</td>
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<tr>
<td>3.</td>
<td>Schemes for sale</td>
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<td>4.</td>
<td>Literature</td>
</tr>
<tr>
<td>5.</td>
<td>Posters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
</tr>
</tbody>
</table>
(9) What are the important factors that influence sales of SSP fertilizer or increase the sales?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particular</th>
<th>Response</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Any other please specify</th>
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</thead>
<tbody>
<tr>
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<td>Price</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Discount</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Quantity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(10) What kind of support/services do you provide to your farmer?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particular</th>
<th>Response</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Any other please specify</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Credit facility</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(11) Below listed some popular advertisement modes. Please rate their importance to you on scale of 1-4, while buying a particular brand Fertilizers.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particular</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Media</td>
<td>Very important</td>
</tr>
<tr>
<td>2</td>
<td>Newspapers</td>
<td>Less important</td>
</tr>
<tr>
<td>3</td>
<td>Radio advertisement</td>
<td>Important</td>
</tr>
<tr>
<td>4</td>
<td>T.V. advertisement</td>
<td>Important</td>
</tr>
<tr>
<td>5</td>
<td>Personal contact with company representative</td>
<td>Important</td>
</tr>
<tr>
<td>6</td>
<td>Posts/banners/wall painting</td>
<td>Important</td>
</tr>
<tr>
<td>7</td>
<td>Information brouchers</td>
<td>Important</td>
</tr>
<tr>
<td>8</td>
<td>Demonstration</td>
<td>Important</td>
</tr>
<tr>
<td>9</td>
<td>Free sample</td>
<td>Important</td>
</tr>
<tr>
<td>10</td>
<td>Farmers field visit</td>
<td>Important</td>
</tr>
</tbody>
</table>
(12) Which type of pricing strategy do you prefer?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particular</th>
<th>Any other please specify</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Price</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Competitive</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Penetration</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Scheme</td>
<td>4</td>
</tr>
</tbody>
</table>

(13) How many companies’ dealerships do you have? What is the price and packaging size?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of company</th>
<th>Price of product</th>
<th>Type of product</th>
<th>Packaging size (Rs/100 Kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(14) Which brand you prefer the for particular brand of SSP fertilizer?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particular</th>
<th>Quantity</th>
<th>Discount</th>
<th>Scheme</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Put give mark
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particular</th>
<th>Rank</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price</td>
<td>1. Increase Promotional activities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Quality</td>
<td>2. Release New Products</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Efficiency</td>
<td>3. Spot demonstration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Packaging</td>
<td>4. Company representatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Availability</td>
<td>5. Farmers meeting</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6. Good quality</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>7. Increasing margin</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>8. Less price</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>9. Timely availability</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>10. Good packaging</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>11. Increase Staff</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12. Improve Network Relation</td>
<td></td>
</tr>
</tbody>
</table>

(17) What is dealer's feedback regarding SSP Fertilizers?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particular</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Excellent Product</td>
</tr>
<tr>
<td>2</td>
<td>Good Product</td>
</tr>
<tr>
<td>3</td>
<td>Finding Problems</td>
</tr>
<tr>
<td>4</td>
<td>Finding Market</td>
</tr>
</tbody>
</table>
(21). Dealers awareness about ZACL (Zuari Agro Chemicals Pvt. Ltd.) Company.

(20). Dealers satisfaction about SSP Fertilizers in given districts. (Yes or No)

---

5.

4.

3.

2.

1.

Pvt. Ltd.

(19). Suggestions for increasing selling of the SSP Fertilizer of Zuari Agro Chemical India

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(18). What is the general questions farmers ask at the time of purchasing Fertilizers

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