CHAPTER V
SUMMARY AND CONCLUSION

Crop Life Science Ltd. had started as a small scale unit for the manufacturing of crop protection chemical almost one decade ago. By Acquisition, backward and forward integration, Crop Life Science Ltd. now has become one of the leading manufacturer of wide range of products- Insecticides, Fungicides, Herbicides, Micro Fertilizers, Plant Growth Regulators and Soil Plant Health Products. Mission of Crop Life Science Ltd. is improving of life for the world's population by supplying quality products that helps our farmers increasing yields and crop quality to satisfy global demand for food, feed, fibers and energy. Crop Life Science Ltd. create results for our customers supplying broad range of quality crop protection products. We strongly believe in "Value for Money".

Sulphur is the fourth major plant nutrient after nitrogen, phosphorus and potassium for Indian agriculture. It is essential for synthesis of amino acids, proteins, oils, and a component of vitamin A and activates enzyme system in plant. Sulphur is associated with the production of oilseed crops of superior nutritional and market quality. Without adequate Sulphur, crops cannot reach their full potential in terms of yield, protein content and quality. Crops also need Sulphur to make an efficient use of nitrogen, phosphorus, and other vital elements.

The present study was carried out with following objectives:
1. To measure farmers’ knowledge about Sulphur application and usage
2. To understand farmers’ awareness about the effect of Sulphur on growth, yield and quality
3. To identify the farmers’ preference towards Suforty-90
4. To find out market share and market potential of Suforty-90

The study was confined to Talala taluka at Gir Somnath district of Gujarat state. Talala taluka is 15 sq. km. As per 2011 census, the population of Talala taluka is 1,35,731. Total 21519 farmers are living in Talala taluka. The average rainfall of Talala taluka is 986 mm annually.
Multistage sampling technique was adopted for the selection of sample. At the first stage Gir Somnath district was selected randomly and at the second stage, Talala taluka was selected purposively. Because the company wants to expand the market for Suforty-90 in Talala taluka. At the third stage, 15 village were selected randomly from the total 46 village of Talala taluka and 10 farmers were selected from each village. Thus, total 150 farmers were selected for the study purpose.

Random sampling technique was adopted for the selection of sample dealers. Total 30 dealers are there in Talala taluka and out of them 20 dealers were selected randomly for the study of market share and market potential.

Two types of data were collected for the study purpose i.e. primary data and secondary data. The primary data on farmers’ knowledge, effect of Sulphur on growth, yield and quality, preferences and market share and market potential was collected through the personal interview of farmers and dealers using well-structured questionnaires. The secondary data was collected from various reference books, journals and official websites of Gujarat Government and company.

To fulfill the specific objectives of the study, based on nature and extent of availability of data, tabular and graphical analysis, simple percentage, knowledge index, and standard deviation, market share and market potential technique were used.

5.1.1. Socio Economic Profile

50 per cent of farmers belonged to young age group, followed by middle age group (41.33 per cent) and old age group (8.67 per cent). It shows that young age and middle age groups are more active in farming than old age group of farmers.

22 per cent of the farmers were illiterate, 46 percent of farmers having education up to primary, 26 per cent of the farmers studied secondary/higher secondary, 3.33 per cent farmers were graduated and only 2.67 per cent were post graduate. It shows that very few farmers had got higher education.

The majority of farmers i.e., 43.33 per cent were small farmers, followed by 28.67 per cent were medium farmers and 28 per cent were large farmers.

The majority of farmers i.e., 48 per cent farmers having income up to Rs.3,00,000 and 30.67 per cent farmers having income above Rs. 6,00,000. Only 21.33 per cent of farmers having income between Rs.3,00,001 to 6,00,000.
5.1.2. Farmers’ Knowledge about Sulphur Application and Usage

As the study of farmer’s knowledge was concerned, 70 per cent of the farmers having the knowledge while 30 per cent having no knowledge about Sulphur. It shows that majority of the farmers from Talala having knowledge about Sulphur products. 36.19 per cent of the farmers got the information through retailers, 24.76 per cent from advertising, 18.1 per cent from fellow farmers, 15.24 per cent through company demonstration and 5.71 per cent through company representatives. It shows that very few farmers got the information about Sulphur products from the representatives of the company.

70 per cent of the farmers were using while 30 per cent farmers were not using Sulphur in their farm. It shows that majority of the farmers use Sulphur. Further, 62.86 per cent of the respondents were from medium level knowledge group with respect to recommend application and usage of Sulphur. (19.05%) and (18.10%) of respondents were in low and high knowledge group, respectively.

5.1.3. Awareness About the Effect of Sulphur on Growth, Yield and Quality

Majority of the respondents, i.e. 58.09 per cent of farmers were aware about the effect of Sulphur on growth, 40.95 per cent on yield and 44.76 per cent on quality.

5.1.4 Farmers’ Preference Towards Suforty-90

17.14 per cent of the farmers prefer Suforty-90 while 82.86 per cent farmers prefer to use other company’s products. 33.33 per cent farmers gave preference to Suforty-90 because of low cost, followed by 22.22 per cent because of promotional activities and availability and 11.11 per cent due to good quality and experience.

25.29 per cent farmers preferred other company’s product of Sulphur due to promotional activities, followed by 22.99 per cent due to quality, 18.39 per cent due to cost, 16.09 per cent due to experience, 10.34 per cent due to availability and 6.90 due to ingredients.

5.1.5. Market Share and Market Potential of Suforty-90

Sulphur Mill Limited holds highest 22.72 per cent of the market share. The company markets their product with the brand name “TIGER 90CR® Sulphur”. The Second highest market share holder was Tiger Company with market share of 17.57 per cent followed by Coromandel International with 17.39 per cent, Excel Crop Care Limited holds 15.74 per cent, Crop Life Science Limited. 15.61 per cent market share
and the remaining portion 6.63 per cent market share in the hands of Panjab Chemical Limited. and Agriland Biotech Limited. Sufoty-90 of Crop Life Science company hold 5th rank. The existing market share of company is 15.61 per cent. There is potential to capture 84.39 per cent market. It is estimated that the market potentials of Suforty-90 is Rs. 5.20 crore and 390.80 Tons.

5.1.6 Conclusion

It was clearly observed in this study that majority of the farmer had medium level of knowledge about application and usage of sulphur. Whereas other farmer had low and high level of knowledge. Majority of respondents were aware about the effect of sulphur on growth but less about the effect on yield and quality and Farmers’ preference for Suforty-90 was very less compared to other company’s product mainly due to ingredients. Market share of Crop Life Science Limited was very less and there is vast market potential for Suforty-90.