“FARMER KNOWLEDGE ABOUT APPLICATION AND USAGE OF SULPHUR AS A MICRO-NUTRIENT AND PREFERENCE FOR SUFORTY-90”

ABSTRACT

Key words: suforty-90, Knowledge index, Market Share and Market Potential.

The study “Farmer knowledge about application and usage of Sulphur as a micro-nutrient and preference for suforty-90” was undertaken to measure the objectives. The study cover examining the knowledge about Sulphur application and usage, awareness about the effect of Sulphur on growth, yield and quantity, farmer preference, market share and market potential of suforty-90.

The study was carried out in Talala taluka of Gir Somnath district comprising of 150 farmers and 20 dealers. For selection of sample, multistage random sampling technique was used. Knowledge index, standard deviation and mean analysis was used for the knowledge about Sulphur application and usage. Market share and market Potential about suforty-90.

It was found that 62.86 per cent of the respondents were from medium level knowledge with respect to recommend application and usage of Sulphur. Farmers were found highly aware i.e. 58.09 per cent for the effect of Sulphur on growth, 40.96 per cent of farmers were aware about the effect of Sulphur on yield and 44.76 per cent on quality of crops. Farmers’ preference result revealed clearly that 17.14 per cent of the farmers prefer Suforty-90 and 82.86 per cent farmers prefer to use other company’s products. Market share and potential for the Sufortu-90 in Talala taluka of Gir somnath district is Rs.5.20 crore. Hence there is huge potential for Suforty 90 in the selected region. So in order to tap this potential, company should increase promotional activities dealers, and staff for increasing the sell.