“FERTILIZER USE PATTERN AND MARKETING ISSUES OF NPK LIQUID (BIO-FERTILIZER) IN AMRELI DISTRICT”

ABSTRACT

Key words: NPK liquid, Growth rate, Instability, Factor Influencing, Constraints.

The present study entitled “fertilizer use pattern and marketing issues of NPK liquid bio-fertilizer in Amreli district” were undertaken with the objectives of identifying the factors preferred by farmers, factors influencing the awareness of NPK liquid bio-fertilizer, constraints in marketing of NPK bio-fertilizer, growth rate and instability in selling of major fertilizer by KRIBHCO.

In order to select the sample, multi stage sampling technique was employed. In the first stage, three talukas from Amreli district were selected. Thereafter, in second stage, five dealers from each of three talukas were chosen. Thus, total 15 dealers were selected. At the third stage, eight farmers per dealer were selected. Hence total 120 farmers were preferred for the study purpose. Around 87 per cent farmers were aware about NPK liquid bio-fertilizer. Growth rate and instability in selling of urea fertilizer was highest in Punjab i.e. 11.9 per cent and 12.13 from year 2007-08 to 2015-16. Among the several factor, pear group and land holding found positively significant use NPK bio-fertilizer. Total eight competitive advantages were identified for NPK liquid bio-fertilizer marketing during the study period. Constrains such as field staff and advertisement was foremost recognized by dealers. The selling of DAP fertilizer in India was increased at the growth rate of 1.99 per cent while variability was 24.8 per cent. While growth rate for selling of Gujarat state chemical fertilizer NPK 12:32:16, NPK 28:28:00 and NPK 10:26:26 in year from 2007-08 to 2015-16 was 1.75, 1.63 and 1.62 per cent and instability was 19.3, 42.9 and 29.9 per cent.