Contribution of Agriculture sector in Indian economy is much higher than world's average (6.1 per cent). Total production of agriculture sector is $366.92 billion. India is 2nd larger producer of agriculture product. India accounts for 7.68 percent of total global agricultural output. As per the 2nd advised estimates by the Central Statistics Office (CSO), the share of agriculture and allied sectors (including agriculture, livestock, forestry and fishery) is expected to be 17.3 per cent of the Gross Value Added (GVA) during 2016-17 at 2011-12 prices. Agricultural export constitutes 10 per cent of the country’s exports and is the fourth-largest exported principal commodity. The establishment of National Seeds Corporation (NSC) in 1963 marked the beginning of formal seed sector in India and the Indian seed industry has come a long way since then. The seed industry was dominated by the public sector during the first 25 years, i.e., till 1988.

The liberalization of seed policy in the form of New Policy on Seed Development (NPSD) 1988 opened the doors for private domestic and multinational seed companies for import of seeds and technologies as well as investment in research and development. In 2010 it was estimated that 80 per cent of turnover in seed business came from private companies establishes the dominance of private seed companies at present. The seed production has quadrupled from 1991 to 2011. Developments in seed technology have increased the momentum of the industry’s growth, and the introduction of genetically modified crops has further boosted the seed market. The value of global seed market has tripled since 2000 and reached approximately USD 50 billion in 2014. Globally, North America occupies the largest market share and together with Europe it constitutes more than 50% of the global seed market. Currently, the market is highly competitive and to increase the share in the seed market, top companies are adopting strategies such as mergers and acquisitions. The global seed market is expected to grow at a CAGR of 6.8 per cent during the forecast period 2017-2022. The future growth drivers of Indian seed industry would be technological breakthroughs to mitigate biotic and abiotic stresses including climate change, favorable regulatory environment for GM crops, government policies to promote investment in seed R&D and infrastructure (both in public and private sector) and providing access to
Akshay seeds, a leading seed company engaged in extensive R&D, Production, Processing& Marketing of hybrid and high quality vegetable seeds since 2008. Company has developed nearly 75 products in 18 crop species including cotton, vegetables, oilseeds, cereals, pulses and spices with the application of various most advanced plant breeding methods.

Seeds of main crops of the region like groundnut, coriander, cumin, wheat, sesame and green gram are produced and distributed to farmers through dealers and distributors. with this background, the present study was carried out with the following specific objectives:

1. To study the socio-economic profile of coriander farmers
2. To find out the change in cropping pattern of coriander farmers
3. To estimate inventory cost through economic order quantity model
4. To analyse selling trend of Akshay seeds
5. To study the disposal pattern of Akshay seeds

The present study was conducted at Akshay Seeds Pvt. Ltd. at Junagadh district. This has been carried out during the year 2017. Manvadar, Vanthli, Mendarda, Mangrol talukas of Junagadh district was selected purposively because these are the major coriander growing areas of Junagadh district. Total number of respondents was 100. The concept of economic order quantity and selling trend used to access, how to keep the stock efficiently and effectively to fulfill their future demand, when to maintain adequate or less stock and how to manage them and they came to know that whether they are gaining loss or gain over recent years respectively. Crop diversification and disposal pattern gave the idea about which type of seed they should grow more according to the region, climatic condition, demand and various other factors.
5.1 MAJOR FINDINGS OF THE STUDY

5.1.1 Socio-economic profile

Socio-economic profile of coriander farmers of Junagadh district was studied. 100 farmers were selected from four taluka of Junagadh. The highest 47 per cent farmers belonged to 36 to 50 years, 26 per cent belonged to of 51 to 65, 20 per cent of 18 to 35 years and 7 per cent belonged to age group of above 65 years. In family size of sample farmers 51 per cent had 2-5 family members and 45 per cent is 5 family members i.e., mostly farmers were living as nuclear family. In education level of farmers, 45 percent was studied upto secondary followed by 28 per cent to the primary. In land holding acquisition, 40 per cent of farmers belongs to medium farmers( up to 2.1 to 4.0 ha) and 33 per cent in large farmers (>4 ha). In the study of source of irrigation it was found that 43 per cent irrigate through open well and bore well, 33 per cent bore well and 24 per cent by open well. Most of the farmers was coming under the category of 1-2 lakh earnings and 43 per cent in the range of 1 lakh range.

5.1.2 Crop diversification

Five years (2009-14) data had been taken to study this objective. Over these five years area under cereals was increased from 155900 ha to 244300 ha. In cereals most of the area was covered by bajra, maize, urd and moong. There was decrease in the area of oilseed growing region, from 412100ha to 391900 ha because area under other oilseed crop was decreased but area under groundnut was increased because of it was giving good revenue to farmers. This increase was due to area under cultivation of groundnut and sesame. Area under cash and horticultural crops was increased from 82900 ha to 128000 ha. About 90 per cent of the area was covered by cotton, cumin, garlic, onion and sugarcane.

5.1.3 Inventory management

Annual demand in units, carrying cost and ordering cost was collected from company record to calculate economic order quantity of six crops (groundnut, coriander, cumin, green gram, wheat, sesame). It was based on the model of "Inventory management without shortage". Economic order quantity for groundnut (8178.5 kg), coriander (2480.5698 kg), cumin (2372.117846 kg), green gram (1626.714993 kg), wheat (4929.798078 kg), and sesame (896.671995 kg) per order. Reorder cycle time for this six crops was 1.544417,
Summary and Conclusion

7.852873, 7.177518, 19.833276, 4.377971 and 9.232841 days respectively. Optimal number of orders in a year is directly proportional to annual demand in units. so it was highest in groundnut followed by wheat, cumin, coriander, sesame and green gram. The same order was followed in variable and total inventory cost.

5.1.4 Selling trend

Selling trend shows ups and downs of sells during various months of year. Two year (2015-17) weekly data was taken. Total sales revenue in 2015-16 was 570819365 crore and 667347837 crore. Ninety percent of the revenue happens in the month of January, February, May, June, July, August and December because in kharif season more sells will occur in December, January, February and for rabi season sells will be more in May, June, July and August. Rest ten percent sells will be in March, April, September, October and November because these are the cropping seasons.

5.1.5 Disposal pattern

Disposal pattern of six crops (Green gram, cumin, coriander, wheat, sesame and groundnut was studied under this objective. Most of the distribution was occurred in south Gujarat, Rajasthan and Maharashtra. Jamnagar was the pioneer district in green gram distribution with 9699 kg (32.81456169 per cent) among 29557 kg. For cumin, total distribution is 123436 kg. Rajasthan is leading with 61877 kg which is 50.12881169 by percentage. Total distribution of coriander was 117106 kg. Coriander was mostly distributed in Junagadh district with 61518 kg (52.5318942 per cent). Total distribution of wheat was 410100 kg. Rajasthan is the first state in consumption with 113680 kg (27.72006828 per cent). Total distribution of sesame was 35391.5 kg. Junagadh was the leading state in sesame seed consumption with 12294 kg (34.7371544 per cent). Total distribution of groundnut was 2016891 kg. Rajasthan was the major state in consumption of groundnut seed with 853989 kg (42.34185189 per cent).
5.2 CONCLUSION

The present study was undertaken to study inventory management, selling trend and disposal pattern of Akshay seeds. Area under cash and horticultural crops was highest in Junagadh followed by cereals and oilseed crops. Cotton, bajra and groundnut were dominant in respective types of crops. Area under castor, jowar and tobacco was declined over years because of low market price, more labour requirement and decrease in demand. Economic order quantity was highest for groundnut followed by coriander, cumin, green gram, wheat and sesame. Reorder cycle time was directly proportional to annual demand in a year. This sequence was opposite for optimal number of orders because lesser the RCT value higher the optimal number of orders in a year. Sales was more during sowing month of rabi and kharif crop. The pioneer distribution point for disposal of seeds were limited to south Gujarat, Rajasthan and Maharashtra.