CHAPTER - V

SUMMARY AND CONCLUSION

India holds the 2nd largest agricultural land in the world. In the country 833.5 million rural populations depends on agriculture as their principle means of livelihood. Agriculture contributes about 14.60 per cent in total GDP of our country. With such a huge contribution in total GDP and supporting nearly 58 per cent of working population, Indian agriculture is still paralyzed in terms of using modern agriculture know how and practices.

India is the fourth largest producer of pesticides after USA, Japan and China. India is the thirteenth largest exporter of pesticides in the world. Industry size was estimated to be $3.8 billion in FY’12 with exports accounted for 50 per cent of the market. Over the twelfth plan period, the segment is expected to grow at 12-13 per cent per annum. To reach USD 7 Bn (INR 39,000 Cr) by FY’17 with domestic demand growing at 8-9 per cent per annum, and export demand at 15-16 per cent per annum. Three broad categories of companies are present in the industry Multi-National companies, public sector companies and small sector units.

India's 60 per cent population is depending on agriculture and the pesticides industry of India plays an important role in India's economy. The growth rate of domestic demand of Indian pesticides industry was observed 8-9 per cent per annum (FY’07-FY’11). The pesticides business volume accounted for 2 per cent of the total chemical industry in India (FY’13). India is the largest producer of pesticides in Asia. Indian pesticides market is the twelfth largest in the world. Exports by the Indian pesticides industry can be doubled in the next four years Production of pesticides was started in 1952 with the establishment of a plant for the production of β-hexaclorocyclohexane (BHC) near Calcutta.

Specifically the project work was done to achieve the following objectives:

1. To study the socio-economic characteristics of herbicide users in wheat crop.
2. To identify the factors discriminating Zura users with other herbicide users.
3. To study the marketing channel, price spread, marketing margin, marketing cost and marketing efficiency of Zura herbicide.
4. To find out the constraints faced by dealers in selling of Zura.
The Junagadh district is selected purposively, because many more wheat grower in the district. In the second stage four talukas namely Keshod, Vanthli, Manavadar and Mendarda form Junagadh district were selected randomly and in the third stage of sampling, five dealers from each taluka was selected randomly, total 20 dealers was selected. In sixth stage five villages from each talukas and five wheat growers from each village was selected purposively as out of total sample size of 100 wheat growers, 50 farmers was Zura users and 50 was other herbicide users.

The primary data regarding name, age, village, education, land holding, annual income, farming experience, source of irrigation, was collected with the help of the well prepared questionnaire by taking the responses of the farmers. The data regarding marketing cost, marketing margin, of dealers and distributors was collected from dealers or distributors of the company with the help of the well prepared questionnaire and personnel interview. The secondary data regarding company profile and products was collected from company's website and annual report of the company.

5.0 MAJOR FINDINGS OF THE STUDY

5.1 Socio-economic characteristics

- The majority (60%) of the farmers belongs to the age between 36 to 50 years. From the study it is observed that out of total farmers 58 per cent farmers had 3-5 members in family.

- It is conclude that about 53.00 per cent of the farmers had up to Rs.3,00,000 of annual income, while 26.00 per cent and 21 per cent of them were observed with Rs.3,00,000 to Rs.6,00,000 Above Rs.6,00,000 of annual income, respectively.

- The study observed that the education level of farmers. The 42 per cent of farmer had studied up to secondary education, 38 per cent of farmer had studied up to primary education 15 per cent of them studied up to higher secondary while only 5 per cent of farmers had studied up to graduation.

- From the study it is clear that 26 percent of the respondents having no membership in any of the organization.

- It is conclude that about 37.00 per cent of the farmers had bore well while 52.00 per cent had open well which is highest and 7 per cent had check-dam and 4 per cent had river for irrigation. The study observed that very less farmers is use river for irrigation.
The study revealed that about 23.00 per cent of the farmers had up to 10 years of farming experience, while 31.00 per cent, 36.00 per cent and 10.00 per cent of them had 11-20 years, 21-30 years and above 30 years of farming experience, respectively.

5.2. The factors which discriminate the Zura users from non-users of Zura herbicide.

To find out the variable that discriminate the Zura user farmers with non-Zura users farmers total 8 variables were used through stepwise linear discriminant analysis technique. Out of those 8 variables, three variables i.e. result of herbicide, price, cost of herbicide per hectares were found significant which discriminated both Zura users and non-users of Zura. So, it can be concluded that company should reduce the price of Zura to the level that is affordable to farmers, improve the quality of Zura in order to increase the selling of Zura.

5.3 The marketing channel, price spread, marketing margin, marketing cost and marketing efficiency of Zura herbicide.

✓ Marketing cost

The study observed that the marketing costs per litre incurred in the marketing of Zura herbicide through channel–I and channel-II. Marketing cost incurred by the company in channel-I and channel-II was Rs. 27.75 and Rs. 27.96, respectively. Total marketing cost incurred by distributor in channel-I was Rs. 12.75 per litre. The marketing cost incurred by dealers in Channel-I and Channel-II was Rs. 14.04 and Rs. 12.50 per litre, respectively.

✓ Marketing margin

The total marketing margin per litre of Zura herbicide in channel-I was Rs. 240.46, and Rs. 254.54. In channel-I, the total marketing margin of distributors was Rs. 37.25 per litre of Zura herbicide. From the study, it was found that the total marketing margin of channel-I was higher than channel-II.

✓ Price spread

Price spread refers to the difference between the producer’s price and consumer’s price. The price spread in both the channels is Rs. 295.00 per litre. It is due to reason that the company sale Zura herbicide at same price to the distributors in channel-I and dealers in channel-II. But purchasing price of dealers in channel-I is higher than purchasing price of dealers in channel-II, so the margin of dealers in channel-II is more. The price spread in both the channels is same as selling price by dealers is same in channel-I and channel-II.
✓ Marketing efficiency

The marketing efficiency of different marketing channels of Zura herbicide is presented in Table 4.17. The result revealed that the efficiency was found the higher in channel-II (99.93%) as compare to channel-I, the difference is marketing efficiency of both the channels is negligible. This due to the lower marketing cost in channel-II as it is having less market intermediaries as compare to channel-I.

5.4 Constraints faced by dealers in selling of Zura.

The constraints are ranked on the basis of mean score obtained using the Garret’s ranking technique. The ranks in descending order are allotted in descending order of the mean score. The constraints with high mean score given first rank. From the Table 4.18, it is seen that high price of the product is the major constraints faced by dealers with mean score of 72.05 followed by less margin or profit (66.25), competition among the dealers (65.35), demand for credit from farmers (60.85), lack of technical staff (46.90), lack of product knowledge by farmers (44.80), lack of promotional activity by the company (38.50), appropriate packaging (30.80) and timely availability of product (29.05).

CONCLUSION

The research study was undertaken to discriminate Zura users and non-users of Zura herbicide in Junagadh district of Gujarat. It was found that in case of socio economic profile of sample farmers, majority of the farmers were small farmers and majority of the farmers had income between up to 3 lakh rupees. The study revealed that three variables viz., result of herbicide, price and cost of herbicide were responsible in discriminating the users and non-users of Zura herbicide. Total marketing cost incurred in channel-II was less than channel-I and further based on marketing efficiency it was concluded that channel-II was more efficient than channel-I as the marketing efficiency of channel-II was more than Chanel-I. The high price, less margin or profit, competition among dealers were the major problems faced by the dealers in marketing of Zura herbicide.