

Executive Summary

Rallis India is one of India's leading agrochemicals company. It has more than 150 years of experience in servicing rural markets and a comprehensive portfolio of pesticides, herbicides, fungicides and plant nutrients for Indian farmers.

The company has factories in five locations in India and a network of 1,500 distributors that reach more than 40,000 retail counters. It has the largest agrochemicals capacity in the country (10,000 tonnes per annum of technical grade pesticides and 30,000 tonnes litres per annum of formulations).

Clodinafop-propargyl is a systemic, post-emergence herbicide for selected grass control in spring and Durum wheat. Clodinafop-propargyl is absorbed by the leaves and rapidly translocated to the growing points of leaves and stems. It interferes with the production of fatty acids needed for plant growth in susceptible grassy weeds. Controls grasses such as green foxtail, barnyard grass, Persian dandel and volunteer canary seed in spring and Durum wheat. Broadleaved weeds are not controlled For optimum results, apply herbicide to actively growing weeds. An early application will maximize crop yields by reducing weed competition. Weeds emerging after application of the herbicide will not be controlled.

The project **“Sales Promotional Strategy for Clodinafop-propargyl (post emergence herbicide) in Haryana and Punjab”** was carried out in five districts of Haryana and Punjab namely, Hissar, Fatehabad, Bhatinda, Mansa, and Ferozpur where Clodinafop-propargyl herbicide was used by farmers. In this project it was found that resistance in weeds of wheat crop is increasing against Clodinafop-propargyl herbicide. Most of the Clodinafop-propargyl user farmers were not satisfied with the performance of product. Distributors and dealer in most of the districts were not confident about performance the product.

Based on the factors influencing sale of Clodinafop-propargyl such as number of companies in market, price, participation of fertilizer companies,

cooperative societies resistance against weeds and promotional activities response of dealers and distributor has been taken to formulate suitable promotional strategy for Clodinofof-propargyl in Haryana and Punjab. As Clodinofof-propargyl was launched for ten year back in Haryana and Punjab, different schemes and marketing activities have been suggested to promotion in the market.