

# **“A DETAILED ANALYSIS ON CUSTOMER SATISFACTION SURVEY OF ODISHA STATE CHANNEL PARTNERS OF DHANUKA”**

**WITH REFERENCE TO DHANUKA AGRITECH LTD**

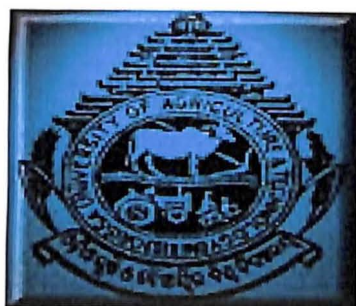
A project report submitted to Odisha University of Agriculture And Technology (OUAT),  
Bhubaneswar, in completion for the award of the degree of

**MASTERS OF AGRI-BUSINESS MANAGEMENT**

By

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**DISSERTATION SUBMITTED TO**  
**Odisha university of Agriculture and Technology**

**FOR THE FULFILLMENT OF THE REQUIREMENTS FOR AWARD OF THE DEGREE OF**

**Masters of Business Administration**

**(Agri-Business Management)**

**By**

**ChandanSethi (04/ABM/12)**

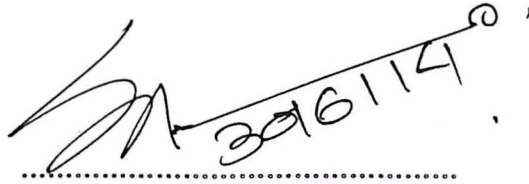
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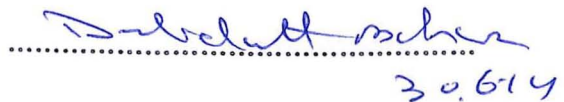
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## **GUIDE'S CERTIFICATE**

This is to certify that this project work entitled "A detailed analysis on customer satisfaction survey of Odisha state channel partners of Dhanuka" with reference to Dhanuka Agritech Ltd. is a bonafide work carried out by Mr Chandan Sethi towards the fulfilment of the requirements for the award of "MASTERS OF AGRI-BUSINESS MANAGEMENT" under my guidance and supervision. The results of the investigation reported in this report have not so far been presented for any Degree or Diploma. The assistance and help received as well as source of information availed during the course of investigation have been duly acknowledged.

Bhubaneswar

Date: 30/6/14



DR. B.K. Mohanty

Associate Professor

Department of Agriculture Extension

## DECLARATION

I hereby declare that the project report entitled “A detailed analysis on customer satisfaction survey of Odisha state channel partners of Dhanuka”. With reference to Dhanuka Agritech Ltd.” submitted by me to the Department of Agri-Business Management (ABM), Centre for Post Graduate Studies, OUAT, Bhubaneswar, Odisha, is a bonafide work undertaken by me and it is not submitted to any other University or institute for the award of any degree certificate or published any time before.

Place: Bhubaneswar

Chandan Sethi  
(Chandan Sethi)

Date: 30.6.14

## ACKNOWLEDGEMENT

Availing the opportunity, I wish to express my deep sense of gratitude, which I owe to DhanukaAgritechltd. for providing the opportunity for undertaking my project work. In the success of this academic accomplishment with intense learning, during my project, a number of people have contributed either directly or indirectly. I express my sincere regard and gratitude to all of them.

I express my sincere gratitude to honourable managing director, Mr M.K.Dhanuka, Managing Director, DhanukaAgritech Ltd for giving me permission to carry out my project work.

I am highly indebted and express my sincere thanks to Mr Arun Kumar Panigrahy, Regional Sales Manager, Project Guide for his valuable guidance and encouragement in completing this work.

I owe my sincere thanks to my project guide DR. B.K.Mohanty, Associate Professor, Department of Agriculture Extension, College Of Agriculture, OUAT, for his cooperation and support to complete my project work.

I heart fully thank Mr SamarendraMahapatra, Head of the Department of Agri-Business Management, Centre for Post Graduate Studies, OUAT, for his stimulating guidance, continuous encouragement.

*Chandan Sethi*

ChandanSethi

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# **Chapter-I**

## **INTRODUCTION**

## **Introduction**

Agriculture is the backbone of the Indian economy and contributes 18% to the GDP. Ensuring food security for more than 1.27 bn Indian populations with diminishing cultivable land resource is a tough task. In the process of achieving the target pesticides play an important role in Indian agriculture. Pesticides, the agrochemicals, are one of the invaluable inputs in sustaining the agricultural production as substantial food production is lost due to insect pests, plant pathogens, weeds etc.

In Orissa 80% of the total population depends on agriculture. 83~86% farmers are small and marginal and 48% farmer households are indebted. Today, Orissa stands at a crossroads. It can either intensify its agriculture further by continuing to adopt a model of more external inputs including GM seeds which would tighten the control of external agents on food & farming systems and disempower the people. We need a farming system which would sustain and improve agriculture, improve food sovereignty. We want to move towards establishing farming systems that are appropriate for and tolerant towards a specific area.

In agriculture due to adaptation of pesticides in Odisha some private sector involve. People often think the term pesticide means insecticide. Actually, pesticide refers to not only insecticides, but many other kinds of chemicals, like herbicides, fungicides and general disinfectants. A pesticide is any substance intended to control, destroy, repel, or attract a pest. Any living organism that causes damage or economic loss or transmits or produces disease may be a pest. Pests include animals (like insects or rodents), unwanted plants (weeds), and microorganisms (like plant diseases, viruses, or molds).



Pesticides can be natural or synthetic. Biological pesticides, for example, are being developed and used more today, as we discover new ways to manage pests and protect the environment. Many household products also contain pesticides. For example, disinfectants, cleansers, mildew removers, and ant and roach sprays are common household pesticide products. Pesticides are also used to control insects and weeds on farm fields, lawns and along roadways, in parks and other public areas, including lakes and other aquatic areas.

Pesticides are substances that help protect plants against molds, fungi, rodents, and insects. Pesticides help prevent crop loss and, potentially, human disease. According to the Environmental Protection Agency, there are currently more than 865 registered pesticides. Human-made pesticides are regulated by the U.S. Department of Agriculture. This agency for how pesticides are applied during farming and how much pesticide residue can remain in foods sold in stores.

## **Chapter-II**

### **OBJECTIVE OF THE STUDY**

## **Objective Of The Project**

- Analyse & to recommend along with suggestions on “How to consolidate & improve upon our present position with better market grip for channel management”.
- To understand perception of retail channel partners about the products of Dhanuka and the quality of product promotion thereby gaining farmers i.e. end user acceptance.

### **Focus areas:**

- Distributors Network
- Retailers network
- Satisfaction level
- Competitors Position and Policies.
- Demand & Potential analysis in their Area.

## **Scope Of Study**

To study in depth about the policies of Dhanuka towards Channel partners, sub Channel partners and our Channel partners.

## **Chapter-III**

### **LITERATURE REVIEW**

## **Literature Review**

**Title:**Customer satisfaction survey of Odisha State channel partners of Dhanuka

### **Objective of the study-:**

To analyse the demands and interaction with Dhanuka channel Partners in order to do the SWOT analysis for DhanukaAgritech Ltd & Also to recommend along with suggestion on “How to consolidate & improve upon our present position with better market grip for channel management.

### **3. Brief literature on the subject of study-:**

Indian pesticide industry has also made a remarkable progress having achieved the status of second longest basic pesticide manufacturer Asia after Japan. Further encouraging developments in the recent years include almost total self-reliance with imports constituting less than 5% of total consumption of about 70,000 tonnes annum, indigenous development of several new products and processes, and penetration into overseas markets with exports already having touched a level of about Rs. 150 crores. However, there is still a long way to go considering that the per capita consumption of pesticides in India is just 475 gms per hectare as compared to 11800 gms per hectare in Japan and 3000 gms per hectare in USA.

According to the current scenario, it is now a blooming period in India for the pesticide sector. We all know that the Bayer, Syngenta, Rallies India, Pesticide India, Coromondol, Godrej Agrovet, Cheminova, Nagarjuna Fertiliser, etc companies are playing the major role in pesticide sector.

Dhanuka Agritech Ltd. Is a demandable company in Odisha's Pesticide sector, which captures more than 110 Distributor Channel Partners in Odisha. Basically, Dhanuka is a New Delhi based company and its head office is in Gurgaon.

Dhanuka Agritech Ltd. Have brought high quality pesticide through its products like Caldan, Superkiller, Sheethmar, Caldan 4g, Dunet, Kasu-B, Aatank, Dhan Preet etc.

As it is a well based company but it faces a lot of difficulties in strengthening their presence in the market, "Dhanuka" wants to do a SWOT analysis in Odisha. For this, Dhanuka assigned me to do a survey of Dhanuka channel Partners i.e Distributors of Dhanuka and discuss with them regarding the **Dhanuka product they use, quality of the product, Pricing policy & Service level of Dhanuka and what is their view to improve relationship with Dhanuka** have been entrusted to carry out survey in Odisha.

**Chapter-IV**

**COMPANY PROFILE**



DhanukaAgritech Limited is engaged in manufacturing a wide range of pesticides covering herbicides/weedicides, insecticides, fungicides, miticides, plant growth regulators / stimulants in various forms – liquid, dust, powder and granules and reaching out to more than 10 million farmers. The Company has a pan-India presence through its marketing offices in all major states in India, with a network of more than 7,500 distributors/ dealers selling to over 70,000 retailers across India. The Company has technical tie-ups with 3 US & 5 Japanese companies.

The Company is managed by a good blend of both experienced and young team. The founding promoters, Mr. R.G. Agarwal and Mr. M.K. Dhanuka oversee the whole operations as the Chairman and Managing Director respectively and have been involved with the Company since inception (for more than 25 years). They are ably supported by team of young professionals including Mr. Rahul Dhanuka, Director (Marketing), Mr. Mridul Dhanuka, Director (Operations) and Mr. Harsh Dhanuka, SGM (Marketing).

The Company has three manufacturing units located at Gurgaon (Haryana), Sanand (Gujarat) and Udhampur (J&K). More than half of the Company's sales comprise of speciality molecules and the remaining comprises of generics. The product having highest turnover is Targa Super and is in technical tie-up with Nissan Chemical Industries Ltd., Japan.

The target customers of Dhanuka are farmers, planters and pest control operators. Growth drivers would be the potential to intensify the marketing network and reach the country's interiors, increased farm income due to



increase in MSP, increased awareness in rural India about usage and cost-benefit tradeoff of pesticides, edge over the competitors in the diverse product range and widespread market reach, increased customer base, innovative marketing strategies and technical tie-ups. The Company keeps adding new products every year and entering into new technical collaborations.

Dhanuka has an aggressive marketing strategy with a sales team of more than 500 full time employees and more than 1,000 Dhanuka Doctors. For getting best results, it is very important to have knowledge about using the right product in right quantity at the right time. For this, the Company conducts training programs for farmers by giving product demonstrations, providing technical advice on right use of products and about specific crop related problems at their door-step through Dhanuka Doctors. The Company has mobile soil and water testing laboratories in Public Private Partnership. Dhanuka has 83 brands and keeps adding new brands every year. The Company has a wide range of pesticides to protect from most of the pests, insects, diseases that affect crops and these products are used in all major crops produced in our country.

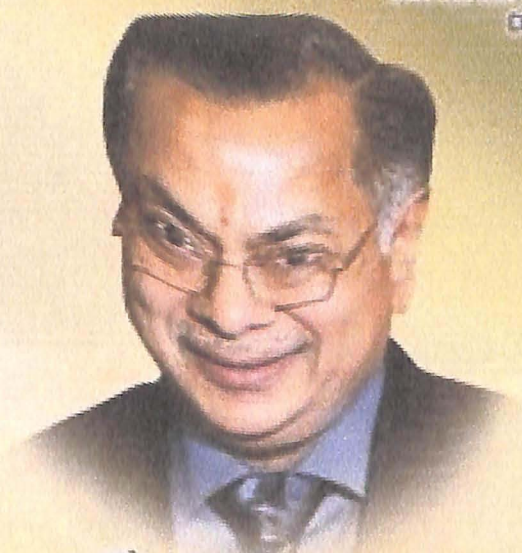
**BOARD OF DIRECTORS**



*Sh. M.K. Dhamuka*  
Managing Director



*Sh. Arun Kumar Dhamuka*  
Director (Works)



*Sh. R. G. Agarwal*  
Chairman



*Mridul Dhamuka*  
Director (Technical)



*Sh. Rafiul Dhamuka*  
Director (Marketing)

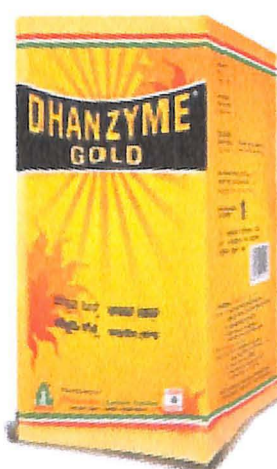
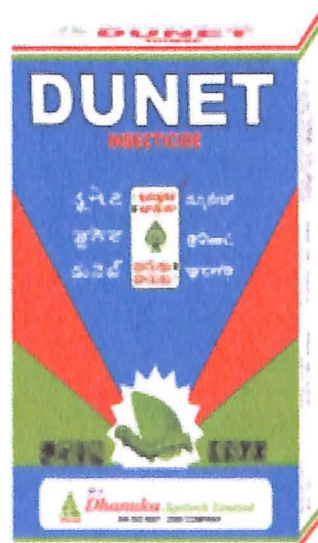


PRODUCTS OF DHANUKA





Kasu-B



## Pesticides at a Glance

Pesticide refers to different kinds of chemicals like herbicides, fungicides, insecticides.

## Herbicides

Weed is a plant considered undesirable, unattractive or troublesome, especially growing where it is not wanted. These unwanted plants grow in the fields where they compete with the crop for water, soil nutrients, light and space, interfere with irrigation and harvesting operations and finally reduce the crop yields. Weeds also cause several diseases in human beings and animals. They also harbour insects, pests and diseases. A recent estimate by the Directorate of Weed Science Research, Jabalpur showed that weeds account for 37% of the total- annual loss in productivity, with a range from 20 to 100% in different crops /situations.

Weed management through use of herbicides is gaining popularity due to several reasons, one of which is non-availability of agriculture labour. Any chemical that kills the plants or inhibits their growth is known as a herbicide.



## **Fungicides**

Seed is the mother of the plant. Healthy seeds will produce a healthy plant and vice versa. On the seed surface and inside the seeds of field crops and vegetables, a number of diseases causing pathogen are present. These micro-organisms are present in soil also and cause diseases. These seed and soil borne diseases may destroy the seeds affecting its germination and also infest the growing seedlings and the plants, resulting in poor plant population and unhealthy crop and finally reduced yield. Hence, to get a healthy crop, the seed should be treated with seed treatment chemicals as per recommendation of the scientists/government.

The seed treatment concept in India is still at infant stage. It is a common practice amongst farmers to use their own seeds and largely without any seed treatment.

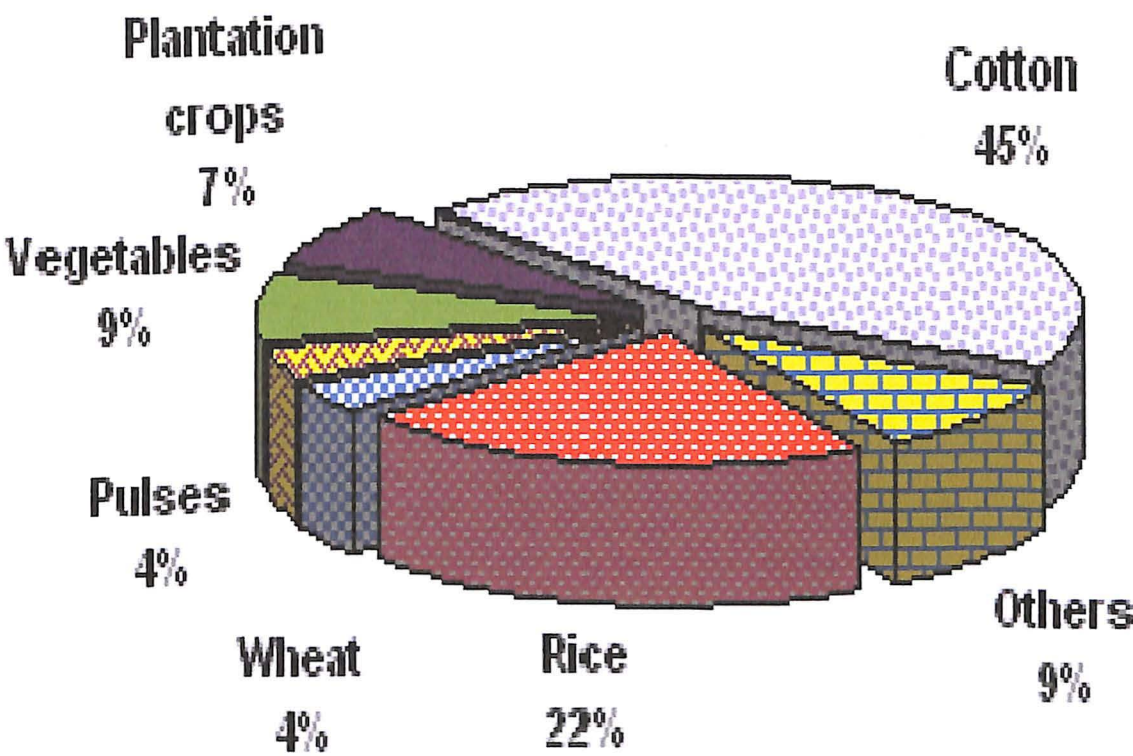
## **Insecticides**

Insecticides are chemicals that control insects. Similarly, the chemicals used to control mites (Acarina) are called as Acaricides or miticides.

Insects cause damage to the crops by sucking the plant sap from roots, leaves, stems, by defoliating the plant and by boring the stem, flowers and fruits, resulting in significant reduction in crop yields. In order to control different types of insect pests, the recommended insecticides and dose by the SAUs / ICAR Institutes based on the type of insects and their nature of damage, should be adopted.

The crops are also attacked by different types of mites e.g. red mite, yellow mite etc., which suck the cell sap from the leaves, resulting weakening of the plant, dropping of flowers and fruits and finally reduction in crop yields.

**Fig. 3: Pesticide Consumption by different crops in India**



**NUMBER OF SALE POINTS FOR DISTRIBUTION OF PESTICIDES IN  
VARIOUS STATES/UTs AS ON 01.08.2010**

States/UTs	2005-06	2006-07	2007-08	2008-09	2009-10
Orissa	963	778	N/A	1155.75	1588



# **Chapter-V**

## **METHODOLOGY**

## **METHODOLOGY**

### **Primary Data:**

Primary data was collected from the Pesticide Distributors, Retailers through pretested questioners on different aspects of pesticide business in Odisha. The data were collected from 88 Dhanuka distributors, 35 other distributors & retailers.

### **Secondary Data**

The secondary data related to status of pesticide company in India, pesticide industry, volume of production of pesticide in India etc were collected from website and also from official website of Dhanuka Agritech Ltd.

### **Approach of the study:**

The approach for collecting the data was based on field survey. The purpose of study was related to find and analyze the different problems and challenges faced by distributors & Understanding the satisfaction level/loyalty of these Dhanuka Channel Partners towards Dhanuka.

**Research Instruments:**

Data were elicited through face to face communication and with the help of questionnaire specially designed for this purpose. The questionnaire was designed in such a manner is as to involve the respondent in the interaction. It covered various aspects, like the general information about the Distributors& Retailers ofDhanuka.

**Sampling Plan:**

The method of sampling was purposive judgement sampling, i.e. where target sample members were to be considered and Pesticide distributors were the targeted sample respondents.

**Contact Method:**

Face to face communication is the contact method used to obtain information from the pesticide distributors &retailers.



The site selection process was a compromising in trying to match the limited financial and time available with covering as a wide a cross- function of highly diverse sector as possible.

- Interaction with the distributors and Retailer.
- Analysis of the data

## **Constraints**

- Lack of availability of stocks in local godown at cuttack.
- Transportation system is not good.
- Lack of Field work
- Market promotion required.
- Generally dhanuka's product quality is excellent but its price is higher in comparison to other company products.
- Margin of the product is very less.

**Chapter-VI**  
**ANALYSIS AND INTERPRETATION**

## **SUBJECTIVE ANALYSIS WITH USE OF MANAGEMENT TOOLS:**

- To get a deep understanding about the pesticide industry we can go for a SWOT a highly recommended management tool.

### **Strengths:**

1. Huge consumption gives a great edge to feed sale.
2. Organized form of market lead to huge and hassle free sales.
3. Plants or factories are located in the state for better supply.
4. Company has a good goodwill.
5. Proper R&D done for better quality.
6. As this company is an old market player in pesticide industry it has extended its supply chain to almost all the part of the state which result in increasing the profit to a greater extend.

### **Weaknesses:**

1. Maintenance of quality and regularity is a matter of concern.
2. Lack of reach of product to point of purchase.
3. Lack of Training program.
4. Credit practices provide a financial loop hole for producers.
5. Sales depend upon marketing staff and their capacity to sale.
6. Seasonal availability of raw materials.

### **Opportunities:**

1. Pesticide is in growth stage.
2. New R&D has a better space.
3. Stronger distribution channel can bridge the sale gaps.
4. Tie ups with good other Agri- input companies can boost sales.

### **Threats:**

1. Emerging of new market players.
2. Price is a major threat which reduces the sale.
3. Government policies.
4. Changing climatic conditions.

## 4 P's Analysis Of Dhanuka

### PRODUCT:

- R&D resulted in most competitive product.
- Preference of suppliers provides a year round supply of raw materials.
- Product result shows best in market of other states.

### PRICE:

- Pricing is in the high range as product quality is Very good.
- Absence of credit can create huddles in rapid sales.

### PLACE:

- Need to go for new distribution points instead of focusing on large old distributors.
- Own factory and point of sales are nearer which result in lesser freight.

### PROMOTION:

- Promoting the product is necessary as a new launch.
- Need to focus on both farmers as well as dealer promotion by schemes and discounts.
- Extension services can create a good picture in the market.
- Regular visits can create scope for relationship marketing.

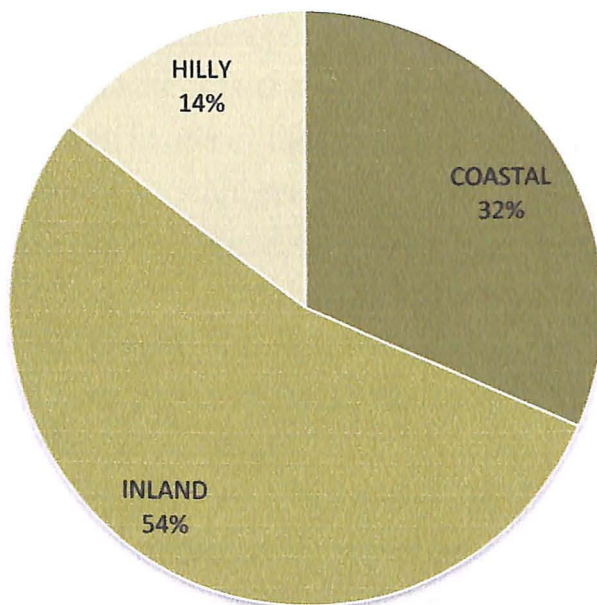


## Analysis and Interpretation

These data are based upon the survey conducted by me in my area of supervision i.e Odisha circle with 123 samples distributors & retailers report.

### Location of dhanuka distributors in Odisha

#### LOCATION

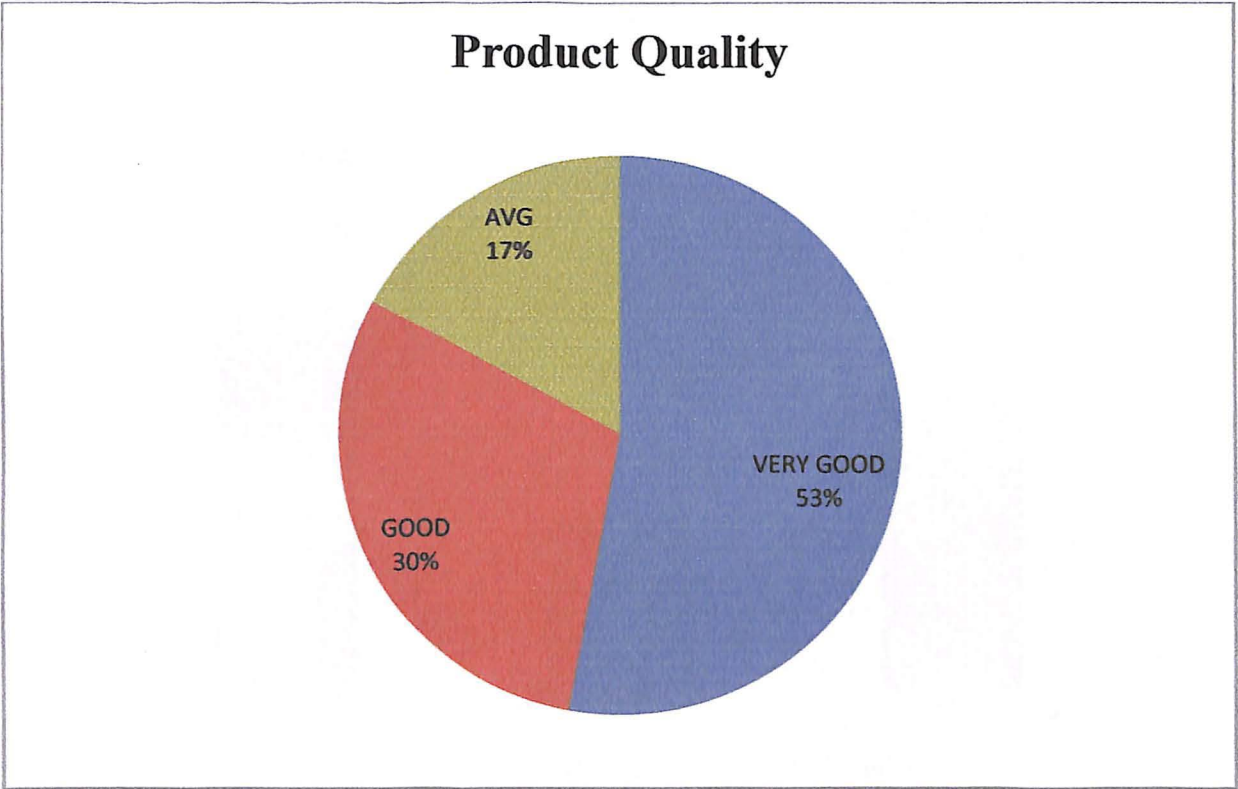


- From the above analysis we can conclude that most of the distributors are in inland areas which contribute 54% of the total distributors, followed by coastal areas which contribute 32% of the total distributors & in the hilly area the % of distributors are much less which contribute only 14% of the total distributors

## **Impact Of The Brand Ambassador of DhanukaMr.AmitabhBachhan**

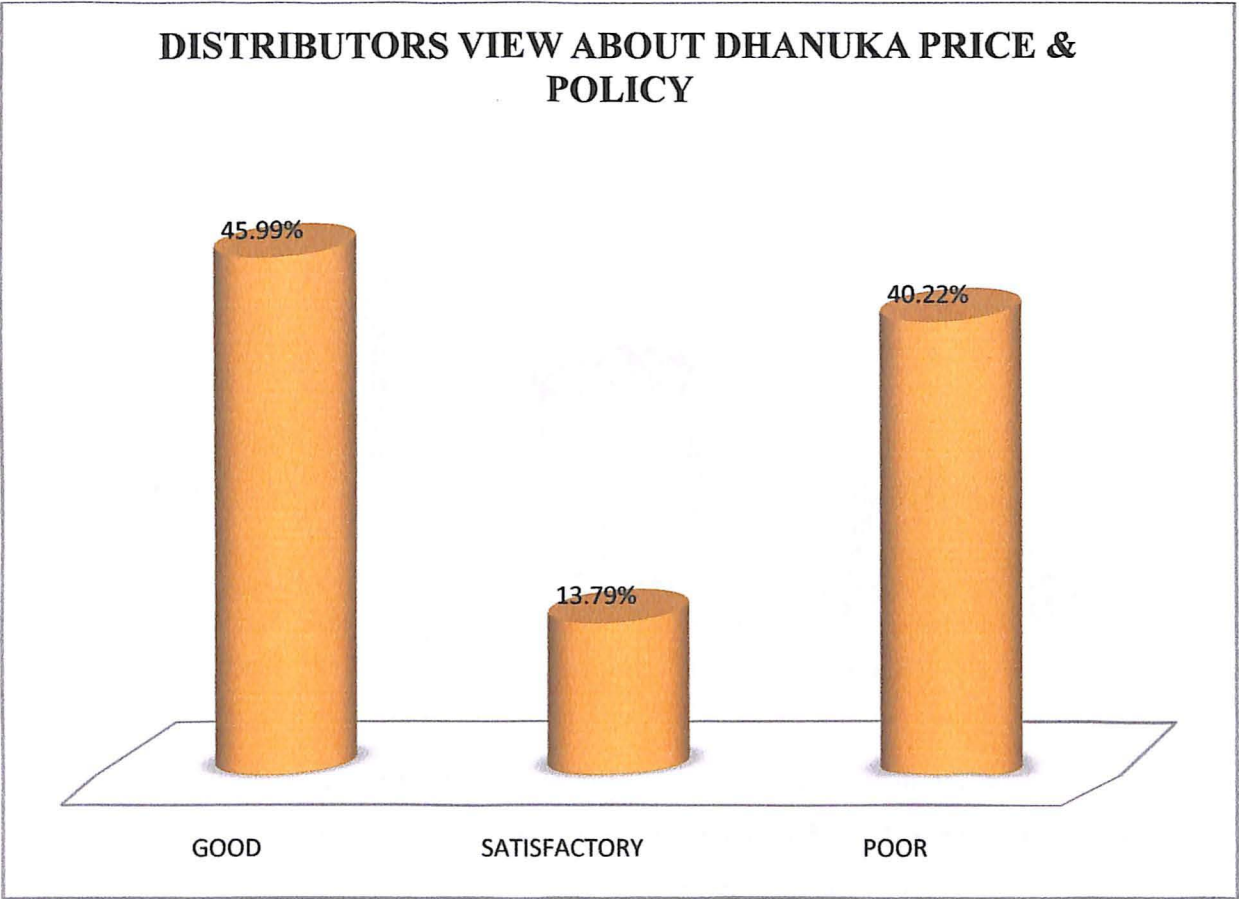
- As we know that Mr.AmitabhBachhan is one of the legendary actor in Bollywood industry for which dhanuka has chosen him as the brand ambassador of its company. Though most of the farmers like Amitabh Bachhan& his movies but if we talk about purchasing behaviour of the farmers/Distributors we will see that the products are been sold according to the quality & price.
- Most of the farmers in our country are poor for which they are more money conscious OR in other words we can say that the farmers/distributors want good quality products at less price.
- Promotion of dhanuka Products done by Amitabh Bachhan mainly creates the product awareness among the people.
- As Amitabh Bachhan is one of the big superstar so people will want to see him in promoting agricultural inputs.
- So the impact of Amitabh Bachhan in Dhanuka is much less as most of the farmers & Distributors want that the quality and price of the products should be good in comparison with the products of other companies. If the product & pricing policy of the company is good then it will motivate the customers to buy its products.
- So from the above it can be concluded that making Amitabh Bachhan as the brand ambassador of dhanuka creates only product awareness but the product are been sold in the market considering its quality, price & service factor.

**Product quality Of Dhanuka**



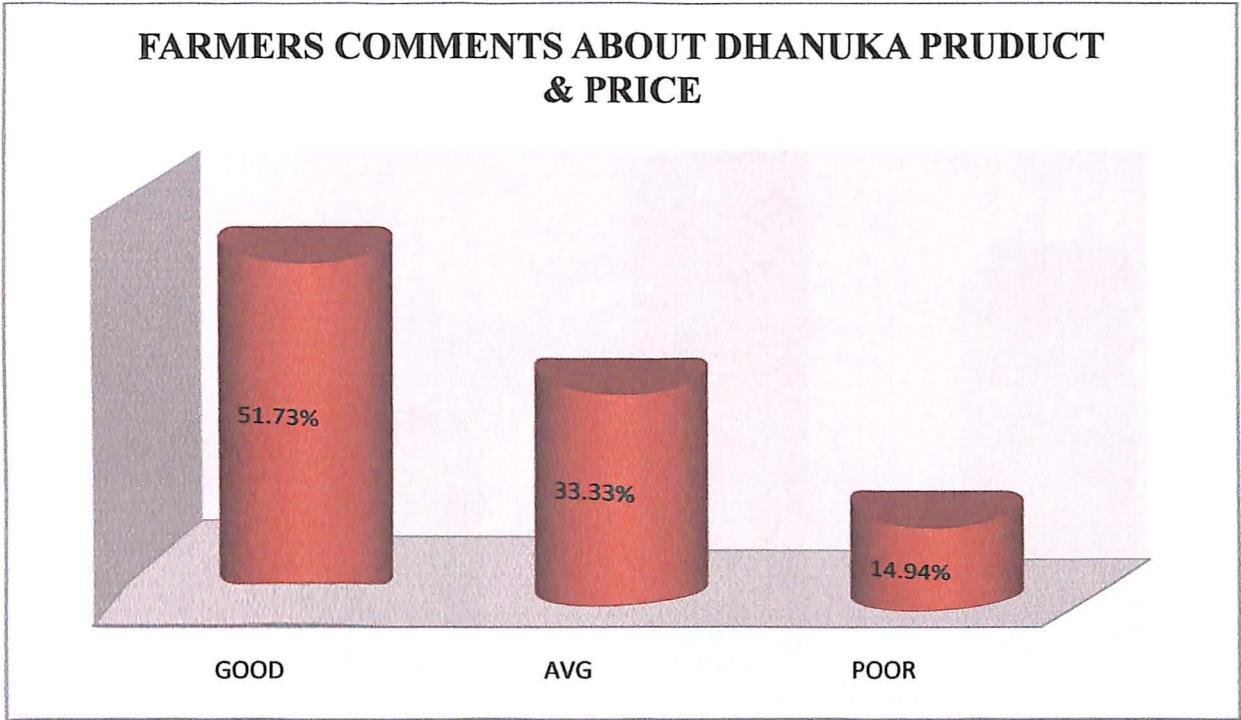
- From the above analysis we can have a view that the quality of Dhanuka products is much good in comparision with the products of other market players

**Distributors View AboutDhanuka Price & Policy**



- From the above data we can conclude that the prices of the products of Dhanuka are much higher in comparison with other company products.
- According to the analysis around 40% of the distributors state that the pricing policy of the company is poor& 13% of the distributors state that the pricing policy is satisfactory. The rest 46% of the distributors mentioned that the pricing policy of the company is good in comparison with other companies

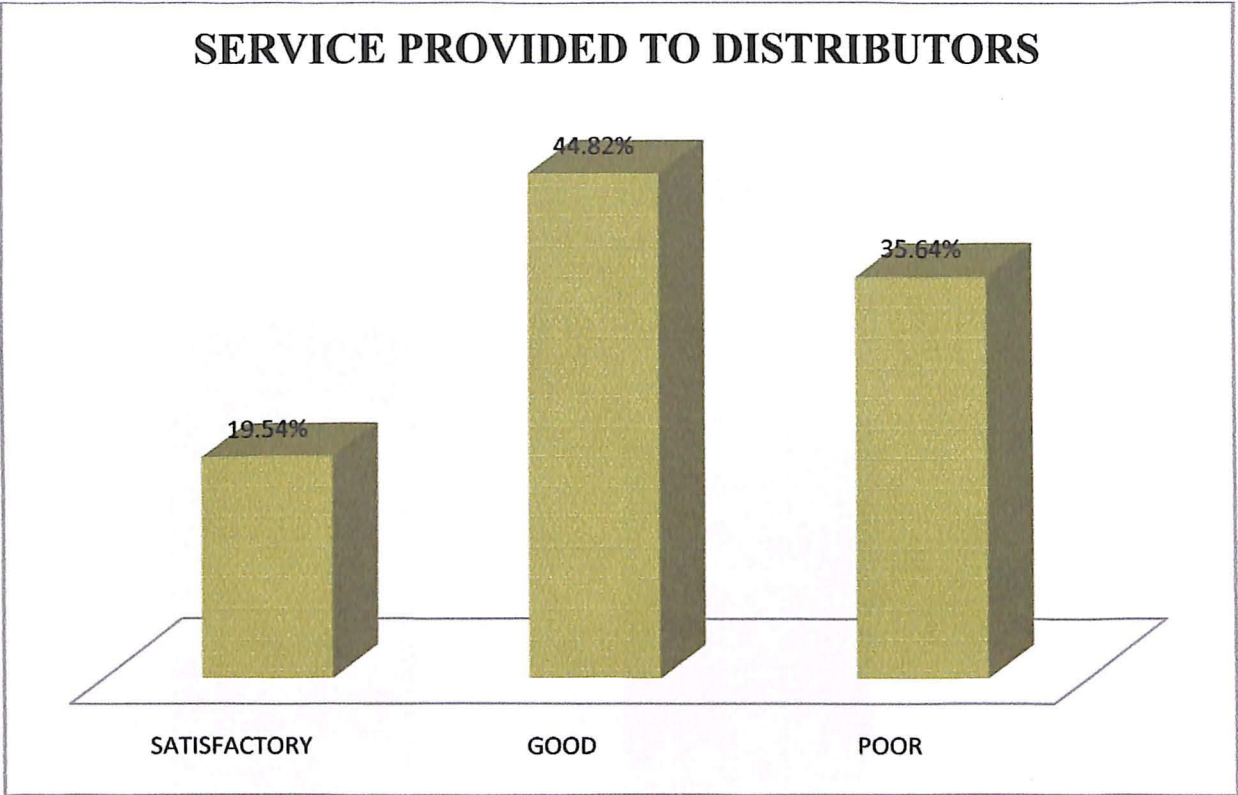
**Farmers Comments AboutDhanukaPruduct& Price**



- According to the analysis drawn from the view of farmers we can conclude that the product and pricing policy of Dhanuka is much good.
- According to the farmers about 52% state that the quality & prices of Dhanuka product is good,33.33% is Avg,14.94% is poor.



**Service Provided To Distributors**



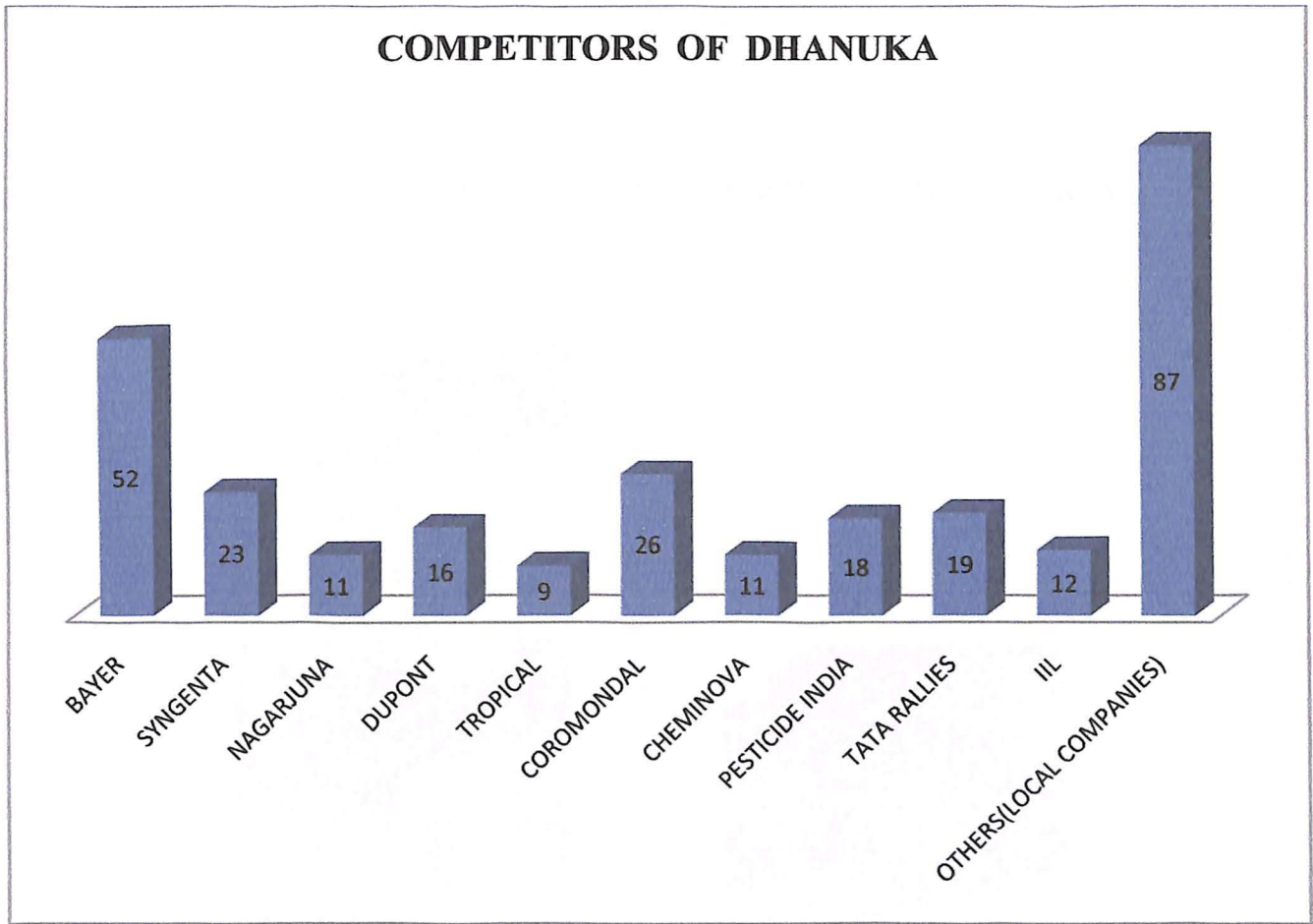
- From the above analysis it can be concluded that the service provided by Dhanuka to the distributors is not up to the mark.
- 
- Around 44% of the distributors state that service provide by the company is good & 35% of the disributors state that the service provide is poor. Only 19% state that the service provided is satisfactory.

### Timely Availability of products



- From the above analysis it can be concluded that the availability of products to the distributors by the company is not up to the mark
- Around half of the time the products are not available in the godown

Competitors OfDhnuka



The above mentioned companies are the competitors of dhanuka .From the above competitors we can find bayer has the highest distributor followed by coromondal and other companies.





## **Chapter-VII**

# **SUGGESTIONS AND CONCLUSION**

## **Suggestion & Conclusion**

### **Suggestion**

1. Prices of the products should be in limit as compared to the product of other market players
2. Quality of Dhanuka products should be viewed in regular intervals.
3. More schemes & better policy should be given to the Distributors, Retailers of Dhanuka.
4. As there is new entry of other market players so marketing & promotion should be a greater extend.
5. Proper stocks should be maintain in the godown so that at the time of demand for which distributors will not face any problems.
6. Training program should be arranged for the small marginal farmers.
7. Proper service should be given to its distributors, retailers and customers.
8. The Amitabh Bachhan branding is not supportive to the Distributer, Retailer& Farmer.

## **Conclusion**

As dhanuka is a Well-established company producing variety of products has established goodwill in the market but there are some limitation which the company is facing now days. All these limitation can be overcome through proper marketing and survey work. As there is a huge requirement of pesticides in Agriculture industry so there is a huge scope of increasing the production of dhanuka products to meet the requirement of the customer which will result in increasing our national economy.

## **Chapter VIII**

### **Reference and Annexure**

## **Reference**

1. Wikipedia
2. Google
3. Wwww.dhanuka .com

## Annexure

### Dhanuka distributors

1. Name of the distributor
2. Area of the distributor
3. From how many years you are dealing with Dhanuka products ?
4. Why you choose for Dhanuka as your business partner?
5. Which are other companies you are dealing with ?
6. Tell one positive point you are dealing with ?
7. Do you feel brand is anyway effects our business?
8. What is your impact of Amitabbachan as a branding on your business ?
9. Which think you dislike of Dhanuka in pricing policy ?
10. What is farmers comments about Dhanuka product&price?
11. Your view about Dhanuka price&policy?
12. What is your remark about product quality of Dhanuka ?
13. Is tour schemes, gifts & awards is better than other organization or not?
14. How you are giving order to this company?
15. What is your expectation about time of delivery after order ?
16. What is your suggestion to improve relationship with Dhanuka& How ?
17. What is your remark of your availability of Dhanuka products in their local godown?
18. What is your service level do you getting from dhanuka& other organization ?
19. Is there any gap in Dhanuka policy? Which one ?
20. Is any training program by the companies helps in your sale?
21. What is your perception of Dhanuka in your mind ?

### **Other Distributers/Retailers**

1. Name of the Retailer
2. .Area of the Retailer
3. Which company product do you have most?
4. Which is the best segment of product do you have?
5. Are you satisfy with the company scheme policy in that product?
6. Are you satisfy with the margin profit of the organization?
7. What are the other assistance do you getting from the organization?
8. Is the quality of the product OR price do you like the most?
9. What are the promotional strategy are done by the other organization?
10. Is the promotional strategy helps in you for product selling?
11. What are the feedback you getting from farmer of that product?
12. What is the service level do you getting from the organization?
13. Are you satisfying the availability of the product at the right time or not?
14. Only on the scheme basis you purchase the product OR there is demand of that product?
15. What is the frequency of campaigning done by the organization in your region?
- 16.. Is there any field assistance helping in your liquidation of your product?  
Others specify.