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**PROJECT REPORT**  
**ON**  
**“DETERMINED THE MARKET POTENTIAL OF ONION SEEDS IN**  
**JALNA DISTRICT”**

**AT**  
**MEENA HYBRID SEEDS PVT. LTD, JALNA**

**By**  
**MISS. JULME PRIYANKA MAROTI**  
**B.Sc. (Agriculture)**  
**Submitted to**

T8056



**VASANTRAO NAIK MARATHWADA KRISHI VIDYAPEETH**  
**PARBHANI**

**In partial fulfillment of the requirements for the degree of**  
**MASTER OF BUSINESS ADMINISTRATION**  
**(Agriculture)**  
**POST GRADUATE INSTITUTE OF AGRI-BUSINESS MANAGEMENT,**  
**CHAKUR, DIST-LATUR**  
**2015**

**‘DETERMINED THE MARKET POTENTIAL OF ONION  
SEEDS IN JALNA DISTRICT’**

**A Project Report submitted to the  
VASANTRAO NAIK MARATHWADA KRISHI VIDYAPEETH,  
PARBHANI**

**In partial fulfillment of the requirements for the degree of**

**MASTER OF BUSINESS ADMINISTRATION  
(Agriculture)**

**By**

**Miss. Julme priyanka Maroti**

**Reg. No. 2014/MBA/13/MC**

**Approved by**

**Prof. H. B. Patil**

**Nodal Officer**

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**MASTER OF BUSINESS ADMINISTRATION**

**(Agriculture)**


**POST GRADUATE INSTITUTE OF AGRI-BUSINESS MANAGEMENT,  
CHAKUR,DIST-LATUR**


**2015**

## **CERTIFICATE OF ORIGINALITY**

This is to certify that the project entitled” **DETERMINED THE MARKET POTENTIAL OF ONION SEEDS IN JALNA DISTRICT**” is an original work of the student and is being submitted in partial fulfillment for the award of degree in **Master of Business Administration (Agri.) of Vasantrao Naik Marathawada Krishi Vidyapeeth, Parbhani.**

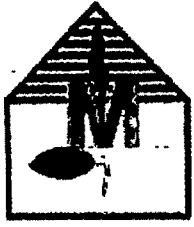
This report has not been submitted earlier either to this University or any other University/ Institution for the fulfillment of the requirement of a course or study.

  
**Miss .Julme Priyanka M**  
(Reg.No.2014/MBA/13/MC)

  
**Prof.H.B.Patil.**  
Nodal officer,  
PGIABM Chakur

Place: Chakur

Date: 6 /#/2015



# MEENA SEEDS

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Ph. : 02482- 229999 (Offi.), Cell : 9422215155

Outward No.

Date : 6/7/2015

## CERTIFICATE

*This Is To Certify That MISS. JULME PRIYANKA MAROTI*

*A Student Of MBA Of 2014-2015 Batch Of*

*Marathwada Krishi Vidyapeeth, Post Graduate*

*Institute Of Agri Business Management, Chakur*

*Has Completed A Project Entitled*

*"Determined The Market Potentional Of*

*Onion Seeds In Jalna District"*

*She Has Carried Out This Porject For Meena*

*Hybrid Seeds Private Limited From 6 may 2015 to 6 july 2015  
satisfactorily.*

*We Wish Her A Bright Future.*

*For Meena Hybrid Seeds Pvt.Ltd.*



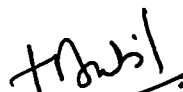
*Goraksh Krishana Patil Thorat,*

*Director Of Meena Hybrid Seeds Pvt.Ltd, Jalna*

## **CERTIFICATE OF PROJECT GUIDE**

This is to certify that the project entitled “**DETERMINED THE MARKRT POTENTIAL OF ONION SEEDS IN JALNA DISTRICT**” submitted to the **Vasantrao Naik Marathawada Krishi Vidyapeeth, Parbhani.** in partial fulfillment of the requirements for the degree of **MASTER OF BUSINESS ADIMINISTRATION (Agriculture)** embodies the results of a piece of bonafide work carried out by **Miss.JULME PRIYANKA MAROTI,Reg. No. 2014/MBA/13/MC** under my guidance and that no part of the project work has been submitted for any other degree or diploma.

The assistance and the help rendered during the training period have been duly acknowledged. The suggestions made by the Evaluation Committee are incorporated in the project draft.

  
**Prof. H. B. Patil.**

Project Guide

Nodal officer  
**Nodal Officer**  
**Post Graduate Institute Of**  
**PGIABM Chakur**  
**Agri-Business Management, Chakur.**

Place : Chakur

Date - 6 /#/2015

**CANDIDATE'S DECLARATION**

*I hereby declare that the project report*

*Or part there of has not been*

*Previously submitted by me*

*For a degree of any*

*University or*

*Institute.*



**MISS.JULME PRIYANKA MAROTI**

**(Reg. No. 2014/MBA/13/MC)**

Place :Chakur

Date :6/7/2015

## **ACKNOWLEDGEMENT**

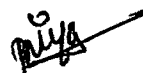
I take this opportunity to express my sincere and deepest gratitude to **MEENA HYBRID SEEDS PVT. LTD.** for providing me such a great opportunity of learning. The project has been given chance me to think out of box and implement the things by using different logic.

I heartily welcome this opportunity to express my reverential gratitude and indebtedness to **Mr. M. G. Thorat (Assistant General Manager of MHS)** for giving me opportunity to work with **MEENA HYBRID SEEDS PVT. LTD. JALNA.**

I express my profound sense of gratitude and heartiest respect to my project guide **Prof. H. B. Patil ( Nodal Officer, PGIABM, Chakur.)** I am very thankful for his inspiring guidance, ingenious suggestions, incisive and constructive criticism throughout the course of the Project. I would also like to thank him for provided me this opportunity to work with **MEENA HYBRID SEEDS PVT. LTD.** Words cannot express my gratitude towards my parents whose blessings continuous encouragement, untiring help and sacrifice have always animated me to rise against the problems and face them with courage.

I would like to thanks to **Mr. G K .THORAT (District Manager, JALNA)** for his encouragement and guidance throughout the project.

Last but not least I am thankful to all those who have helped me directly or indirectly and whose name I forget to mention in this endeavor.



**MISS. JULME PRIYANKA MAROTI**

**(Reg. No. 2014/MBA/13/MC)**

Place : Chakur

Date : 6/7/2015

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# EXECUTIVE SUMMARY

## **EXECUTIVE SUMMARY**

The Project was given in II sem of I year and the period of training was for 2 months that was from 7<sup>th</sup> May to 7<sup>th</sup> of July, 2015. And for that we were said to select a project title based on company work and was suggested to select it separately then we selected MEENA HYBRID SEEDS COMPANY, JALNA. So, I selected a project title "DETERMINED THE MARKET POTENTIAL OF ONION SEEDS IN JALNA DISTRICT".

The reason behind selecting this project is that to have good knowledge of various marketing skills required and strategies adopted while dealing with customers. This project gives a good experience about the role played by a sales executive and the functions, which need to perform.

This project is simple and a person needs to have a good knowledge of local market, communication skills and convincing ability in order to deal with the customers. Objective behind selecting this project is to check the market share of competition in the market.

Also, I have studied the outbound logistics processes in MEENA HYBRID SEEDS Pvt. Ltd. which focus on logistics operations. Starts from the final product produce till packaging and dispatch.

Onion is one of the most significant and commonly used ingredients in Indian recipe. Thus the changes in prices have a huge impact on the food security, and farmer and consumer welfare. An increase in price of onion affects the consumer by way of increase in food consumption budget, while a decrease in onion prices below the cost of cultivation affects the producer. There is enough evidence to show that prices of agricultural commodities are more volatile than those of non-farm commodities. These commodities are less elastic to price and income and inherently unstable due to weather and institutional risks. The high

volatility in prices of agricultural commodities can have a disproportionate, typically nonlinear or asymmetric impact on the economy and may fail to endure exceptional shocks. This impact is prominent if governments and households are well adapted to normal volatility but fail to anticipate or consider making worthwhile provisions against extreme shocks. It is also important to note that the high inflation of food commodities cannot always be attributed to risks, exogenous shocks and mismatch between demand and supply. It is also caused by market inefficiencies, weak supply chains and monopolies in the market. The spurt in food inflation in the recent months has brought to forefront some critical issues of price volatility in agricultural commodities, agricultural market structures and market efficiency.

### **Policy Recommendations**

Encouraging free entry of new commission agents and traders (including private companies) for market efficiency and efficient price formation. This could be done through providing better infrastructural facilities and licenses for creating competitive environment and avoiding oligopoly situation as well. Bringing stringent measures in and strengthening regulatory system for effective monitoring and weeding out.

Bringing stringent measures in and strengthening regulatory system for effective monitoring and weeding out market intermediaries playing multiple roles and engaging in unfair practices (like low price bidding: collusion: indulging in intentional hoarding to create artificial demand situation for realization of better price). For these, measures such as cancelling license for a temporary period; putting fines and penalties, and monitoring closely the behavior of traders for any intentional hoarding could be taken.

Reforming APMC's –since APMC's seem to be largely dominated by traders lobbies, APMC's need to be reformed and strengthened to avoid collusion and hoarding in the markets, for this following measure may be taken:

- Strictly mandating the APMC's and the other wholesales market for not allowing any secret bidding as it is against the regulate market Act.
- Making involment of APMC official in auctioning process mandatary to avoid collusion between traders beside,cooperative marketing societies must be encouraged so as to prevent collusion amongst traders.

### **Indian Seed Industry**

- 70% Saved Seeds
- 30% Marketed seeds
- 40% Public sector
- 60% Pvt. sector
- 75% Organized
- 25% Unorganized

### **Seed Industry Features**

- Heavy investment
- Strong R&D backup
- Strong extension support
- Alliance with Biotech industry
- Certification system
- Marketing Research

# **CHAPTER-1**

## **ORGANISATION PROFILE**

## CHAPTER I

### ORANISATION PROFILE

“ MEENA HYBRID SEEDS COMPANY” in jalna district is well known company for manufacturing and exporting of seeds for all kinds of vegetables,jute,sunhempetc.and provide all seeds of open pollinated variety and F1 hybrid,red fodder jowar(Sanjiwani),F-1 hybrid seeds of onion,Doliches bean red colour F-1 hybrid star seeds.

The policy of seeds development established in 1988 with the objective of augmenting productivity and output quality,stimulated major growth in the industry as it attracted a lot of investment in seeds business from major domestic seed companies.given the growth of the seed sector in recent years,India has the potential to become the foremost player in the seeds export business in the developing world.

In India,onion is largely grown in the western,northern and southern parts both in rabi and kharif seasons. Its supply is available throughout the year albeit with different volumes. India produces all three varieties of onion – red, yellow and white. In the northern part of the country,onion is usually grown in the winter (rabi) season.While in the southern and western states of Andhra Pradesh, Karnataka, Tamil Nadu, Gujarat and Maharashtra, it is grown in winter (rabi) as well as in the rainy (kharif) seasons. Currently,onion cultivation in kharif is gaining ground in the northern part of the country.

#### **Current Scenario of Onion**

##### **a) World Scenario**

India is the second largest producer of onion in the world next to China. According to 2010 FAO estimates, India contributes nearly 19.25 percent of world onion production. Though the second largest onion producer, India



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significantly lags behind in the productivity or yield of the onion. The Republic of Korea has the highest onion productivity of 63.84 tonnes/ha in the world followed, by USA (55.26 tonnes/ha), Spain (46.51 tonnes/ha), Japan (45.52 tonnes/ha) and Netherlands (45.10 tonnes/ha). The yield of onion in India (14.21 tonnes/ha) is lowest among 20 countries after Indonesia. Some of the reasons behind low productivity in India include poor irrigation facilities, use of local variety seeds, small land holding and poor economic background of farmers, lack of use of improved method of cultivation, less use of chemical fertilizers and pesticide, higher post-harvest losses and absence of good scientific storage facilities.

#### **b) All India Scenarios**

The area, production and productivity of onion in India since 1980-81 to 2011-12 are presented in table 2.2. During the agricultural year 2011-12, onion was grown in an area of 1.04 million hectares with a production of 15.75 million tonnes in the country. As it is evident from the table, the area under onion cultivation has gone up consistently from 1980-81 to 2011-12. The onion yield in the country for the period 1980-81 to 2011-12 shows the similar improving trend. The onion yield in country has improved from 9961 kg per hectare in the year 1980-81 to 15106 kg per hectare in the 2011-12. In general, the compound growth rate (2000-01 to 2011-12) of area, production and productivity has shown an increasing trend.

#### **c) State-level Scenario**

Table 2.3 shows the trend in the onion area under cultivation of onion, production and yield of onion/hectare in India since from 2009-10 to 2011-12. Although onion is cultivated almost all over the country, the major producing states are Maharashtra, Karnataka, Madhya Pradesh, Gujarat, Rajasthan, Andhra Pradesh, Uttar Pradesh, Orissa, and Tamil Nadu. Maharashtra is the leading

producer of onion in the country with a contribution of 32.6 % of total onion production followed by Karnataka (17.6%), Gujarat (10%), and Bihar (7%). Due to unseasonal rains in 2009, both area under onion and production came down in the important states of Maharashtra, Karnataka, Gujarat and Haryana in 2009-10. The magnitude of decline in production of onion was the highest in Karnataka (25.5%), followed by Gujarat (24%) and Maharashtra(20%).

### **Export of Onion from India**

India is a traditional exporter of fresh onion. Soon after Independence in 1951-52 the country was exporting over 5 thousand metric tones (MT) of onion worth Rs 106.69 lakh. Exports of onion started expanding rapidly during the 1960s and reached a high of 512 thousand MT in 1996-97. There was substantial increase in per unit value of onion from Rs 1733 per MT during 1981-82 to Rs 4078 per MT during 1990-91. Over the years there has been a progressive increase in the exports of onion from India and touched a peak of 1873 thousand MT during 2009-10. The quantum had touched a level of 1158 thousand MT during the financial year of 2010-11 up to November 2010. The large quantity of onion export is also one of the reasons for sudden spurt in the prices of onion during December 2010. Exports of onion from India are regulated and permitted only through certain designated canalising agencies. One of the prime agencies is the NAFED, which is the sole agency for exports of onion from India.

### **Growth in Export of Onion**

quantity and value of onion exports from India from TE 1953-54 to 2011-12. The onion export from India has increased drastically in last sixty years and gone up from 39,848 MT in TE 1953-54 to 15,52,904 MT in year 2011-12, an increase by 38.97 times. The total value of the export has also gone up from Rs. 1.06 crores to Rs. 2141.43 crores in the same period, touching a peak export

73,002 MT in 2009-10. Unit value of onion export is increasing drastically due to excess demand for Indian onion in the international markets.

### **Monthly Export of Onion**

The monthly quantity and value of Indian onion export from year 1991-92 to 2011-12. The months with above average export quantity in the particular year has been coloured with red colour. It is clearly evident that the quantity and the value of the Indian onion export have grown significantly in last two decades. Further the March, May, April and January are the highest onion export months.

### **Analysis of Onion Arrivals and Prices**

In this section, we provide description of onion prices in major markets of India, Maharashtra and Karnataka. A comprehensive understanding about the role of prices shapes agricultural policies by guiding the decision making process of economic agents. We focus on three prime indicators in order to analyze trend of onion prices: seasonal index of onion arrivals and prices in major markets, volatility of onion prices and wholesale

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# **CHAPTER-2**

## **PROFILE OF COMPANY**

## **CHAPTER II**

### **COMPANY PROFILE**



**MEENA HYBRID SEEDS**

Meena hybrid Seeds is a pioneering hybrid seed and committed to provide the Indian farmers the very best of planting material. Meena Seeds produces a wide range of seeds of onion, sunflower, okra, sorghum, maize, and vegetables specially bred for different agro-climatic conditions to meet the exacting requirements of Indian farmers. Meena Seeds has a wide network of fully equipped research farms, testing stations, processing and warehousing facilities in all major marketing areas. The seeds are marketed through a wide network of dealers and distributors throughout the country

Meena Group of Companies having

- 1) Meena Seeds Private Ltd.
- 2) Meena Vegetable Seeds India Pvt. Ltd.
- 3) Meena hybrid Seeds pvt ltd.

- Meena hybrid seed was established in the year 2000.
- Central government awarded to hybrid onion of "MOR-10" in packaging
- Companies focus is on developing area specific hybrid appropriately suited to Indian agro-climatic condition, cultivation practices & farmer's conditions.
- Its production is scattered over 1000 hectares of lands in different states. So producer is a farmer and end-users also farmer.
- Meena hybrid seeds believe in very much closed with farmer and it has excellent quality objective.

- onion crop is its main crop. However it has also developed and marketed quality hybrid seeds of sunflower, maize, vegetable crops, sorghum, etc.
- It also has develop and marketed quality seeds of vegetable crop such as "Basvant-780" , "MOR-10", etc.Nashik Red N-53.etc

Meena hybrid seeds have very futuristic approach office working. Company has obtained the feedback from dealer, distributor, retailer, field staff, and competitor organization and also from media representative.

### **Mission**

We at Meena hybrid Seeds will adopt futuristic technical business approach and set global research standard and make our products technologically superior and eco-friendly, these superior products shall, in turn improve the quality of farmer's life and contribute.

### **Vision**

To emerge as one of the biggest technology driven Indian agri input companies with a significant global presence and provide access to latest technologies and all required quality agri inputs for the socioeconomic growth of farmers.

# **CHAPTER-3**

## **NEED OF THE STUDY**

## **AND ITS BACKGROUND**

## **CHAPTER III**

### **NEED OF STUDY AND IT'S BACKGROUND**

#### **Need of study**

Need of study is essential for getting high production and for increasing product image and for getting high financial support. Meena seeds major product is onion and because of that 50% is their total income. because of depending on onion seeds as a major crop their demand should be increased more and more.

By virtue of its large arable land area, sizeable irrigated area, rich Agri-biodiversity, diverse agro climate and well developed research system, the country has all the potential to emerge as a global power in agriculture. The impressive growth registered in agricultural production in general food grains in particular during the last 30 years has made the country self-sufficient in cereal grain with a sizeable surplus which can be exported.

#### **Background of study**

The sput in food inflation in the recent month has brought to forefront some critical issues about price volatility of agriculture commodities, agricultural market structure and market efficiency. Increased focus on these issues evident in recent working paper of the finance ministry.

Meena seeds adopted cash and carry model since last year .Hence it essential to study its impact on seeds Business with different aspects like Volume of sales, Relationship with firm. The spurt in food inflation in the recent months has brought to forefront some critical issues about price volatility of agricultural commodities, agricultural market structures and market efficiency. Increased focus on these issues is clearly evident in recent working papers of the Finance.



# CHAPTER-4

## OBJECTIVES AND SCOPE

## **CHAPTER IV**

### **OBJECTIVES AND SCOPE**

#### **Objectives of the project**

The objectives of the project would be as below.

1. To study the potential of onion seeds in jalna District.
2. To analysis the market share of Meena seeds.
3. To take suggestion of dealer or retailer to increase sales of Meena onion seeds.

#### **Scope of the Project**

The primary data has been directly collected from all the stockholders participating in onion market processes. The data is collected to find out market structure, conduct of major players, and to assess the competitiveness of selected onionmarkets in India. The primary survey is carried out in Maharashtra and Karnataka selecting five largest markets (mandis) in Karnataka and six largest markets (mandis) in Maharashtra. Primary survey is carried out with a structured questionnaire for farmers, retail and wholesale traders and market functionaries.

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# CHAPTER-5

## METHODOLOGY ADOPTED

## **CHAPTER V**

### **RESEARCH METHODOLOGY**

The study is essentially empirical and has utilized both the secondary and the primary source of information. Secondary data is used to find out the historical and recent trends of onion production, area under onion cultivation and yield of the onion in India. The same has also been used to find the major onion markets in India-seasonality of onion arrivals and prices in the major markets, and wholesale and retail prices of the onion in these markets.

#### **Research Design**

Exploratory research has been done by collecting data.

#### **Primary sources**

Collection of primary data is done from Farmers and Dealers with the help of specially designed questions.

#### **Secondary sources**

Following sources have been used:

- 1) Regional marketing office of Meena hybrid Seeds Private Ltd.,
- 2) Conclusion and recommendation have been made based on primary and secondary data.

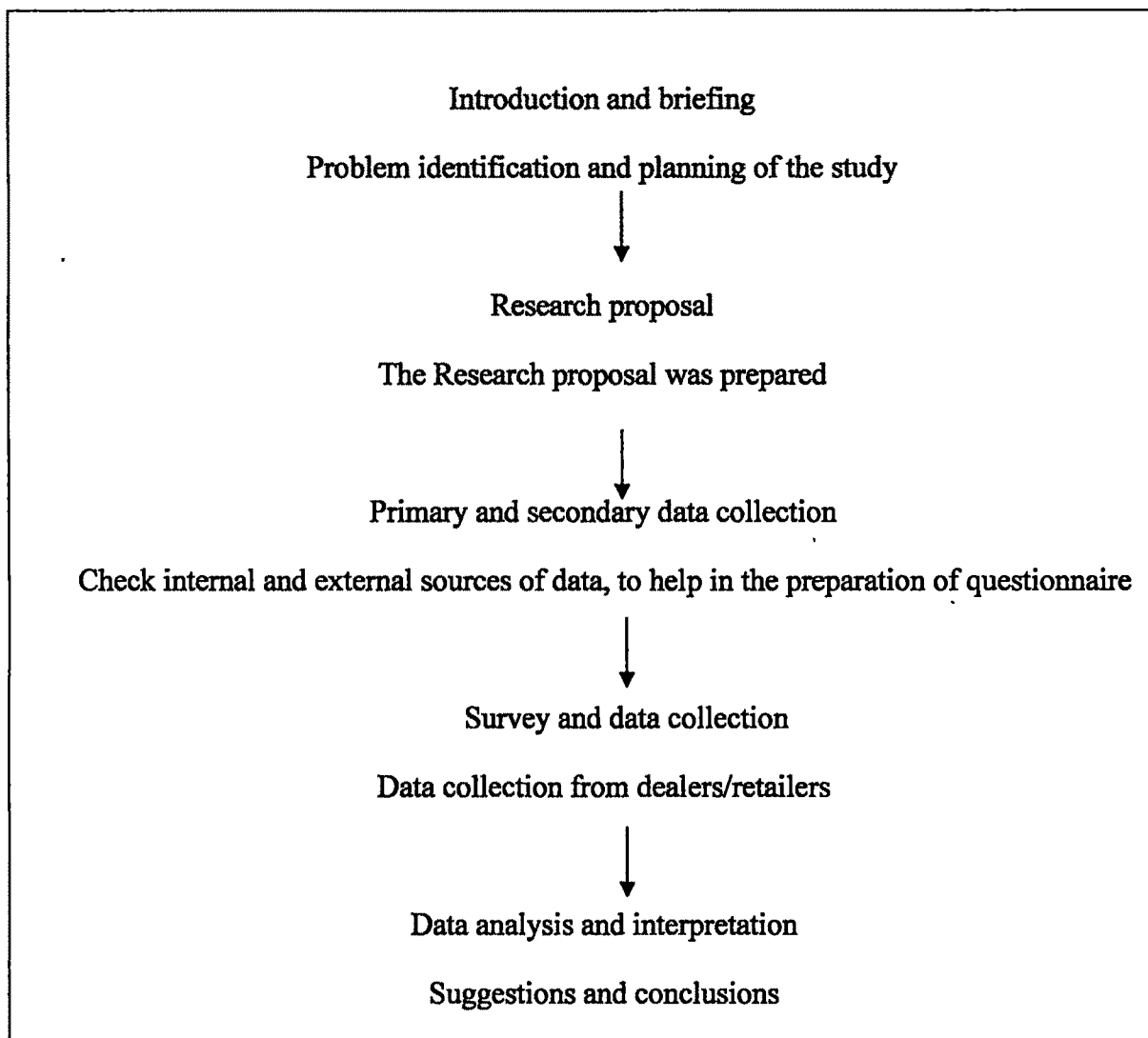
#### **Secondary data.**

It is collected from company employee, also collected from internet profiles.

#### **Target group:**

Farmers and Dealers, it includes farmers cultivating onion crop Retailers have been the target of my study

The detailed steps of methodology followed for research study by me are shown



**Fig 1. Design of study**

**Research tool:**

Structured questionnaire.

**Research Approach:**

Quantitative analysis is done through primary data collection with the use of structured questionnaire.

**Output Expected**

To be able to know farmers expectation about cotton pricing schemes of govt. of India. The data used in this study are drawn from both primary and secondary source material.

**Research Methodology:**

The study was totally focused on the Dealers expectation about the Business trends and credit facility provided by competitor to Dealers in seeds Business and also to analyze the impact of cash and carry on Volume of sale of Meena seeds in the given project area.

The whole project involved the study on the following aspect in detail:

**Markets:**

Information about Sales of Hybrid onion by dealer in the given area was collected.

**Method of sampling:**

The sampling method used for project was random.

**Sampling Frame:**

Five tahsil were selected to conduct market research in Meena district. In each tahsil twenty farmers and ten Dealers were selected. This was the sampling frame from which sampling size was selected.

**Sample size:**

As it is not possible to sample the entire target population, so the numbers of respondents chosen were only 100 Farmers and 50 Dealers.

**Research Instrument:**

The research instrument used in this project was well defined structured questionnaire for Dealer and Farmer. The intension of survey was to find Market potential of Hybrid onion for Meena Seeds.

**a. Selection of Respondents:**

Farmers and Dealers were selected random.

**b. Analysis of data**

The collected data is classified in a systematic way according to need of objectives and then simple statistical techniques were adopted like Shares (percent), pie chart; graphs etc. For easy analysis of data.

**c. Source of Data:****Primary data:**

Primary data was collected from Farmers and Dealers.

**Secondary data:**

Collected from Company's employees, internet, agricultural magazine, Newspaper.

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# **CHAPTER-6**

# **DATA PRESENTATION**



**CHAPTER VI**  
**DATA PRESENTATION AND ANALYSIS**

- **To study the potentiality of onion in jalna district.**

The collected data is Classified in a systematic way according to need of objectives and then simple statistical techniques were adopted like Shares (percent), graphs are for easy analysis of data.

**1. Area under cultivation of onion seeds.**

By doing the survey of Meena onion seeds, Total land holding of Surveyed farmers are 1025 acre and Area under onion cultivation of surveyed farmer are 525 acre as given in the below table.

**Table 1. Area under cultivation of onion seeds.**

Total Land holding of Surveyed Farmers	<b>1025 acre</b>
Area under onion cultivation of surveyed farmer	<b>525 acre</b>

Area under onion in acres of surveyed farmer is presented in Table 1. total land holding of sample size surveyed in Jalna district is **1025 acres** and area under onion cultivation of that sample size population is **525 acres**.

As survey of Meena seeds were done, Area under onion cultivation of surveyed farmer is in considerable place.

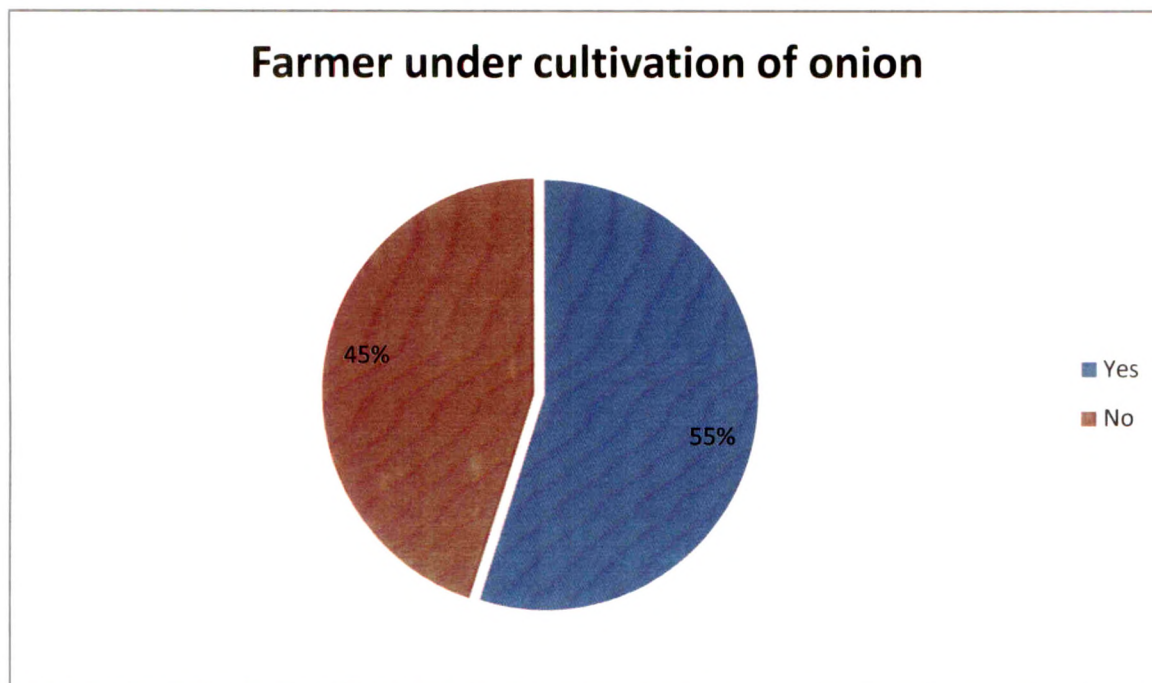
## 2. Farmer under onion cultivation.

As after survey of farmer(100),it have shown that the Respondent percentage of the farmer is more than the Non respondent Farmer towards onion cultivation.

**Table 2.Farmer under onion cultivation**

Sr.No.	Answer	Respondent	Percent
1	Yes	55	55
2	No	45	45
3	Total	100	100

It was found that 55 percent of farmers said they are interested in cultivation of onion 45 percent of farmers said they were not interested in cultivation of onion.



**Fig 2.farmer under cultivation of onion**

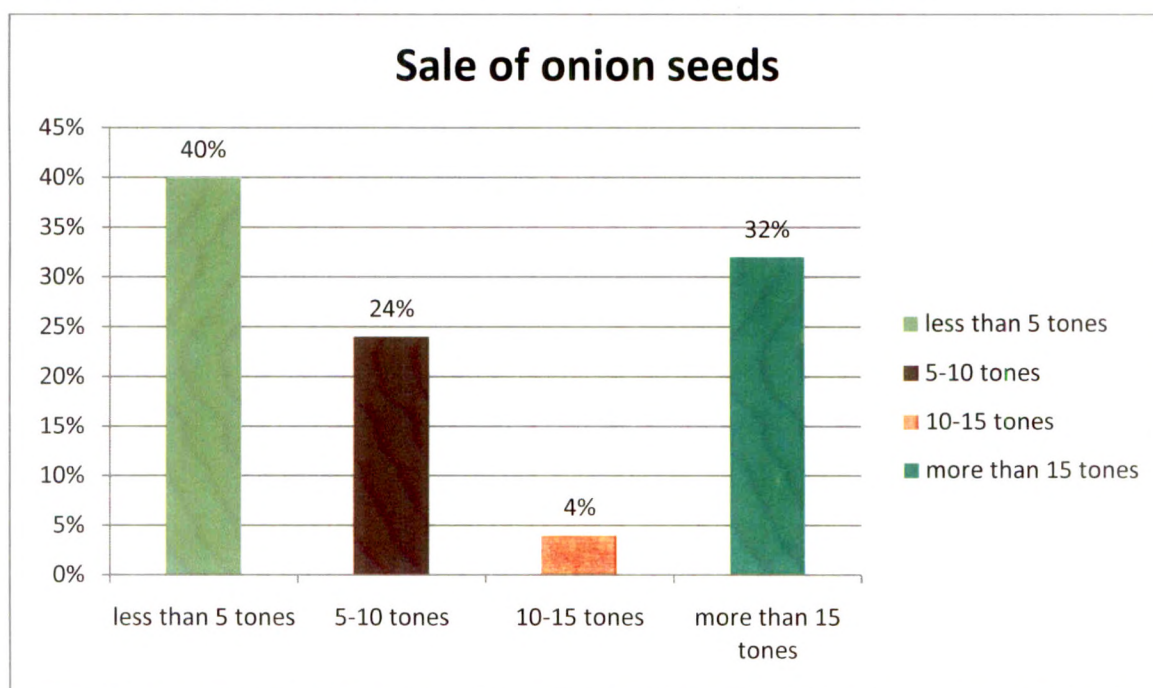
### 3.Sale of onion seeds.

According to retailers(50) survey,the sale of onion was given in below table accordingly as told by them.

**Table 3.Sale of onion seeds**

Sr.No	Sale of onion	No.of Dealer/Retailer	Percent
1	Less than 5 tonnes	20	40
2	5-10 tonnes	12	24
3	10-15Tonnes	2	4
4	More than 55 tonnes	16	32
5	Total	50	100

It was observed that from the present study 40 percent of distributors and retailers sold less than 5 tonnes of onion seeds annually,24 percent of distributor and retailer sold 5 to 10 tonnes of onion seeds in the one year.4 percent distributor and retailers sold 10 to 15 tonnes of onion seeds annually.32 percent of distributors and retailer sold above15 tonnes of onion seed.



**Fig 3 .Sale of onion seeds**

- **To Analysis the Market Share of the Meena Seeds.**

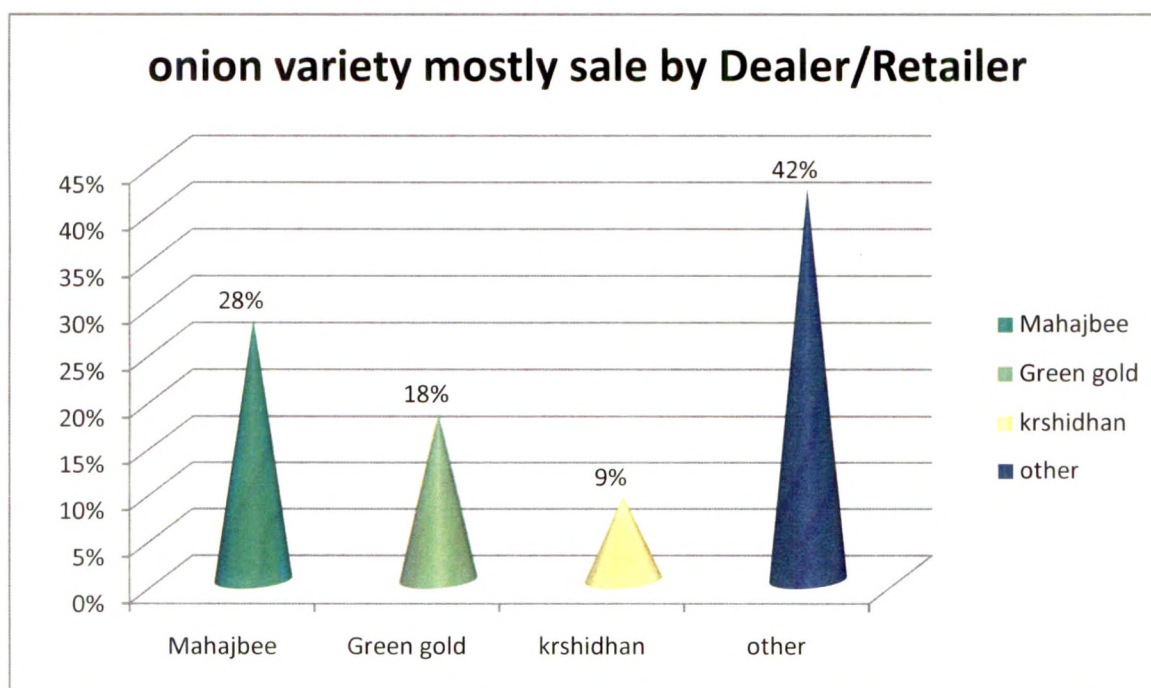
#### **4.Farmer cultivated onion seeds variety.**

By surveying the farmers(100) under onion seeds variety was shown that the farmer cultivating, it as shown in the table below.

**Table 4.Farmer cultivated of onion seeds variety.**

SR.NO.	COMPANY NAME	NO.OF RESPONDENT	PERCENT
1	Mahabeej	18	18
2	Green gold	9	9
3	Mahyco	28	28
4	Krishidan	42	42
5	Other	3	3
6	Total	100	100

It was observed that from the present study 28 percent farmer are cultivated Mahyco company onion varieties 18 percent farmers are cultivated of Mahabeej company onion variety 9 percent farmers are cultivated of Green gold company onion variety. 42 percent farmer are cultivated krishidhan company onion variety. 3 percent farmers are cultivated of the other company onion variety.



**Fig 4 .Farmer cultivated onion seed variety**



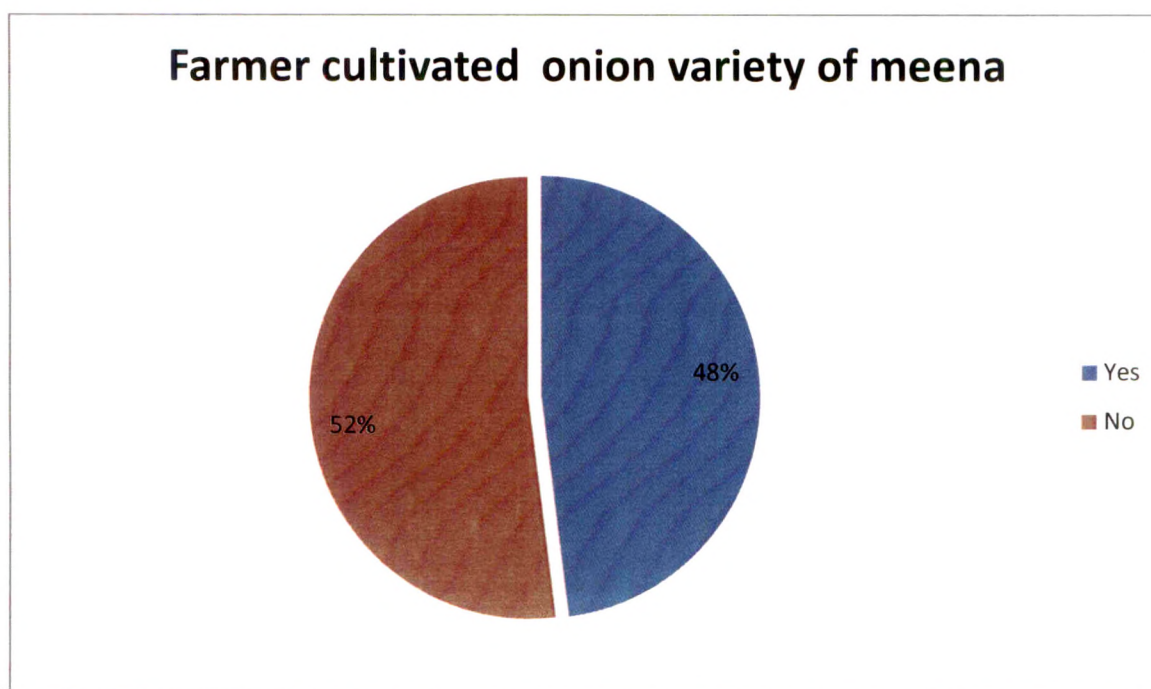
### 5. Farmer cultivated Meena onion variety.

After surveying of farmer(100) it have seen that the farmer under Meena variety was drawn in the belowed table and it shows respondence and non-respondence of the farmers.

**Table 5. Farmer cultivated onion variety of Meena**

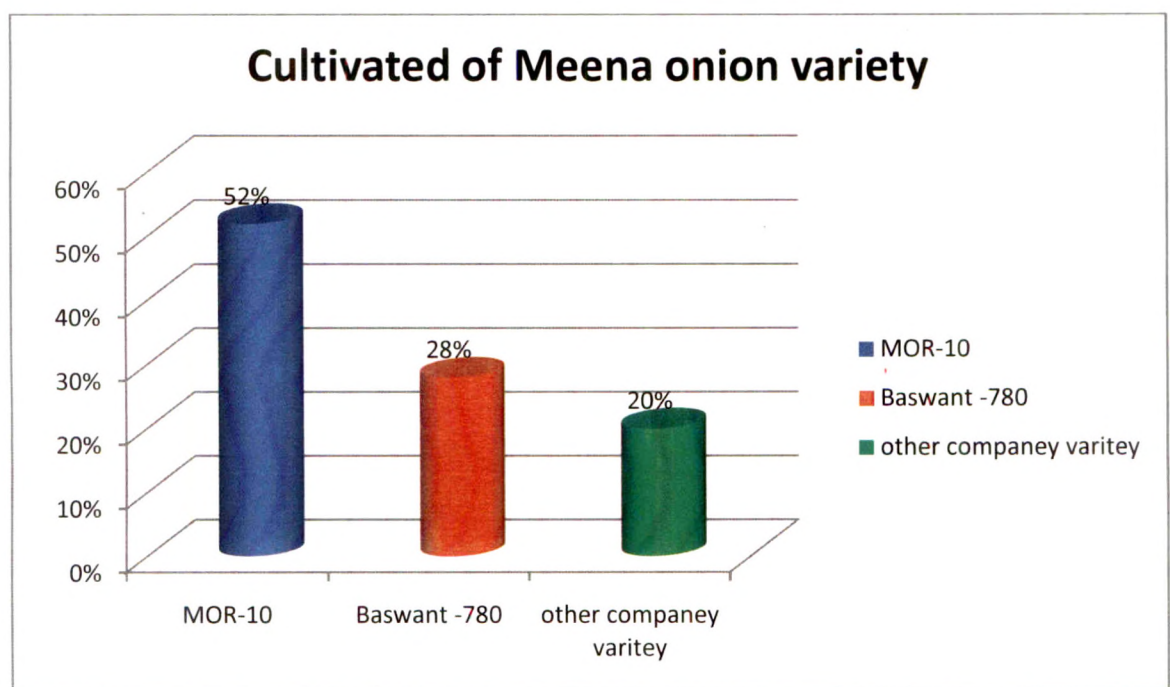
SR.NO.	ANSWER	RESPONDENT	PERCENT
1	Yes	48	48
2	No	52	52
3	Total	100	100

It was found that 48 percent of farmers said they are cultivated of onion of Meena seeds 52 percent of farmers said they are cultivated of onion of other seeds company.



**Fig 5. farmer cultivated onion variety of meena**

## 6. Cultivated of Meena onion variety



**Fig 6.Cultivated of Meena onion variety**

It was observed that from the present study 52% farmer cultivated MOR-10 variety of Meena seeds.28% farmer cultivated BASWANT-780 onion variety of Meena seeds.20% farmer cultivated of other company onion varieties.

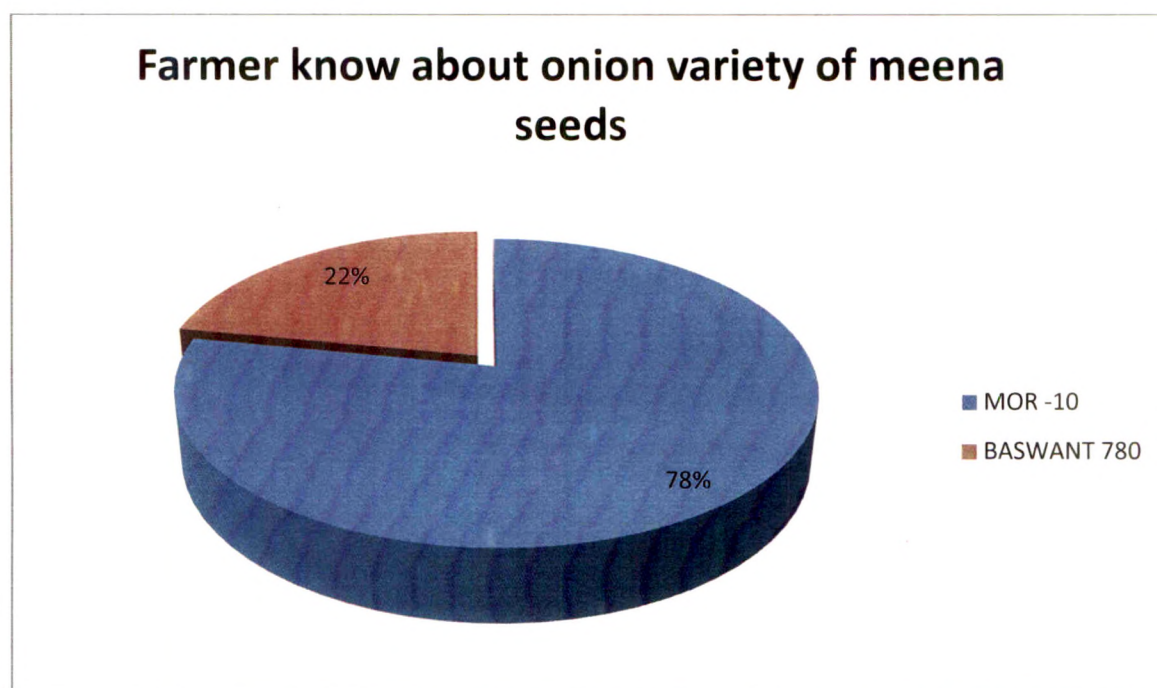
### 7 .Farmer know about onion variety of Meena seeds.

After surveying of Farmers(100),we have seen that farmer know about onion variety of Meena seeds mainly MOR-10 and BASWANT-780 in good percentage.

**Table 7.Farmer Know about onion variety of Meena seeds.**

SR.NO.	VARIETIES OF MEENA SEEDS	NO RESPONDENT	PERCENT
1	MOR 10	78	78
2	BASWANT 780	22	22
3	TOTAL	100	100

It was observed that from the present study 78% farmer are known MOR-10 onion variety of Meena seeds.22% farmers are known about BASWANT-780 onion variety of Meena seeds



**Fig 7.farmer know about onion variety of meena seeds**



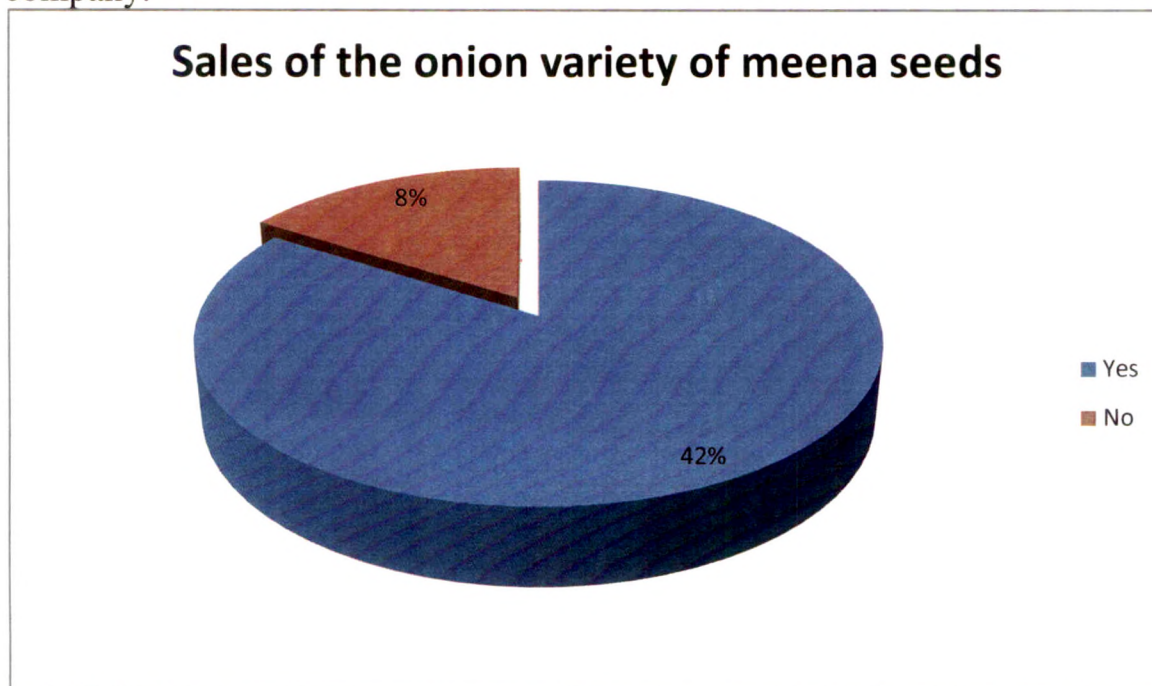
### 8. Sale of the onion variety of Meena seeds.

According to survey of Retailers(50)/Dealer of Meena seeds said that how much sale of onion variety happens and its shown in below table.

**Table 8.Sale of the onion variety of Meena seeds.**

SR.NO.	ANSWER	DEALER/RETAILER	PERCENT
1	Yes	42	42
2	No	8	8
3	Total	50	50

It was found that 42 percent of dealer/retailer said they are sold onion of Meena Seeds.8 percent of dealer/retailer said they were sold onion of other Seeds company.



**Fig 8.sales of the onion variety of meena seeds**



- To Take The Suggestion of Dealer/retailer to increase sale of Meena onion Seeds.

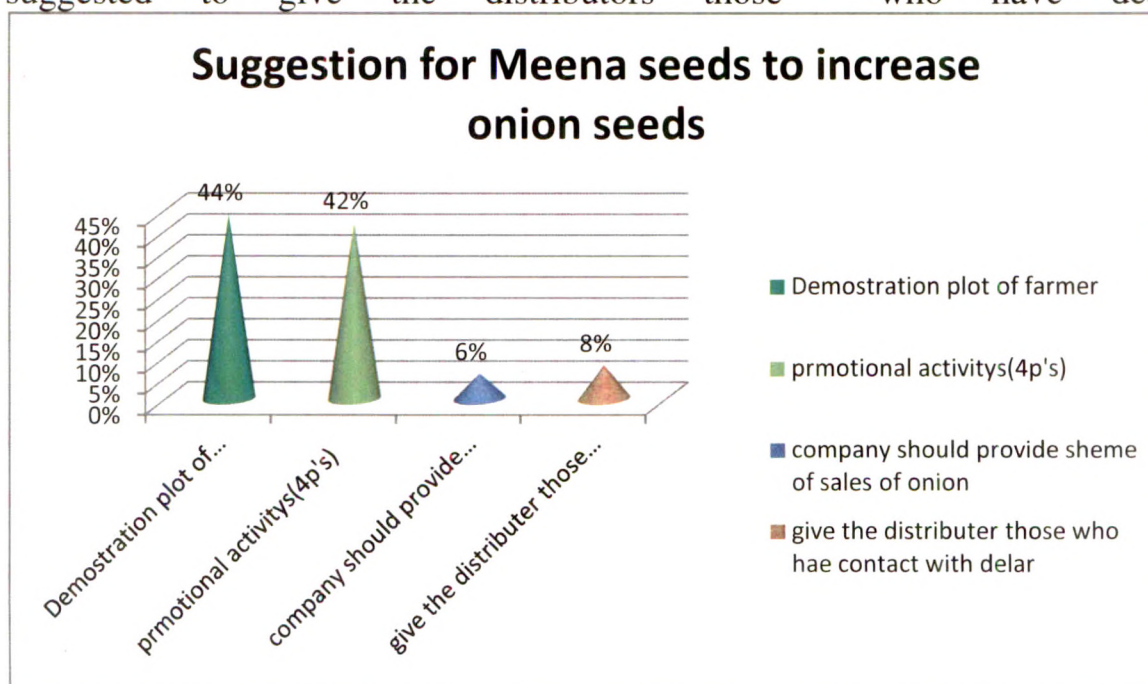
### 9.Suggestion of Dealer/Retailer to increase sale of Meena onion seeds.

The suggestion given by dealer/retailer to Meena onion seeds to increase their sales in comparative to other companies.

**Table 9.Suggestion of Dealer/Retailer to increase sale of Meena onion seeds.**

SR.NO.	SUGGESTION OF DEALER/RETAILER	RESPONDENT	PERCENT
1	Demonstration plot for farmer	22	44
2	Promotional activities(4P's)	21	42
3	Company should provide scheme on sale of onion	3	6
4	Give the distributors those who have contact with dealer	4	8
5	Total	50	100.00

It was observed that from the present study 44 percent of dealer/retailer are suggested to take a demonstration plot for farmer.42 percent of dealer/retailer are suggested to do the promotional activity(4P's)for farmer and dealer.6 percent of dealer/retailer are suggested the company should provide scheme on sale of onion seed of the dealer/retailer.8 percent of dealer/retailer are suggested to give the distributors those who have dealer.



**Fig 9.Suggestion for Meena seeds to increase onion**

### **Market Structure of Onion:**

Agricultural marketing in India is operated by both private traders and government agencies. However, private traders largely dominate the sector. The objectives and form of government interventions have changed over time with the intention of protecting the interest of producers and consumers. A number of government agencies like Food Corporation of India (FCI), The National Agriculture Cooperative Marketing Federation of India (NAFED) and The Directorate of Marketing and Inspection (DMI), specialized marketing boards and a network of cooperatives at the local, state and national level involve themselves at different stages and with different responsibilities in marketing of agricultural produce. In order to improve the marketing system of farm products, wholesale markets were regulated extensively in the 1950s and 1960s with the implementation of Agricultural Produce Marketing Committee (APMC) Act. The APMCs were established in each state by the respective state governments with a view to regulate the marketing of agricultural produce in market areas. The regulation of markets had several positive features such as sale through auction method, reliable weighing, standardized market charges, payment of cash to farmers without undue deductions, dispute settlement mechanism, and reduction in physical losses of produce and availability of several amenities in market yards. Despite several advantages that regulated markets have had, there still existed several limitations. A number of regulated markets could not function efficiently due to collusion/formation of cartels among traders (Banerji 2005; Banerji and Meenakshi 2002; Meenakshi Banerji 2005; Deshpande and Prachitha 2004; Raghunathan 2004;). There was similar collusion in the lack of prompt action by the Market Committee against breach of rules by any trader (Jha and Srinivasan 2004). The Market Committees for all practical purposes

were dominated by traders' interest. Also, at times the proportion of village sales was so large that it made the operation of the APMC Act ineffective in providing fair price to the producer (Deshpande and Prachitha 2004). In some regulated markets, there was no elected Market Committee, nor a market yard of the Committee where produce could arrive and auctions take place. Hence sales often took place in the shop of the commission agent without any supervision. Further, the market fee collected by the APMC was barely used for development of the market and provision of modern facilities. There was often congestion in the market yard and farmers had to wait for long time to sell their produce. Also, there were no proper facilities for the farmer to wait till his produce was finally sold. Finally after disposing their produce off, deductions were made from the receipt of the produce on grounds that produce was not up to the mark. The regulated markets also led to the monopolization of trade by way of granting licenses to intermediaries that constrain the entry of new functionaries and charge self-determined rates for providing services (NCAER 2012).

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# **CHAPTER-7**

# **FINDINGS**

## **CHAPTER VII**

### **FINDINGS**

As we surveyed in company we have seen many diversified things happening in company as well as related to market and also with retailer and customer. they are as follows,

- Total land holding of surveyed sample is 1025 Acres of which 525 Acres of Land under onion cultivation.
- Near about 55 percent farmer cultivated onion and 45 percent farmer cultivated other vegetable crops.
- According to survey, most of the farmer cultivated 42 percent Meena variety of onion and 28 percent farmer cultivated Mahabeej onion seed.
- Majorly 52 percent farmer cultivated other seeds variety of onion and 48 percent farmer are cultivated Meena seeds variety.
- According to the survey sample 78 percent farmers known about MOR 10 onion variety of Meena seeds and 22 percent farmer known about BASWANT-780 onion variety of Meena seeds.

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# **CHAPTER-8**

# **SUGGESTIONS**

## **CHAPTER VIII**

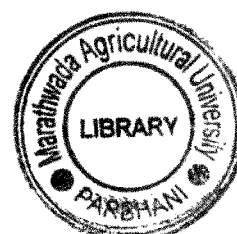
### **SUGGESTIONS**

When I was there in a company ,I have seen some problems arriving in the company.so,I suggested some points to the company director,they are as follows:

Marketing of hybrid onion of Meena Seed Company much is in such a way that creates a brand among the farmer.Awareness of hybrid onion seed of Meena seed company must be their among the farmer as well as dealer.To provide the special offer to the dealer/ retailer for increased their sale.

The company should conduct field trial of seeds in different location of the state and company has made to work on extention program like field demonstration and result demonstration,field visit etc in seed growing areas.

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# **CHAPTER-9**

# **CONCLUSIONS**



## **CHAPTER IX**

### **CONCLUSION**

Lastly, the conclusion for determining the market potential of onion seeds is as following, they are:

Analyzing the market potential of hybrid onion seeds in the Jalna district. The market shares of Meena seeds in Jalna district are 1.25 percent. Expectation of onion dealer or retailer from onion for them is demand for maintain quality of product and provide activity like demonstration, and proper guidance about cultivated of onion to the grower etc

Most of the sample farmers growing onion were small and marginal farmers. In our analysis, sample farmers in general felt that they received price lower than expected. Notably, even in Maharashtra where farmers were less dependent on commission agents/traders for price information and credit, had to sell their produce on the prices decided by commission agents and traders and many of them were not happy with price they received.

**ANNEXURE**

## Annexure

### BIBLIOGRAPHY

For the collection of the data we refer following site.

1. [www.wikiopedia.com](http://www.wikiopedia.com)
2. [www.mapsofindia.com](http://www.mapsofindia.com)
3. [www.maharashtra.gov.in](http://www.maharashtra.gov.in)
4. [www.agricoop.nic.in](http://www.agricoop.nic.in)
5. [www.google.com](http://www.google.com)
6. [www.meenaseeds.com](http://www.meenaseeds.com)
7. [www.mahaagri.com](http://www.mahaagri.com)
8. [www.kisan.com](http://www.kisan.com)
9. Database of agri.
10. [www.zplatur.com](http://www.zplatur.com)

Also for more information we also refer various books of agriculture and various magazines and pamphlets.

❖ Marketing management of Philip Kotlar.

❖ Handbook of agriculture by ArunKatyan.

Indian Economy

❖ Acharya, S.S. and N. L. Agrawal (1994).Agricultural Prices: Analysis and Policy,

❖ Acharya, S.S. and N. L. Agrawal (2004).

Agricultural Marketing in India.

By these books we collected the technical data which require for our project.

### **QUESTIONNAIRE FOR FARMERS**

1. What is the name of farmer?

.....

2. contact no

.....

3. Belongs from which village ,Taluka and district

.....

.....

.....

4. For how long have you been cultivating hybrid onion crop?

.....

5. On how much area you have cultivated hybrid onion?

.....

6. How much area will you use in this year?

.....

7. Do you use your own seed?

YES/ NO

8 Which are the seed selling companies you have used to purchase the seed from?

Meena / Mahabeej /Mahyco

.....

9.On this basis which seed selling company or variety you would like to prefer and suggest other farmers

.....

10.Which quality do you seek mostly in a variety?

( a ) drought tolerant ( b ) disease resistant ( c )short duration ( d ) high yield

.....

11.If you have to prefer one variety over other then what criteria you will use?

( a ) easily available ( b )price ( c ) quality ( d ) all above

.....

12.Does any offer provided by seed selling company influence your decision to purchase that variety and Reject the other?

YES .....

NO .....

## **QUESTIONNAIRE FOR RETAILERS,KSK**

1. Which variety is sold by you?

.....

2. farmer prefer which type of variety the most?

.....

3. for onion crop which variety is used by farmer?

.....

4. for vegetables crop which variety you used?

.....

5. At what rate does onion seeds is sold by you?

.....

6. which crop is most popular in these region?

.....

7. what's the seed duration of onion crop that you prefer?

.....

8. what's the feedback from farmer about preference varieties?

.....

9. At what rate does the yield caused by your variety to the farmer that you suggest them?

.....

10. which company of onion crop may be the big competitor for Meena hybrid seeds company?

.....