

**“STUDY ON MARKET SIZE, MARKET
SHARE AND FARMER’S OPINION OF BT
COTTON IN AMRAVATI DISTRICT OF
MAHARASHTRA WITH SPECIAL
REFERENCE TO ANKUR SEEDS PVT.LTD.”**

PROJECT REPORT

Submitted to the

Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur

**In partial fulfilment of the requirements for
the Degree of**

MASTER OF BUSINESS ADMINISTRATION

In

AGRICULTURE

By

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2012

CERTIFICATE – II

This is to certify that the project report entitled “**STUDY ON MARKET SIZE, MARKET SHARE AND FARMER’S OPNION OF BT COTTON IN AMRAVATI DISTRICT OF MAHARASHTRA WITH SPECIAL REFERENCE TO ANKUR SEEDS PVT.LTD.**” submitted by **Mr. Jawarkar Ravi Vijayrao** to the Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur in partial fulfilment of the requirement for the degree **MASTER OF BUSINESS ADMINISTRATION IN AGRICULTURE**, in the **Department of Agricultural Economics and Farm Management**, Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur has been, after evaluation, approved by the External Examiner and by the Student’s Advisory Committee after an oral examination on the same.

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Date:

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Place: Jabalpur

Date:

RAVI JAWARKAR

DECLARATION

I, **Jawarkar Ravi Vijayrao** student of MBA (Ag.), (2010-12) Department of Agricultural Economics and Farm Management, college of Agriculture **Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur.** declare that I have furnished original data and information to the best of my knowledge in the project titled “**STUDY ON MARKET SIZE, MARKET SHARE AND FARMER’S OPINION OF BT COTTON IN AMRAVATI DISTRICT OF MAHARASHTRA WITH SPECIAL REFERENCE TO ANKUR SEEDS PVT.LTD.**” and that no part of this information has been used for any other purpose, but only for the partial fulfilment towards completion of the degree.

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INTRODUCTION

Agriculture sector is the mainstay of the Indian economy, contributing about 15 percent of national gross domestic product (GDP) and more importantly about half of Indian population is wholly or significantly dependent on agriculture and allied activities for their livelihood. Agriculture holds a very important position in Indian economy. It gives employment to more than 70 percent people of India. So it is very important to improve the agricultural sector. Agriculture and allied sectors accounted for 18.6 percent of the GDP, 4.1percent growth and employed 60percent of the total workforce and even despite a steady decline of its share in the overall of the GDP, is still the largest economic sector and plays a significant role in socio-economic development of India. Agriculture in India largely depends on the uncertain monsoon. In agriculture farmers prefers number of crops during kharif and rabi season as per the suitability of the region. In Maharashtra state, Cotton is the major crop in kharif season and most of the farmers prefer to raise the cotton crop then soybean.

In general, the conditions required for the cultivation of cotton are met within the seasonally dry tropics and subtropics in the Northern and Southern hemispheres, but a large proportion of the cotton grown in areas with less rainfall that obtain the water from irrigation. India is the first country in the world to commercialize cotton hybrids. The leading exporters of cotton are USA, Uzbekistan, India, and Brazil.

1.1 GROWTH OF INDIAN COTTON

During 12th five-year plans that cotton production received the necessary impetus through increase in area and sowing of Hybrid varieties around mid 70s. Since then country has become self-sufficient in cotton production barring few years in the late 90s and early 20s.

Table 1.1 AREAS, PRODUCTION AND YIELD OF INDIA FOR LAST TEN YEARS

Year	Area (lakh hectare)	Production (lakh bales)	Yield (kg / hectare)
00-01	85.76	140.00	278
01-02	87.30	158.00	308
02-03	76.67	136.00	302
03-04	76.30	179.00	399
04-05	87.86	243.00	470
05-06	86.77	241.00	472
06-07	91.44	280.00	521
07-08	94.14	307.00	554
08-09	94.06	290.00	524
09-10	101.71	292.00	488

Source: Cotton Advisory Board, India (2001-2010)

The production of cotton was high in the year 2009-2010 that is 292.00 lakh bales from area of 101.71 lakh hector.

Table 1.2:- STATE – WISE MSP OPERATIONS BY COTTON CORPORATION OF INDIA

(Area in lakh hectare/Production in lakh bales of 170 kgs each/Yield kgs per hectare)

Year	2007-08			2008-09			2009-10		
State	Area	Prod	Yield	Area	Prod	Yield	Area	Prod	Yield
Punjab	6.04	20.0	563	5.27	17.5	565	4.96	14.2	488
Haryana	4.83	15.0	528	4.56	14.0	522	5.07	14.8	495
Rajasthan	3.69	9.00	415	3.02	7.50	422	4.44	11.0	421
North total	14.56	44.0	514	12.85	39.0	516	14.4	40.0	470
Gujarat	24.22	110	772	23.54	90.0	650	26.24	98.0	635
Maharashtra	31.95	62.0	330	31.42	62.0	335	35.03	61.0	296
Madhya Pradesh	6.30	20.0	540	6.25	18.0	490	6.46	14.5	382
Central total	62.47	192	522	61.21	170	472	67.73	173.50	435
Andhra Pradesh	11.33	46.0	690	13.99	53.0	644	13.19	50.0	644
Karnataka	4.03	8.00	337	4.08	9.00	375	4.27	9.50	378
Tamil Nadu	0.99	4.00	687	1.09	5.00	780	1.04	5.00	817
South Total	16.35	58.0	603	19.16	67.0	594	18.5	64.5	593
Others	0.76	1.00	224	0.84	2.00	405	1.01	2.00	337
TOTAL		295			278			280	
Loose lint		12			12			12	
GRAND TOTAL	94.14	307	554	94.06	290	524	101.71	292	488

Source: Cotton Advisory Board, India 2010-2011.

Gujrat state leading in production of cotton followed by Maharashtra and Andhra Pradesh, while in case of Area, Maharashtra state occupy 1st position. Area, Production and Yield of cotton grower state in India are given in Table1.2

COTTON PRODUCTION DURING 2010-2011

The Cotton Advisory Board, in its meeting held on 26th February 2011 has placed cotton production during 2010-11.

Table 1.3:- COTTON PRODUCTION AND BALANCE SHEET DURING 2010-2011

Cotton Production and Balance sheet						
Area in lakh hector/Production in lakh bales/Yield kgs per hectare						
	2010-11			2009-10		
State	Area	Production	Yield	Area	Production	Yield
Punjab	5.30	16.00	513	4.96	14.2	488
Haryana	4.95	14.00	481	5.07	14.8	495
Rajasthan	3.34	9.00	458	4.44	11.0	421
North Total	13.59	39.00	488	14.4	40.0	470
Gujarat	26.33	102.00	659	26.24	98.0	635
Maharashtra	39.73	82.00	351	35.03	61.0	295
Madhya Pradesh	6.51	17.00	444	6.46	14.5	382
Central Total	72.57	201.00	471	67.73	173.50	435
Andhra Pradesh	17.76	53.00	507	13.19	50.0	644
Karnataka	5.34	10.00	318	4.27	9.50	378
Tamil Nadu	1.30	5.00	654	1.04	5.00	817
South Total	24.40	68.00	474	18.5	64.5	593
Others	0.15	4.00	1133	1.01	2.00	337
Loose Lint	--	--	--		12	
Grand Total	111.61	312.00	475	101.71	292	488

Source: Cotton Advisory Board, India 2010-2011.

Cotton production during 2010-2011 season at 312 lakh bales of 170 kgs each, in 111.61 lakh hectare area as per State-wise details given in Table 1.3. It also shows the Gujrat state 1st position in cotton production.

Importance of B.T. Cotton

B.T Cotton crop is one of the important kharif crop in the region and provided following benefits

- Good control of bollworm species (American bollworm, pink bollworm, spotted bollworm, spiny bollworm) in all locations and seasons
- Significantly higher boll retention and more yield than the non-*Bt* cotton crop
- Reduction in chemical sprays for bollworm control
- Substantial increase in net income to farmers
- No adverse impact on non-target organisms and the adjacent non-*Bt* cotton or other crops

Specific objectives

1. To assess the market size of Bt. Cotton of selected company in the study area.
2. To know the existing channel of distribution of Ankur Seeds Pvt. Ltd. and other major players in the Amravati district.
3. To estimate the market share of Bt. Cotton in the study area.
4. To study the sale promotional activity adopted by the company in the study area.
5. To know the dealers and farmers opinion about Bt. Cotton varieties of Ankur Seeds Pvt. Ltd.
6. SWOT analysis of the organization

LIMITATIONS OF STUDY

The project was done with all the possible accuracy and honesty. However there were some limitations of the project due to which there may be some deviations in the findings.

1. Due to limited time we could not covered all the aspects of the B.T. Cotton in the study area.
2. The time for collection of information of this project was only 8 – 10 weeks which was not sufficient for such type of study as study having so many dimensions.
3. The study was limited only one company i.e. Ankur Seeds Pvt. Ltd.
4. The finding of the project study could not be generalized in whole state of Maharashtra.

Organisation Profile

Ankur Seeds Private Limited was established in 1976 at Nagpur, (Maharashtra). It launched its research and development activities in 1978 & received recognition from DSIR Government in India in 1992-1993. The objective of the research and development unit was to produce high yielding economical hybrids varieties to suit the farmer's needs. The company bagged the National award for excellent research and development achievements in 1996. Ankur seeds have realized the future needs of the industry and has geared up for the same. Biotechnology through bio safety for the benefit of mankind is Ankur's vision beyond 2004.

From 1976 to 2009 all through its journey of **Ankur Seeds Pvt. Ltd.** has carved a niche for itself in the field of agribusiness. Ankur seeds have earned the trust & confidence of the farming community mainly because of its quality products.

Mission

- Three dynamic young agriculturists Ravidada Kashikar, Laxmandada Aurangabadkar and Madhavrao Shembekar started on a mission, a mission to provide quality planting material suitable for the Indian subcontinent, to bolster the green revolution to the other parts of India.
- The mainstay of a successful crop being in the quality of seeds sown, Ankur aimed at providing high quality seeds to the farmer community at reasonable prices.
- Ankur aim has also been to convince the farmers about the beneficial use of high yielding varieties to local varieties and thus enhance production.

Management Body:

Chairman: - Mr. R.M. Kashikar

Managing Director: - Mr. .M.G.Shembekar

Marketing Director: - Mr. M.M. Saoji

Production Director: - Mr. Vijay Kashikar

Finance Director: - Mr. B.S. Umalkar

Research Director: - Mr. L.P. Aurangabadkar

Regional offices: - Ankur seeds have following regional offices.

- Ahmadabad
- Indore
- Hyderabad
- Raipur
- Bangalore
- Ranchi
- Calcutta
- Patna
- Lukhanow
- Hisser
- Jaipur
- Bhatinda
- Pune
- Akola
- Jalgaon
- Trichi

- **Processing plants**

Ankur seeds have six processing plants which are situated at different places

- Malkapur (Maharashtra)
- Waigaon (Maharashtra)
- Kalmeshwar (Maharashtra)
- Hingana (Maharashtra)
- Ranibennur (Karnataka)
- Nadiyad (Gujarat)

Product Profile

Ankur seeds having several range of products in field crops, cash crops, and vegetable crops.

Ankur seeds having products of both B.T and non B.T Cotton.

Products of B.T Cotton as given below.

- Ankur Jai BG II
- Ankur Akka BG I
- Ankur 3028 BG II
- Ankur 651 BG I

Characteristics of B.T Cotton products: -

Ankur Jai BG II

1. Medium duration, beneficial for both pre-monsoon and monsoon.
2. Plant type semi-erect with open growth, tall and sturdy structure.
3. Bolls large and oblong are weighing around 4.5 to 5.0 gms.
4. Quality fiber with low trash because of good opening.
5. Resistant to boll worms.

Ankur Akka BG I

1. Sustainability for pre-monsoon and monsoon sowing enables the farmer to fit this hybrid in their cropping pattern and get the consistent performance under varied conditions.
2. Plant type semi-spreading with bushy growth, medium tall and sturdy structure.
3. Bolls are large, plump oval, weighing around 4.5 to 5.0 gms.
4. Stay green nature doesn't allow reddening thus, good quality fiber development is assured.

Ankur 3028 BG II

1. Medium tall, semi spreading variety.
2. Bolls are large having weight of 4.5 to 5.0 gms.
3. It is tolerant for sucking and gray mildew field.
4. Suitable for both dry land and irrigated condition.

Ankur 651 BG I

1. Plant type semi-spreading with open growth and medium height.
2. Bolls elongated oval in shape with average wt around 3.50 to 3.75 gms.
3. Ideal for rainfed condition
4. Adaptation to closer spacing, more plant population per acre can be accommodated which in turn lead to higher yield.
5. Early crop duration helps in timely sowing of succeeding crop.

Research & Development

- For a vast country like India with varied soil and climatic conditions production of seeds suiting each climatic and soil type was imperative.
- Ankur launched its research and development activities in 1978 with a view to providing innovative, exotic and more friendly planting material to the farmers.
- Ankur commenced its research activities in vegetable crops like Okra, Hot pepper, Cowpea, Egg plant, Cucurbits and field crops like Cotton.

Production & Processing

A) Production

- Beginning with a modest office of a little over 200 sq. ft in 1976 and an initial production of 150 quintals Ankur received an overwhelming response from the people of Vidarbha for its public bred varieties of cotton, jowar and okra. The company then expanded its production activities to Andhra pradesh, Gujrat and other parts of Maharashtra.
- With an ever increasing demand for its quality seeds Ankur started production in its own processing units in the year 1983 at Tirupati and Kisanagar.
- The company provides employment opportunities to over 30000 persons annually through its contract farming practices. These persons residing in various parts of the country undertake seed production for the company under the able guidance of our professionals. The staff works hand in hand with the growers to check the isolation, genetic purity and health of the seeds in the field to facilitate production of excellent quality seeds. The company also provides guidance to the farmers in the use of fertilizers. Thus the farmers gain expertise even for independant cultivation of various crops.

B) Processing



Gravity Separator

The company has eleven state of the art processing plants with a production capacity of over 16000 tons, a dehumidified storage capacity of 5000 sq m for medium term storage and 10,000 sq m warehouses. Our processing plants are one of the best in the country equipped with the most modern technology. The plants provide facilities for drying, pre cleaning, ginning, delinting, gravity separation and fungicidal treatments.

The seeds are subject to stringent quality control measures. The seeds are tested for their germination, moisture content and weed seeds during the laboratory tests. The genetic purity, seed health and vigour are tested before the seeds are marketed. The company has also achieved high levels of seed purity with the genetic male sterility techniques. The failure percentage of our seeds in the lab and field tests is not even 1 percent.



Needle Sorter



Autopacking

The company has autopacking facilities for its products which ensure airtight packing and accuracy in weight.

Marketing

- With a head office of over 6000 sq ft in Nagpur, 11 regional offices and 6 area offices Ankur has a network covering 12 major states of India. The company periodically organizes field day programs and demonstrations in various parts of the country to educate the farmers on the latest in agricultural practices.
- The company has organized seven regional demonstrations in the previous year and invited over 50,000 farmers to its programs. This activity is skillfully handled by the marketing department with a team of nearly 85 employees and a dealer /distributor network of over 300 persons. The company's policies are distributor and farmer friendly.
- The members of the marketing team are in close contact with the farmers from the point of sale of seeds to the time the produce is ready. The marketing staff together with the distributors and dealers provides valuable information to the farmer for helping him in optimizing his output.

ACHIEVEMENTS

- The companies remarkable research achievements were recognized by the DSIR government of India in 1993.
- The companies testing laboratory at Kinhi provides testing facilities for Biochemical Analysis, Fibre Testing, Molecular Biology, Tissue Culture, Soil and Plant Analysis and Microbiology.
- The company has various regional research stations for multi-location trials of advanced generation material. Ankur has realized the future need of the industry and has geared up for the same. Biotechnology through bio safety for the benefit of mankind is Ankurs vision for the future.
- Ankur has ventured into the field of transgenic research which includes incorporation of insect tolerance in cotton by using Cry I Ac and Cry X gene.

- The future projects include incorporation of drought tolerance traits, improvising the quality of vegetable crops like delayed ripening of the tomato.
- The company achieved its major breakthrough in cotton seeds in the year 1993 with Ankur 651 cotton hybrid. Its suitability to dryland farming, early flowering and adaptability to excessive as well scanty rainfall made it an instant hit with the farmer community.
- Ankur 651 was declared a notified hybrid in the all India coordinated cotton improvement project. Ankurs other two cotton hybrids Ankur 09 and Swadeshi-1 have also been notified by the government of India for dryland cultivation in central India.
- The company achieved a record 12500 quintals of production in the year 2001-02 of cotton seeds. Ankurs share in the cotton seed industry is an astounding 18%.
- Incidentally Ankur also holds the Largest Share in Proprietary Cotton Hybrid Sales.
- The output of Ankur cotton seeds is a remarkable 80 lakh quintals which is a 15% share of the Indian cotton industry. Ankur's long staple cotton hybrid Akka has given the best results in India with a staple length of over 32 mm.
- Ankurs golden moment was in the year 1996 when the company received the national award for research from none other than the Hon. Minister of state for Science and Technology. Today the company boasts of over 115 hybrids in various crops. The company has 125 hectares of land reserved specially for research. The company has a large collection of proprietary germplasm with novel traits of all crops.
- Our team of dedicated breeders works hard to give the best possible research products suitable to the farmer's requirements. The company is applying advanced techniques like DNA fingerprinting, marker assisted selection methods, development of markers for traits of importance to hasten up the speed of crop breeding treatment and various other biotechniques.

PROFILE OF THE STUDY AREA

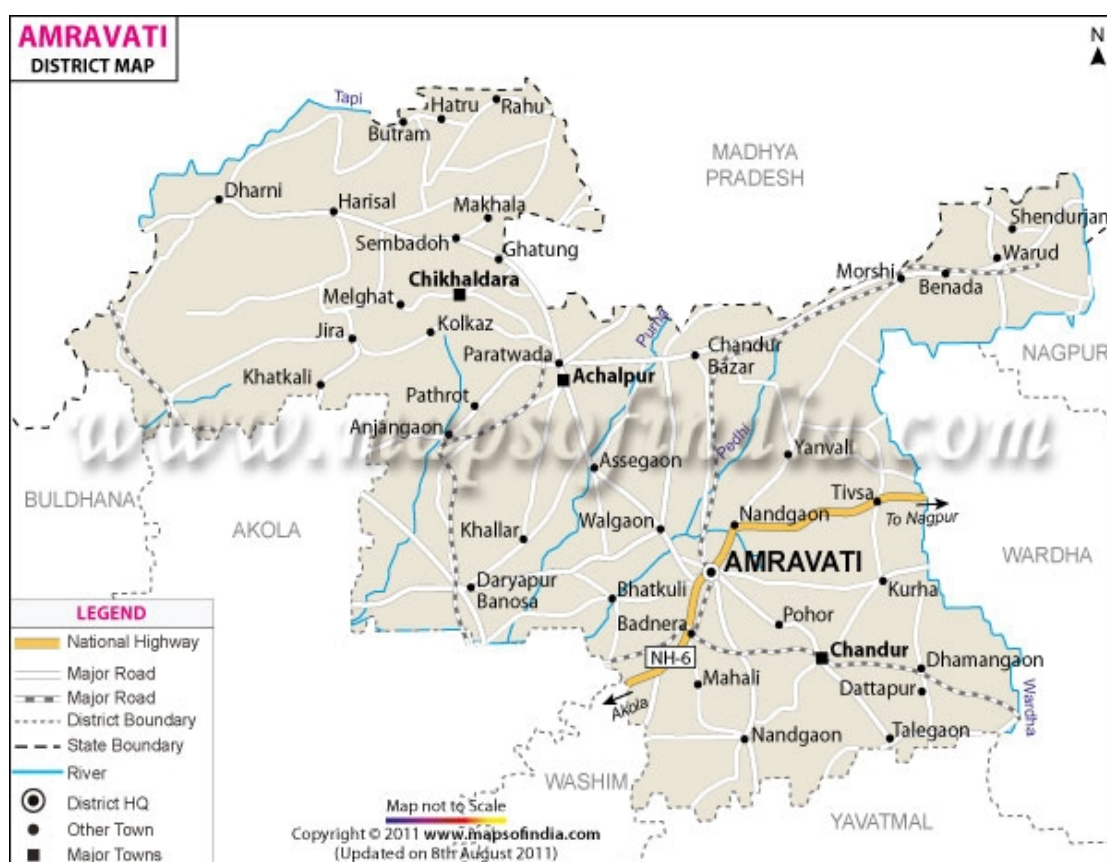
LOCATION

Amravati district lies between 20.30° to 21.50° north latitude and 76.350° To 78.27° east longitudes. The district is bounded on the North of Madhya Pradesh on the East by Nagpur and Wardha districts and on the South and South West by Yavatmal, Akola and Buldhana district of Maharashtra state.

The district is divided into two parts

- 1) Plain Zone Comprising of Amravati, Achalpur, Warud, Chandur Rly. Daryapur, Anjangaon Surji, Chandur Bazar, Morshi, Tiwsa, Bhatkuli Nandgaon, and Khandeswar tahsils
- 2) Hilly zones comprising of Chikhaldara and Westernplateau of Dharni Tahsil.

“THE MAP OF AMRAVATI DISTRICT”



2. AMRAVATI DISTRICT (DISTRICT AT A GLANCE)

1. Area (000 Sq. K.M.): 12626

2. Population: 2,887,826(Census India report on 2011)

Male-330,544 and Female -316,257

Its population growth rate 2001-2011 was 10.77 percent

3. Density: 237 inhabitants per square kilometre (610 /sq mi)

4. Literacy: 93.03 Percent

Male- 95.52 Percent

Female- 90.44 Percent

5. Sex Ratio: 947 females for 1000 males (Census India report on 2011)

6. No. of Talukas: 14

7. No. of Panchayat Samities: 14

8. No. of villages: 2002

9. No. of towns: 11

10. Geography

- North Latitude: 20.30 to 21.50°
- East Longitude: 76.35 to 78.27°

SOIL

The soil of the district is deep brown to brick red and black cotton soil. The richest tracks are found in valleys of rivers Purna, Wan and Wardha. The soil is black in Chandurbazar, Morshi, Warud, Achalpur, Daryapur and Anjangaon Tahsils. The predominant soil cover in the Amravati district are- Black Cotton Soil- Medium black.

RIVERS

The Purna is the largest river in the district. It originates from Satpuda ranges in Madhya Pradesh and flows in the South-western direction through Achalpur tahsil and across the boundary of Amravati and Daryapur tahsils.

Shahanur, Chandrabhaga, and the Pedhi are the tributaries of Purna River. The other important rivers of the district are the Wardha and the Tapi. River Wardha flows along the Eastern border of the district for about 80 Kms.

Climate

Climatically the district is hot and humid, but in winter it is comparatively cool. The maximum temperature reached 44.5 ° C. and the minimum temperature was 12.4 deg C. The year is more or less clearly divided into three seasons; namely the hot season extending roughly from middle February to middle June; the rainy season from middle June to September and the winter from November to middle February. The month of October witness the transition from the rainy to the cold weather.

Table 3.1: Month wise average temperature of Amravati District (2010-11).

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
Mean daily maximum temperature (°C)	29	32	36	40	42	37	31	30	31	33	30	28
Mean daily minimum temperature (°C)MG	15	17	21	25	27	25	23	23	22	20	17	15

Source: Annual report Department of Statistics, Government of Maharashtra Amravati (2010-11).

RAINFALL

Amravati district receives rainfall from south westerly monsoons mainly in the months of June, July, August and September. July and August are the months during which the maximum rainfalls were observed.

Table 3.2: Average rainfall in Amravati District (2010-11)

S.No	Name of Tehasil	Average Rain fall (M.M.)
1.	Dharni	1041.8
2.	Chikhaldhara	1555.7
3.	Amravati	900.5
4	Bhatkuli	787.2
5.	Nandgaon khan.	1058.7
6.	Chandur railway	715.3
7.	Tiwasa	718.8
8.	Warud	609.2
9	Morshi	761.1
10	Daryapur	676
11	Anjangaon	646.1
12	Achalpur	743.3
13	Chandur bajar	780.6
14	Dhamangaon railway	1049.3

Sources: Annual report of agriculture Statistics, Department of agriculture Amravati (2010-11)

Maximum and minimum rainfall were receives in Chikaldara (1796.42MM) and Amravati (246.00 MM) respectively (2010-11)

ADMINISTRATIVE SET-UP: AMRAVATI DISTRICT

The State of Maharashtra, consisting of 31 districts, and is divided in six administrative divisions, namely Konkan, Nashik, Solapur, Aurangabad, Nagpur, and Amravati. Divisional Commissioner's offices of Amravati is located at the district headquarter.

The district is divided into 14 tahsils for administrative convenience namely Amravati, Bhatkuli, Nandgaon (Khandeswar), Achalpur, Chandur-Bazar, Morshi, Warud, Chandur Rly, Tiwasa, Daryapur, Anjangaon Surji, Dharni, Dhamangaon Rly., And Chikhaldara. The district is divided into 14 Talukas (administrative units) and six sub-divisions as per details given below.

Sub-Divisions	Taluka within the sub-division
Amravati	Amravati, Bhatukali, and Nandgaon Khandeshwar
Daryapur	Daryapur and Anjangaon
Achalpur	Achalpur and Chandur Bazar
Morshi	Morshi and Warud
Dharani	Dharani and Chikhaldara
Chandur (Rly)	Chandur (Rly.) ,Tiosa and Dhamangaon railway

According to 2011 census there were 11 towns and 2002 villages. Amravati is the District headquarters. Amravati district covers an area of 12626 sq.kms. The district is divided into 14 Talukas and six sub-divisions as per details given below

S.no	Particular	Unit (In No.)
1	Tehasil	14
2	Blocks	14
3	Towns	11
4	Villages	2,002
3	Total cover area in sq.kms.	12626
6	Total Population	2607.160

Sources: Annual report in department of Statistics, Amravati. (2010-11)

LAND HOLDING

The majority of farmers in the Amravati District belong to small, medium, and large size groups. The operational land holding under different size groups of farmers are given in Table 3.3

Table 3.3: Operational land holding under different size groups

Size Group	Land Holding (ha.)	No. of farmer	Percentage of the farmer
Small	0.0-2.00	47366	22
Medium	2.01-5.00	114200	54
Large	5.01-Above	50169	24
Total		211735	100

Source: District Agricultural statistics, Amravati (2010-11)

It reveals from the table reveals that the majority of farmers in the Amravati district belong to medium size farmers which representing 2 to5 ha. Land holding which contributes to about 54 percent of the total farmers followed by large and small farmers i.e. 24 percent and 22 percent respectively.

LAND USE PATTERN

Amravati has 1221700 ha. Geographical area out of this other uses of land are given in Table 3.4

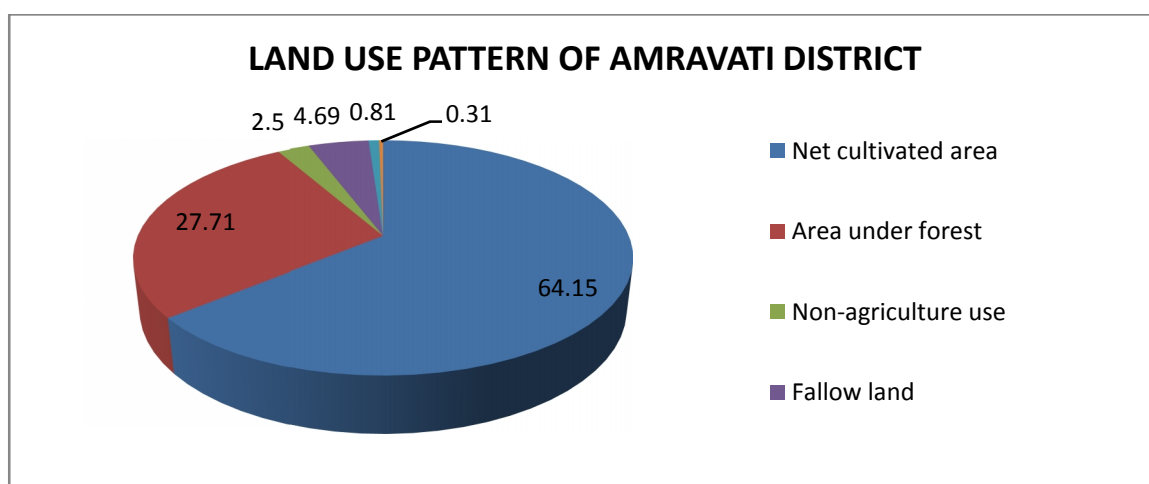
Table 3.4: Land use pattern of Amravati District (2010-11)

S.No	Particulars	Area(ha)	Percentage (in ha.)
1.	Geographical area	1221700	100
2.	Area under forest	338566	27.71
3.	Land put to non-agriculture uses	28200	2.30
4	Fallow land	57400	4.69
5.	Land under miscellaneous trees and grooves	3834	0.34
6.	Land not available for cultivation	9900	0.81
7.	Net cultivated area	783800	64.15

Sources: Annual report Department of Agricultural of Statistics, Amravati (2010-11)

It reveals from the Table 3.4 that Amravati has 1221700 ha. Geographical area out of this 27.71 percent area under forest and net cultivated area are 64.15 percent.

Figure No. 3.2: Land use pattern of Amravati District (2010-11)



3.4 CROPPING PATTERN

Cotton, Jowar and tur are the main crops grown by the farmers in kharif season which covers 46.38, 16.02 and 12.78 percent to total area under kharif crops respectively, and rabi season covers 54.92 percent of Gram and 41.55 percent of Wheat crop. Gram and Wheat are the main rabi season crop in Amravati district. Area under kharif crops and rabi crops in Amravati district are given in Table 3.5.

Table 3.5: Area under Kharif Crop and rabi crops in Amravati District of Maharashtra (2010-2011)

S.No.	Name of Kharif crops	Area (Ha.)	%of area	Rabi crops	Area (Ha.)	% of area
1.	Soybean	44800	8.9	Gram	154300	54.92
2	Cotton	233200	46.38	Wheat	116700	41.55
3.	Mung (Green gram)	40800	8.17	Other	9930	3.53
4.	Jowar	80600	16.07			
5.	Tur	64300	12.78			
6.	(Black gram)	24500	4.8			
	Other	14700	2.9			
	Total	502900	100		280930	100

Area under kharif crops of Amravati district has been provided in Table3.5. It reveals from table that the maximum (46 percent) area covered by Cotton crop, followed by Jowar crop which shares 16 percent. Other crop like Tur, Mung (Green gram), and Black gram has a share of 12.78, 8.13, and 7.79 percent respectively. It also reveals that maximum (54.92 percent) area under rabi crops covered by Gram then Wheat which shares 41.55 percent.

Figure No. 3.3: Area under Kharif Crop in Amravati District of M.H (10-11)

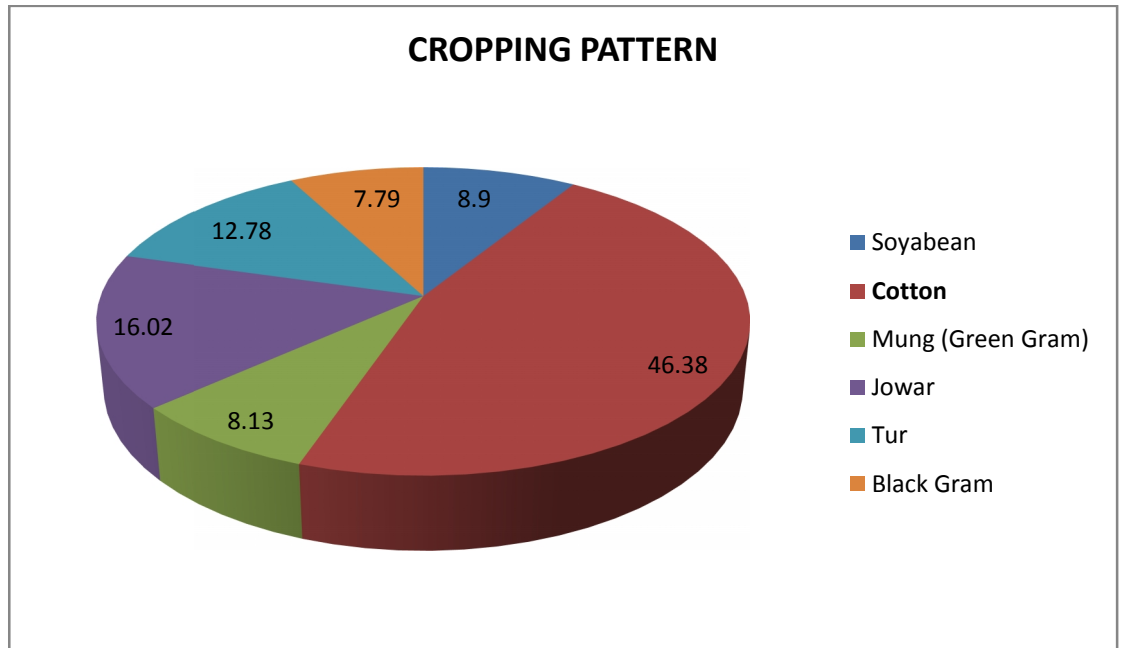
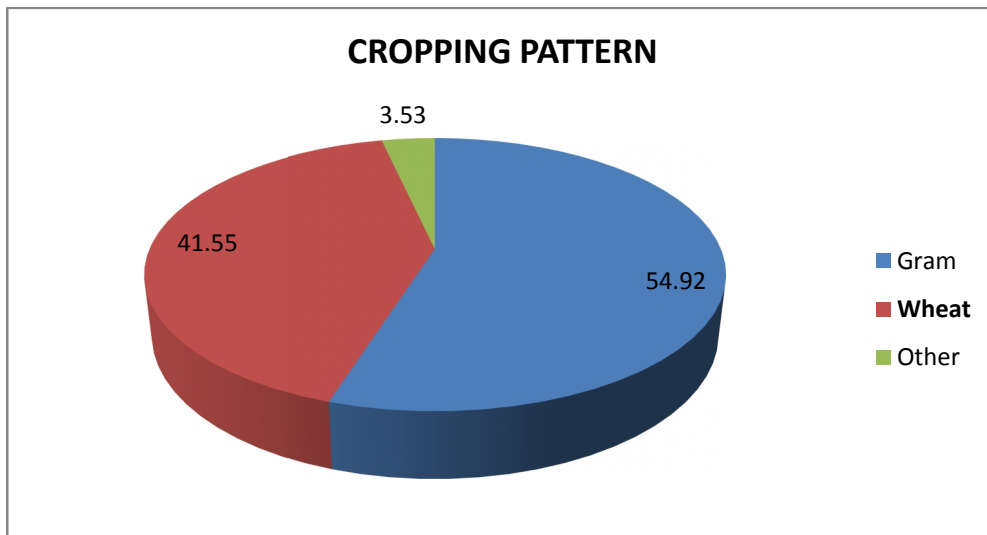


Figure No. 3.4: Area under Rabi Crop in Amravati District of M.H (10-11)



In Amravati district area under cotton crop was 233200 hectares out of this irrigated and rain fed area under cotton crops taluka wise are given in Table 3.6.

Table 3.6: Taluka wise area under cotton crop (2010-2011)

Sr.no.	Block	Irrigated area in ha.	Rain fed area in ha.	Total
1	AMRAVATI	13220	5021	18241
2	NANDGAON KHA.	8210	8820	17030
3	BHATKULI	6720	10866	17586
4	CHANDUR RYL.	12800	6300	19100
5	DHAMANGAON RYL.	12230	6810	19040
6	MORSHI	18110	4663	22773
7	WARUD	9100	6250	15350
8	TIOSA	9910	4050	13960
9	ACHALPUR	12120	6575	18695
10	ANJANGAON	11960	7300	19260
11	DARYAPUR	13270	5425	18695
12	CHANDUR BAJAR	13150	6230	19380
13	DHARNI	4700	3380	8080
14	CHIKHALDARA	3900	2110	6010
	TOTAL	149400	83800	233200

SOURCE – ANNUAL REPORT OF AGRICULTURE DEPARTMENT OF AMRAVATI DISTRICT 2010-11.

Table 3.6 reveals that maximum 22773 ha. area under Morshi taluka followed by Chandur Bajar, Anjangaon, Chandur ryl, Dhamangaon ryl taluka covers 19380, 19260, 19100, 19040 hectares area respectively. It also shows that maximum 13220 ha irrigated area under Amravati taluka and minimum 10866 ha. rain fed area under Bhatkuli taluka

IRRIGATION SOURCES

It is observed that the irrigation facilities are not adequate in the district. Rivers, Tanks, wells, etc. contribute to some extent to provide irrigation facilities. The work of Malkhed, Shekandari, Sakhali, major and medium irrigation projects has been completed.

The Dams in Amravati District are:

1. Upper Wardha Project
2. Lower Wardha Project
3. Chandrabhaga Project
4. Bembala Project
5. Sapan Project
6. Purna Project

Source of Irrigation

Table 3.7: Source of irrigation in Amravati district

Sources of Irrigation	Number
Canals	34
Tube wells	12229
Other well	9428
Tanks	446
Total	22137

Source: annual report irrigation department, Amravati 2010-11.

Data shows that underground water was the main source of irrigation in which tube wells and other well.

Methods and Materials

This chapter deals with the nature and type of the data required sampling technique used for collecting data and analytical tools applied for generating relevant conclusion. The present study was an exploratory research with an objective to estimate the market potential of B.T cotton seeds and attempt was also to get a general idea about farmer's preference regarding various varieties and identifying the factor, which influence the buying behaviour.

Sampling Design

1. Selection of the study area.
2. Selection of villages and respondents
3. Method of data collection.
4. Source of data collection
5. Period of study.
6. Analytical tools

1 Selection of study area

Amravati district of Maharashtra state was selected purposively as due to assign by the company. Amravati district comprises number of taluka namely- Amravati, Bhatkuli, Nandgaon (Khandeswar), Achalpur, Chandur Bazar, Morshi, Warud, Chandur Rly, Tiosa, Daryapur, Anjangaon Surji, Dharni, Dhamangaon Rly., and Chikhaldara. Ankur seeds Pvt. Ltd. is one of the company which has made its mark by constantly offering its quality products to the farming community .The main task involved in the project was to study the different aspect, which will be hopefully useful for the companies in deciding the future strategies. Perception of farmers towards Ankur seeds .What influences the purchase decision of the farmers? Their expectation towards Ankur seeds .To study the awareness among farmers about Ankur seeds .Demand of Ankur seeds in market.

1.2. Selection of block

The study is confined to Amravati district of Maharashtra. This district comprises of 14 tahsils or Block for administrative convenience namely Amravati, Bhatkuli, Nandgaon (Khandeswar), Achalpur, Chandur-Bazar, Morshi, Warud, Chandur Rly, Tiosa, Daryapur, Anjangaon Surji, Dharni, Dhamangaon Rly., and Chikhaldara. Out of which six block/tahasil were selected for the purpose of study assigned by the organisation.

- 1) Amravati
- 2) Bhatkuli
- 3) Nandgaon Khandeshwar
- 4) Chandur Railway
- 5) Dhamangaon Railway
- 6) Morshi

2. Selection of villages and respondents

After selection of block, five villages were selected from each block as per list of village provided by the dealers. Total 30 villages were considered namely, Nandgaon peth, Wadki, Rahatgaon, Loni takli, Walgaon(Amravati), Wadhona siddhanathpur, Anjangaon bari, Morgaon, Dhanora fasi, Vaghoda (Nandgaon Khan.), Uttamsara, ,Pandhari, Ganori, Shivani, Khallar (balaji) (Bhatkuli), Pinglai(Devi), Karajgaon, Jarud, Shendurjana Ghat, Parsoda, Bramhanvada govindpur(Morshi-Varud), Dabhada, Mangrul, Digi mahlle Wadki, Vadhona(Dhamangaon Railway), Kurha, Mandva, Jdka Jagtap, Aamla, Salora (Chandur railway). The list of farmers who engaged in Cotton Crop cultivation were prepared and further catagerious in to three size groups on the basis of size of landholdings small (56), medium (65), large (29) So from each block farmer were selected.

Thus total 150 farmers were considered for the detail investigation. From each block, one dealer also consider below for the study per size.

Table4.1: Block-wise selection of villages and respondents

Sr.No	Block	No. of dealers	No. of villages	No. of farmers			
				Small	Medium	Large	Total
1	AMRAVATI	1	5	14	5	6	25
2	NANDGAON KHAN.	1	5	10	12	3	25
3	BHATKULI	1	5	13	9	3	25
4	MORSHI	1	5	5	15	5	25
5	CHANDUR RAILWAY	1	5	8	10	7	25
6	DHAMANGAON RAILWAY	1	5	6	14	5	25
Total			30	56	65	29	150

The list of different distributors and dealers of the six top major players in the selected area were also taken in to consideration. From the selected villages farmers from the area the list of farmers were prepared who engage in cultivation of enquiry (as list of users provided by dealers). The final list of the selected respondents was provide in the appendages.

3. Method of data collection

I visited farmer on their field for the face to face interaction and for conducting the survey with the Questionnaire during visit we made farmers aware about Ankur seeds, and performance of the seeds & demand of the Ankur Bt. cotton seeds.

The sample size farmer (150) and dealer (30) were taken. The method used for selecting the sample was convenient sampling. With the help of structured interview schedule a survey of farmers and dealers was conducted in different areas of Amravati District. This gave an idea about Perception of farmers towards Ankur Bt. cotton seeds .What influences the purchase

decision of the farmers? Their expectation towards Ankur Bt. cotton seeds
.Demand of the Ankur Bt. cotton seeds.

4 Source of data collection

Primary Sources- Dealers of Ankur seeds dealing in seeds of different company.

Secondary Sources- Data about Ankur seeds market present on Internet

5. Period of study

The data pertain to the agricultural year 2010-11 and project period 25/07/2011 to 25/09/2011.

6. Analytical tools

1. The analytical tools were used Simple average and percentage for analysis the data.
2. SWOT analysis

To know the performance of the organization, SWOT analysis was considered.

SWOT Analysis

S = Strength.

W = Weakness.

O = Opportunity.

T = Threats.

Presentation of Data and Finding

This chapter deals with the analysis of “Market size”, Market share and farmers’ opinion of Bt. Cotton in Amravati District of Maharashtra” presented under following head.

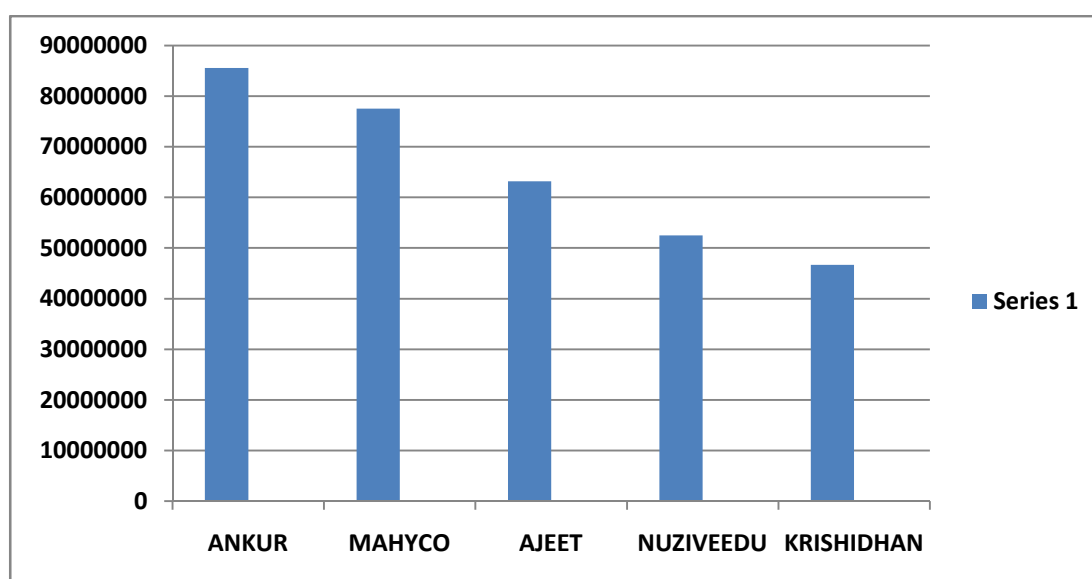
Major companies

The details about sales value of different Bt. Cotton varieties by the major seeds companies in the study area have been provided in the following Table

Table 5.1: Major companies functioning in the study area.

S.No	Name of the company	Sale in cr.	Rank /Position
1.	Ankur seeds Pvt. Ltd.	8,55,88,400	1 st (26.30)
2.	Mahyco seeds Pvt. Ltd.	7,75,34,100	2 nd (23.82)
3.	Ajeet Seeds Limited	6,31,65,600	3 rd (19.41)
4.	Nuziveedu Seeds Limited	5,24,66,500	4 th (16.13)
5.	Krishidhan Seeds Limited	4,66,71,100	5 th (14.34)
	TOTAL	32,54,25,700	100

Figure No. 5.1: Major companies functioning in the study area.



It revealed from the table that five major company viz Ajeet, Ankur, Nuziveedu, Mahyco and Krishidhan were functioning in the study area, out of

which Ankur Seeds Pvt.Ltd. was stand in first position, The position or rank of the company was measured on the basis of total sale value of different Bt. Cotton Varieties by the company.

Price of B.T or non B.T cotton set by the Govt. prior the sesion of sowing, and all company fix its price according to the Govt. instruction. Now a day's all seeds company sale cotton variety as Bolguard –I or Bolguard-II and price are same Bolguard-I (830 Rs./ pkt.) and for Bolguard- II(930Rs./Pkt.) variety of cotton of all company. Variety Wise Sale of BT Cotton under Different Seeds Company is given in Table 5.2

Table 5.2: Variety Wise Sale of BT Cotton under Different seeds Company

S.No	Company Name	Variety I-BG-I II-BG-II	Amt	Bhat	Nand	Chand	Dhaman	Mor	Total Pkt.	Value In (Cr.)
1	ANKUR									
	1	JAY-II	5100	1000	2000	7000	13000	16000	44100	4,10,13,000
	2	3028-II	6080	3000	6800	4000	10000	11000	40880	3,80,18,400
	3	651-I	600	700	600	700	1200	1500	5300	43,99,000
	4	AKKA-I	400	300	300	300	800	500	2600	21,58,000
			12180	5000	9700	12000	25000	29000	92880	8,55,88,400 Cr.
1	MAHYCO									
	1	DR.BRE NT-II	6160	2500	1900	5500	14690	13000	43750	4,06,87,500
	2	KANAK-II	3250	1000	1000	2300	5500	7000	20050	1,86,46,500
	3	7351-II	2550	1000	400	4200	3500	7920	19570	1,82,00,100
		TOTAL	11960	4500	3300	12000	23690	27920	83370	7,75,34,100 Cr.
2	AJEET									
	1	155-II	4300	4500	2700	8600	19300	11500	50900	4,73,37,000
	2	11-II	2000	1000	800	2720	5000	5500	17020	1,58,28,600
			6300	5500	3500	11320	24300	17000	67,920	6,31,65,600 Cr.

3	NUZIVEED U									
	1	MALLIKA II	5100	2430	3800	6500	7400	9320	34550	3,21,31,500
	2	BANNI-I	3000	2000	1800	4200	8500	5000	24500	2,03,35,000
			8100	4430	5600	10700	15900	14320	59050	5,24,66,500 Cr.

4	KRISHIDHAN									
	1	SUPER MARUTI- II	3260	2000	3000	3410	10500	11530	33700	3,13,41,000
	2	9632-I	2270	1300	1500	1300	5100	7000	18470	1,53,30,100
			5530	3300	4500	4710	15600	11530	52,170	4,66,71,100 Cr.
5	OTHER									
1	MONSANTO									
	1	BRAMHA -II	6000	2000	3000	4000	7000	5000	27000	2,51,10,000
	2	ATAL-II	1000	1000	-	2000	3000	5000	12000	1,11,60,000
	3	SUDARS HAN-I	1000	500	500	-	2000	1000	5000	41,50,000
2	KAVERI									
	1	JADU-II	2000	1500	3000	2000	3000	5000	16500	1,53,45,000
	2	JACKPO T-II	4000	500	2000	1500	3000	4000	15000	1,39,50,000
3	RASI									
	1	RASI-I	1000	-	500	500	1400	2000	5400	44,82,000
4	NEWSON									
		SIGMA-II	560	-	400	760	1000	2500	5220	48,54,600
			15560	5500	9400	10760	20400	24500	86,120	7,90,51,600 Cr.

- PRICE-1) BG-I=830 Rs/Packet, 2) BG-II=930 Rs/Packet.

The above table shows that the Ankur Jai BG II and 3028 BG-I cotton variety have major sale in study area than variety of Mahyco - Dr.Brent in second position followed by variety Ajeet-155, Mallika - Bt., Supar Maruti have sale respectively. The table also reveals that variety Ajeet-155 have highest sale in the study area.They give the major share to the cotton seed company in seed market.

Distribution channel of Bt. Cotton

The most important routes which are used for bringing the products in the market from producer to consumer are as follows.

1. Manufacturer-user- Channel (direct sale) :- There were three alternatives channels in direct sale to consumers
 - a. Sale through advertising and direct methods (mail order selling)
 - b. Sale through travelling sales force.
 - c. Sales through shops in weekly markets of manufacturer.

In the study area there are numerous and scattered consumers who buy in very small quantities of product and this channel were not popular for the wider market although this is a shortest channel of a product.

2. Manufacturer – Agent – Consumer

In this channel the agent in turn may distribute to wholesaler, who in turn sell to users.

Ankur Seeds Company having large number of national distributor and agent middleman generally operates up to wholesaler level.

Distribution network adopted by selected company

1) DISTRIBUTION CHANNEL ADOPTED BY ANKUR SEEDS PVT. LTD.

Manufacture → Wholesaler → Dealer → User

In this channel, Wholesaler/Distributor purchase the product from manufacture then Wholesaler may pass the product to dealer and user purchase the product from dealers. This distribution channel mostly used by Ankur Seeds Company for selling the Bt. Cotton varieties.

2) DISTRIBUTION CHANNEL OF Mahyco Seeds Company

Manufacture → Wholesaler → Dealer → User

Generally above channel used by Mahyco seeds Company in the study area.

3) DISTRIBUTION CHANNEL OF Nuziveedu seeds company.

Manufacture → Wholesaler → Dealer → User

Nuziveedu seeds Company also adopted same type of distribution channel for product as adopted by Ankur Seeds Pvt. Ltd. in the study area.

4) DISTRIBUTION CHANNEL OF OTHER COMPANY LIKE KRISHIDHAN SEEDS, RASI SEEDS, AJEET SEEDS COMPANY.

Manufacture → Wholesaler → Dealer → Sub dealer → User

These Seeds Company adopted above type of distribution channel for sale of Bt. Cotton varieties in the study area, in which sub dealer also added.

SALES PROMOTION ACTIVITIES

During survey, I observed that dealer and farmers Unawareness, about Cotton Seeds varieties hence considered such useful object in the study

Direct and indirect seeds sales promotional activity

Company adopt the direct advertisement through product literature, samples, catalogues, price list, certification of product, brochures, folders, sending greeting on occasion then indirect advertisement activity that is press, outdoor and TV, and radio as a sale promotional activity for sales of Bt. Cotton Seeds.

Table 5.3 : Sales promotional activities adopted by selected companies.

S.no.	Company name	Direct	Indirect			
			PRESS	OUTDOOR	T.V.	RADIO
1	ANKUR	YES	YES	YES	YES	YES
2	MAHYCO	YES	YES	YES	YES	YES
3	AJEET	YES	YES	YES	NO	NO
4	NUZIVEEDU	YES	YES	YES	NO	NO
5	KRISHIDHSN	YRS	YES	YES	YES	YES
6	OTHER	YES	YES	YES	NO	NO

The above table revealed that most of Seeds Company adopt the direct advertisement through product literature, samples, catalogues, price list, certification of product, brochures, folders, sending greeting on occasion then indirect advertisement activity that is press, outdoor and TV, and radio as a sale promotional activity for sales of Bt. Cotton Seeds.

PRACTICAL SEEDS PRAMOTIONAL ACTIVITY

In practical seeds promotional activities includes field demonstration, campaign activity, and scheme for dealer and farmers which helps to company to increase the sale of B.T Cotton varieties.

Table 5.4:Adoption of Practical seeds Sales promotion activities adopted by selected companies

SR. No.	Company Name	Field Demonstration Programme	CAMPAIGN	Scheme for	Scheme for
				Dealer	Farmer
1.	ANKUR	YES	YES	YES	NO
2.	MAHYCO	YES	YES	YES	NO
3.	AJEET	YES	YES	YES	YES
4.	NUZIVEEDU	YES	YES	YES	YES
5.	KRISHIDHAN	YES	YES	YES	YES

As per above information, the comparisons in between five top most company's in study area and the result show that ,most of the company adopt field demonstration, campaign activity, and scheme for dealer, Only Nuziveedu Krishidhan and Ajeet adopted additional activity that is free samples, coupons for farmers.

Market Potential

Estimation of market potential helps to company to analysed the future scope for the sale of B.T Cotton varieties in the study areas and that will be helpful to preparation of strategy by the company. Block wise Market potential of Ankur Bt. Cotton varieties in Amravati district have been provided in Table 5.5.

Table 5.5: Block wise Market potential of Ankur Bt. Cotton varieties in Amravati district.

S.no	Block	Variety 1. irrigated 2 .rain fed	Irrigated area (In ha.)	Rain fed area (In ha.)	Seed requirement/ha. (gm/ha)	Market potential (in kg.)
1	Amravati	1 .Jai and Akka	13220		2250 gm Bt.+ 600 gm refuge or 5 pkt.	29745 + 7932=37677
		2 .3028 and 651 Bt.		5021	2250 gm Bt.+ 600 gm refuge or 5 pkt.	11297.25 + 3012.6=14309. 85
2	Nand.kha.	1.Jai and Akka	8210		2250 gm Bt.+ 600 gm refuge or 5 pkt.	18472.5 + 4926=23398.5
		2.3028 and651 Bt.		8820	2250 gm Bt.+ 600 gm refuge or 5 pkt.	19845 + 5292=25137
3	Bhatkuli	1.Jai and Akka	6720		2250 gm Bt.+ 600 gm refuge or 5 pkt.	15120 +4032=19152
		2.3028 and651 Bt.		10866	2250 gm Bt.+ 600 gm refuge or 5 pkt.	24448.5 + 6519.6=30968. 1
4	Chandur ryl.	1.Jai and Akka	12800		2250 gm Bt.+ 600 gm refuge or 5 pkt.	28800 + 7680=36480
		2.3028 and651 Bt.		6300	2250 gm Bt.+ 600 gm refuge or 5 pkt.	14175 + 3780=17955
5	Dhamang aon ryl	1.Jai and Akka	12230		2250 gm Bt.+ 600 gm refuge or 5 pkt.	27517.5 + 7338=34855.5
		2.3028 and651		6810	2250 gm Bt.+ 600	15322.5 +

		Bt.			gm refuge or 5 pkt.	4086=19408.5
6	Morshi	1.Jai and Akka	18110		2250 gm Bt.+ 600 gm refuge or 5 pkt.	40747.5 + 10866=51613. 5
		2.3028 and651 Bt.		4663	2250 gm Bt.+ 600 gm refuge or 5 pkt.	10491.75 + 2797.8=13289. 55
7	Warud	1.Jai and Akka	9100		2250 gm Bt.+ 600 gm refuge or 5 pkt.	20475 + 5460=25935
		2.3028 and651 Bt.		6250	2250 gm Bt.+ 600 gm refuge or 5 pkt.	14062.5 + 3750=17812.5
8	Tiosa	1.Jai and Akka	9910		2250 gm Bt.+ 600 gm refuge or 5 pkt.	22297.5 + 5946=28243.5

		2.3028 and651 Bt.		4050	2250 gm Bt.+ 600 gm refuge or 5 pkt.	9112.5 + 2430=11542.5
9	Achalpur	1.Jai and Akka	12120		2250 gm Bt.+ 600 gm refuge or 5 pkt.	27270 + 7272=34542
		2.3028 and651 Bt.		6575	2250 gm Bt.+ 600 gm refuge or 5 pkt.	14793.75 + 3945=18738.7 5
10	Anjangaon	1.Jai and Akka	11960		2250 gm Bt.+ 600 gm refuge or 5 pkt.	26910 + 7176=34086
		2.3028 and651 Bt.		7300	2250 gm Bt.+ 600 gm refuge or 5 pkt.	16425 +4380=20805
11	Daryapur	1.Jai and Akka	13270		2250 gm Bt.+ 600 gm refuge or 5 pkt.	29857.5 + 7962
		2.3028 and651 Bt.		5425	2250 gm Bt.+ 600 gm refuge or 5 pkt.	12206.25+325 5=15461.25
12	Chandur bajar	1.Jai and Akka	13150		2250 gm Bt.+ 600 gm refuge or 5 pkt.	29587.5 + 7890=37819.5
		2.3028 and651 Bt.		6230	2250 gm Bt.+ 600 gm refuge or 5 pkt.	14017.5 +3738=17755. 5
13	Dharni	Jai and Akka	4700		2250 gm Bt.+ 600 gm refuge or 5 pkt.	10575 +2820=37477. 5
		3028 and651 Bt.		3380	2250 gm Bt.+ 600 gm refuge or 5 pkt.	7605 + 2028=9633
14	Chikhaldh ara	1.Jai and Akka	3900		2250 gm Bt.+ 600 gm refuge or 5 pkt.	8775 + 2340=13395
		2.3028 and651		2110	2250 gm Bt.+ 600	4747.5

		Bt.			gm refuge or 5 pkt.	+1266=6013.5
		Total	149400	83800	233200 ha.	524700 + 139920

The above table shows that the major potential areas for B.T Cotton varieties were Morshi, Dhamangaon ryl, Chandur Bajar, Daryapur, Anjangaon, Achalpur, and Amravati block.

Market share

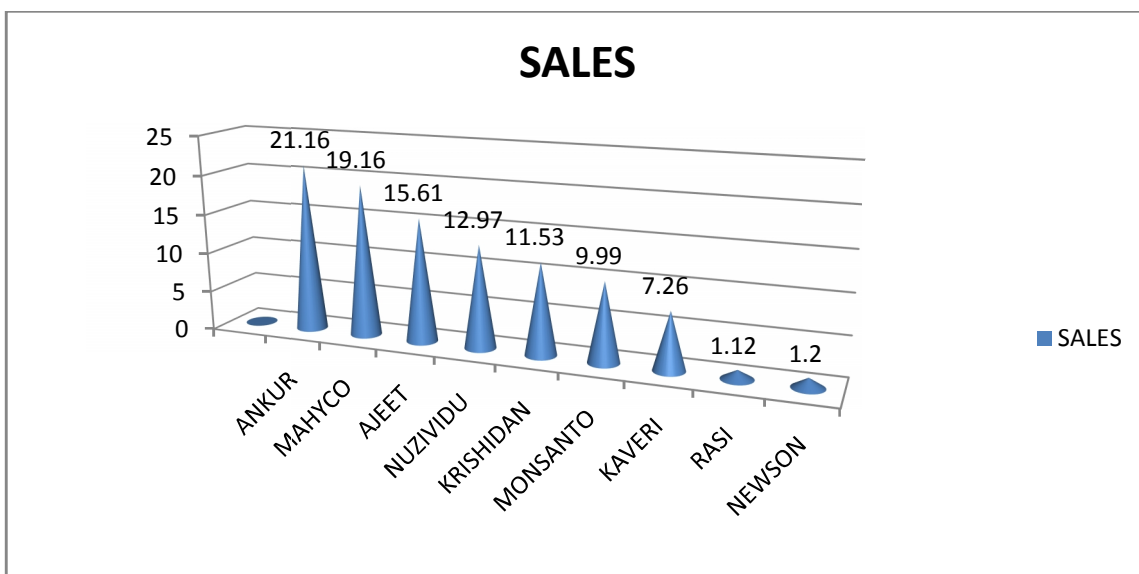
Market share measure under different company by selling amount of cotton seed varieties during crop season. This objective will helpful for analysed future scope for different seeds company to increase its share by selling of more quantity of cotton seed varieties in study area. Market share of different seeds company in study area are given Table 5.6

Table 5.6: Market share of different seeds company in study area (2010-2011)

The sales of Bt. Cotton varieties of different company in the study area are shown in Table

S. no.	Company	Sales value (in cr.)	Market Share (Percentage)
1)	ANKUR	8,55,88,400	21.16
2)	MHYCO	7,75,34,100	19.16
3)	AJEET	6,31,65,600	15.61
4)	NUZIVIDU	5,24,66,500	12.97
5)	KRISHIDHAN	4,66,71,100	11.53
	OTHER		
6)	MONSANTO	4,04,20,000	9.99
7)	KAVERI	2,92,95,000	7.26
8)	RASI	44,82,000	1.12
9)	NEWSON	48,54,600	1.20
	TOTAL	40,44,77,300	100

Figure No. 5.6: The sales of Bt. Cotton varieties of different company in the study area



It is clear from the table that the highest market share i.e. 20.88 percent was observed under Ankur Seeds Company by selling amount of Rs. 85,588,400 cr. during crop season followed by Mahyco Seeds Company (18.91 percent), Ajeet Seeds (15.41 percent), Nuzividu (13.40 percent) and Krishidhan Company (11.83) respectively in the study area. It could be concluded that there is lot of scope to increase the market share of Ankur Seeds Company by selling more quantity of Bt. Cotton Seeds Varieties in the study area.

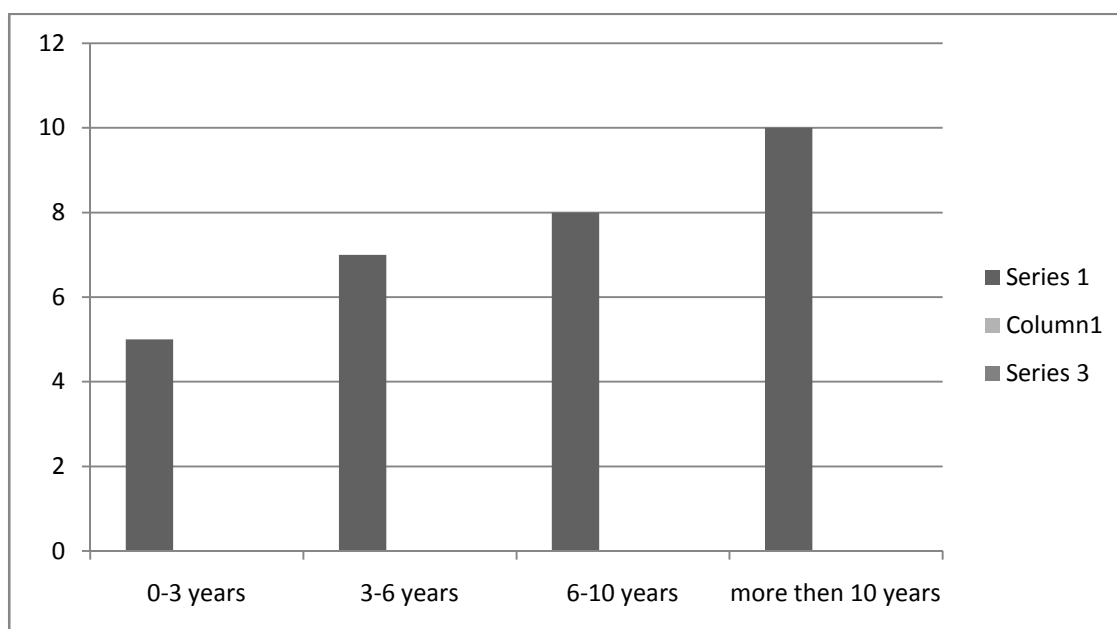
Dealer's Opinion

Ankur Seeds Company has given dealership to distribute the product in different block of the district, about company variety and distribution pattern of company measuring the dealer's opinion different parameters were used.

Table 5.7: Present statues of Dealers of ANKUR SEEDS PVT.LTD.

S.NO	BLOCK	NO. OF Dealers	0-3 Years	3-6 Years	6-10 Years	More than 10 Years
1.	AMRAVATI	6	-	1	2	3
2.	BHATKULI	4	1	1	1	1
3.	NAND.KHA.	5	-	2	2	1
4.	CHANDUR RAIL.	5	1	2	1	1
5.	DHAMANGAON.RAIL	5	2	-	1	2
6.	MORSHI	5	1	1	1	2
	TOTAL	30	5	7	8	10

Figure No. 5.7: Present statues of Dealers of ANKUR SEEDS PVT.LTD.

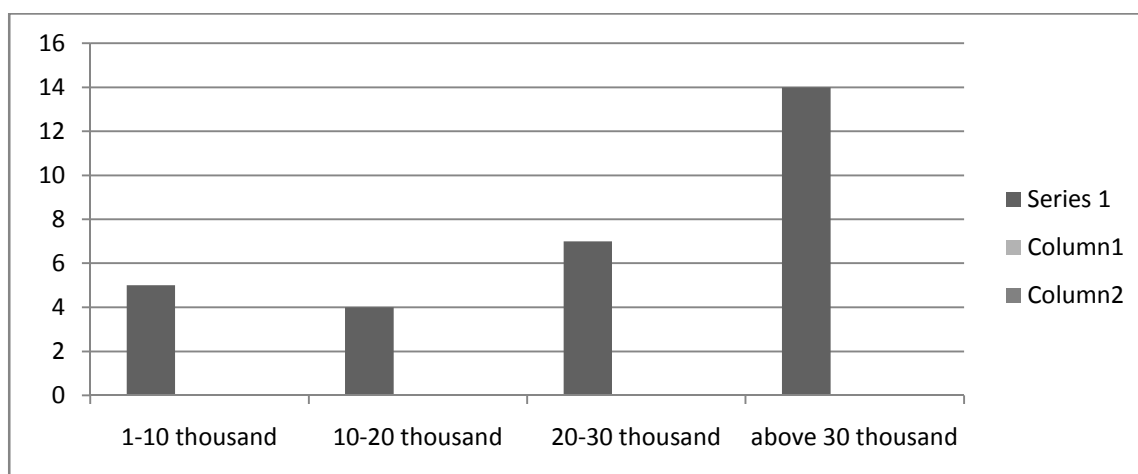


ANKUR SEEDS Company has given dealership to different block of the district. More dealers had taken the dealership from last 10 year. The period of dealership was varying form dealer to dealer in different block.

Table 5.8: Average monthly sales of Ankur seeds varieties

S.No	Block	No. of Dealer	1-10 Thousand	10-20 Thousand	20-30 Thousand	Above 30 Thousand
1.	Amravati	6	1	-	1	4
2.	Bhatkuli	4	1	-	1	2
3.	Nand.Kha.	5	-	2		3
4.	Chandur Rail.	5	-	-	2	3
5.	Dhamangaon Rail.	5	1	1	2	1
6.	Morshi	5	2	1	1	1
		30	5	4	7	14

Figure no 5.8: Average monthly sales of Ankur seeds .

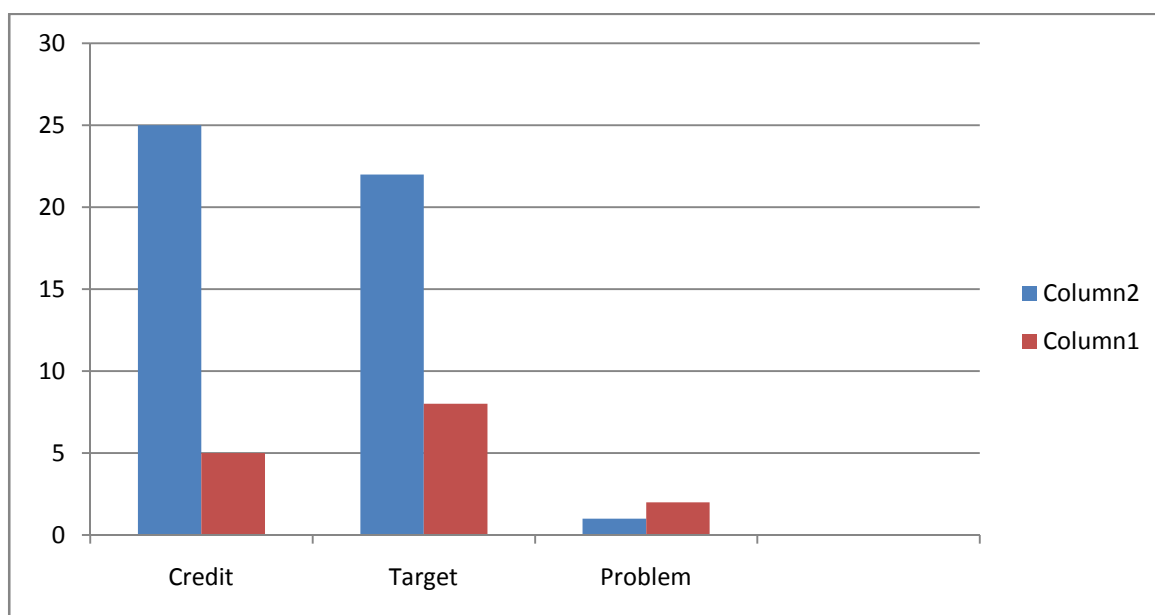


Under Ankur seeds Company, old rest dealer's sales the more than 30 thousand of different variety every month and mostly dealer's sales having 20-30 thousand average monthly of Ankur seeds vareities.

Table: 5.9: Selling system and Target of Bt. cotton varieties

S. No	Block	No. Of Dealer	Credit		Target		Problem	
			Sale	Not sale	Cover	Not cover	High price	Advertising
1.	Amravati	6	6	-	5	1	-	-
2.	Bhatkuli	4	3	1	2	2	-	-
3.	Nand.Kha.	5	4	1	4	1	-	yes
4.	Chandur Rail.	5	3	2	3	2	yes	Yes
5.	Dhamang aon Rail.	5	5	-	4	1	-	-
6.	Morshi	5	4	1	4	1	-	-
	Total	30	25	5	22	8	1	2

Figure no. 5.9: Selling system and Target of Bt. cotton varieties



Data shows that the more number of dealers sales of seeds varieties on credit basis to the farmers. More number of Ankur seeds dealer in Amravati district

cover his target within the period and mostly faces lack of advertising of product is big problem in Chandur railway and Nandgaon Khandeshwar block by dealer for the sale.

Farmer's Opinion

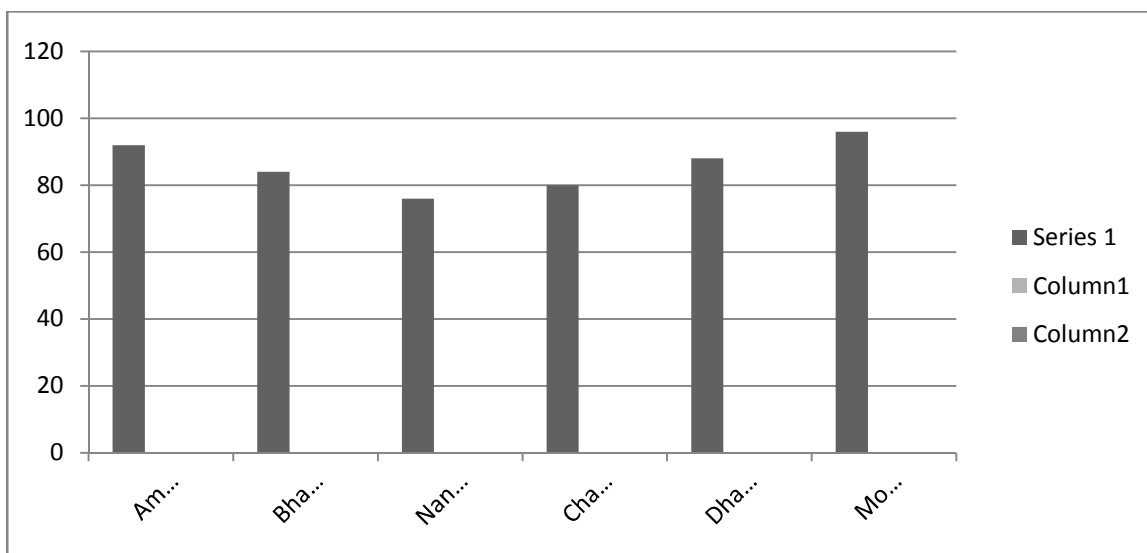
Any company/ organization require customer (farmers) opinion for judging the performance of our products, on the basis they can improve quality of the products well as selling quantity of the product, for measuring the farmers opinion different parameters were used.

1) Awareness:

Table 5.10: Information about awareness of selected farmer.

S/No	Block	No. Of Farmers	Awareness about varieties	Percent of awareness
1.	Amravati	25	23	92
2.	Bhatkuli	25	21	84
3.	Nandgaon Kha.	25	19	76
4.	Chandur Rail.	25	20	80
5.	Dhamangaon Rail.	25	22	88
6.	Morshi	25	24	96
	Total	150	132	

Figure No. 5.10 Information about awareness of farmer

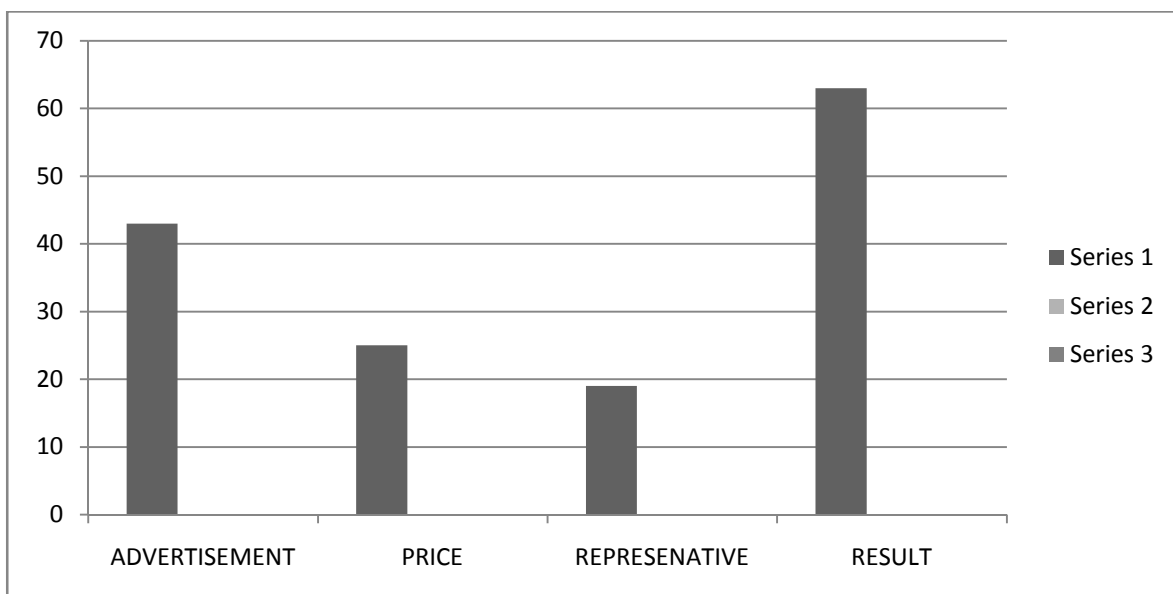


It is revealed from the data that majority of sample farmers were aware about the product of Ankur Seeds Pvt. Ltd. In Morshi block 96 percent followed by Amravati 92 percent, Chandur rail., Dhamangaon rail. 88 percent and Bhatkuli, Nandgaon Khandeshwar 84 percent respectively.

Table 5.11: Preference given by the farmers to purchase the seeds

S.N	Block	No. of Farmers	Through Advertisement	Through Price	Through Company representative	Effectiveness (RESULT)
1.	Amravati	25	9	4	5	7
2.	Bhatkuli	25	10	3	3	9
3.	Nandgaon. Kha.	25	6	4	3	12
4.	Chandur Rail.	25	6	3	2	14
5.	Dhamangaon Rail.	25	7	6	2	10
6.	Morshi	25	5	5	4	11
	Total	150	43	25	19	63

Figure No. 5.11 Preference of farmers

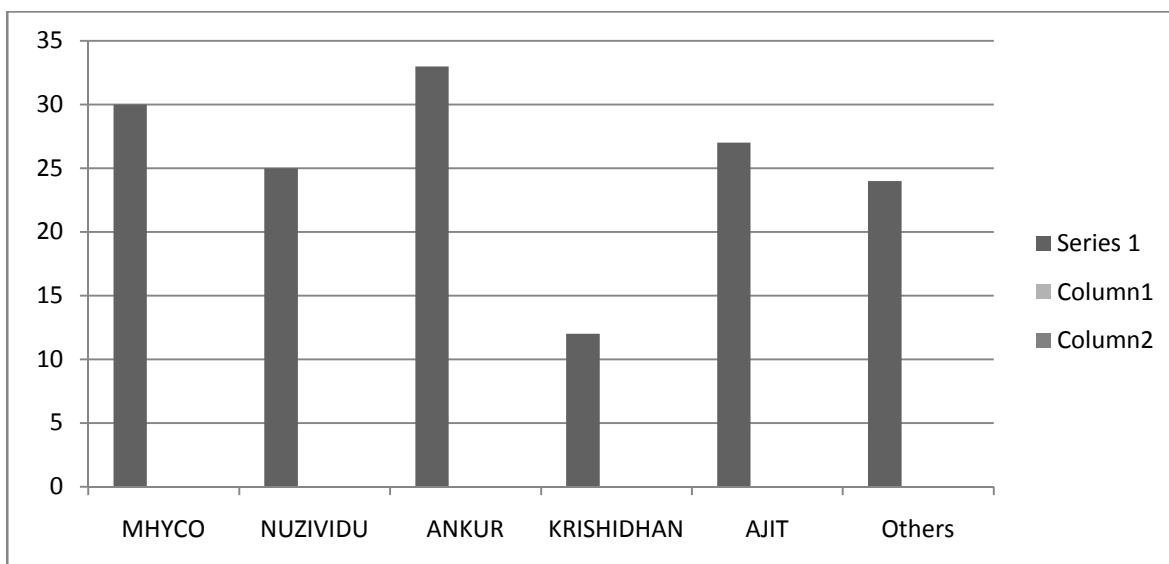


Data shows that, maximum numbers of farmers (63) had purchased the seeds on the basis of effectiveness (result) of products. Sample farmer in all the blocks were considered the effectiveness when they purchase the seeds. The advertisement of seeds was second factor considered by sample farmer.

Table 5.12: Selection of company

S/N	BLOCK	NO. OF FARMERS	MHYCO	NUZIVI DU	ANKUR	Krishidha n	AJIT	OTHERS
1.	Amravati	25	5	5	6	1	4	4
2.	Bhatkuli	25	4	5	7	3	4	2
3.	Nandgaon Kha.	25	6	4	5	1	5	4
4.	Chandur Rail	25	4	4	6	2	6	3
5.	Dhamangaon Rail.	25	6	3	5	2	4	5
6.	Morshi	25	5	4	4	2	4	6
	TOTAL	150	30	25	33	12	27	24

Figure No. 5.12 Selection of company

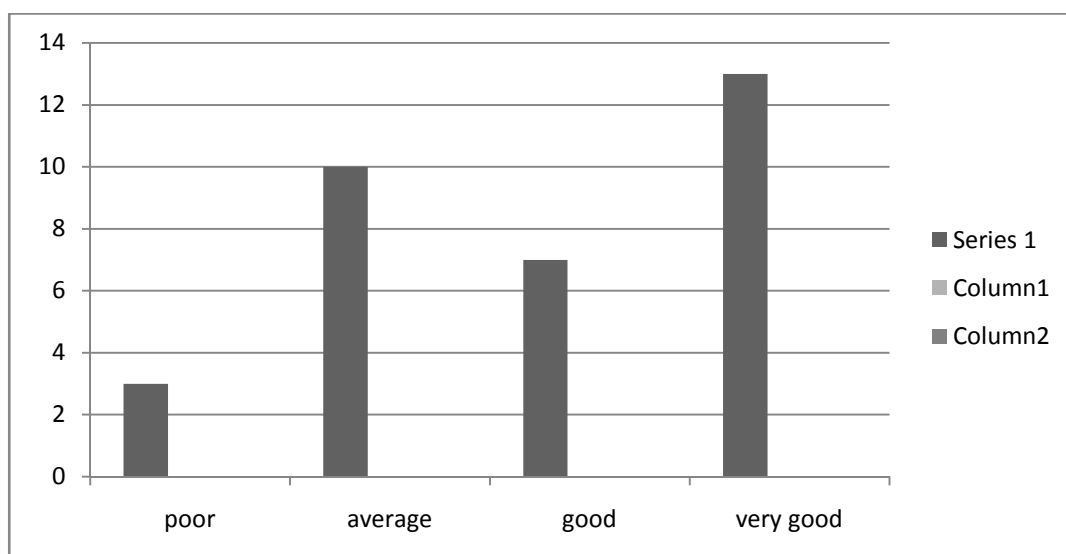


It revealed from the table that more number of farmers prefer Ankur Seeds Company (22 percent) for purchasing the seeds while & 20 percent farmer's like the Mahyco Seeds Company for purchasing the product and it was in 2th position.

Table 5.13: Farmer opinion about the result of Ankur Seeds Varieties

S/No	Block	No. Of Farmer	Use of ANKUR SEEDS Product	Poor	Average	Good	V. Good
1.	Amravati	25	6	-	2	1	3
2.	Bhatkuli	25	5	1	2	1	1
3.	Nandgaon Kha.	25	4	-	2	1	1
4.	Chandur Rail.	25	5	1	1	1	2
5.	Dhamangaon Rail.	25	7	1	2	1	3
6.	Morshi	25	6	-	1	2	3
	Total	150	33	3	10	7	13

Figure No. 5.13 Farmer opinion about the result of Ankur Seeds Company.

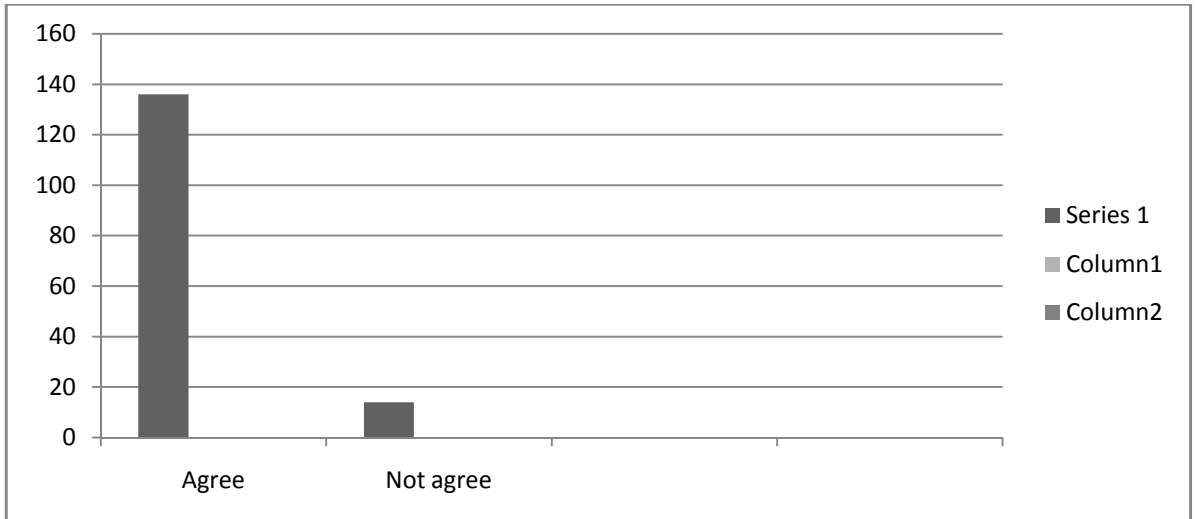


For measuring the performance of Ankur seeds product, only users of company product were considered and collect the information. As per the opinion of 39 percent users, the result was very good although 9 percent users also reported poor result.

Table 5.14: Brand believness.

S/NO	BLOCK	NO.OF FARMER	AGREE	NOT AGREE
1.	AMRAVATI	25	23	2
2.	BHATKULI	25	22	3
3.	NAND. KHA.	25	23	2
4.	CHANDUR RAIL.	25	21	4
5.	DHAMANGAON	25	24	1
6.	MORSHI	25	23	2
	TOTAL	150	136	14

Figure No. 5.14 Brand believness.

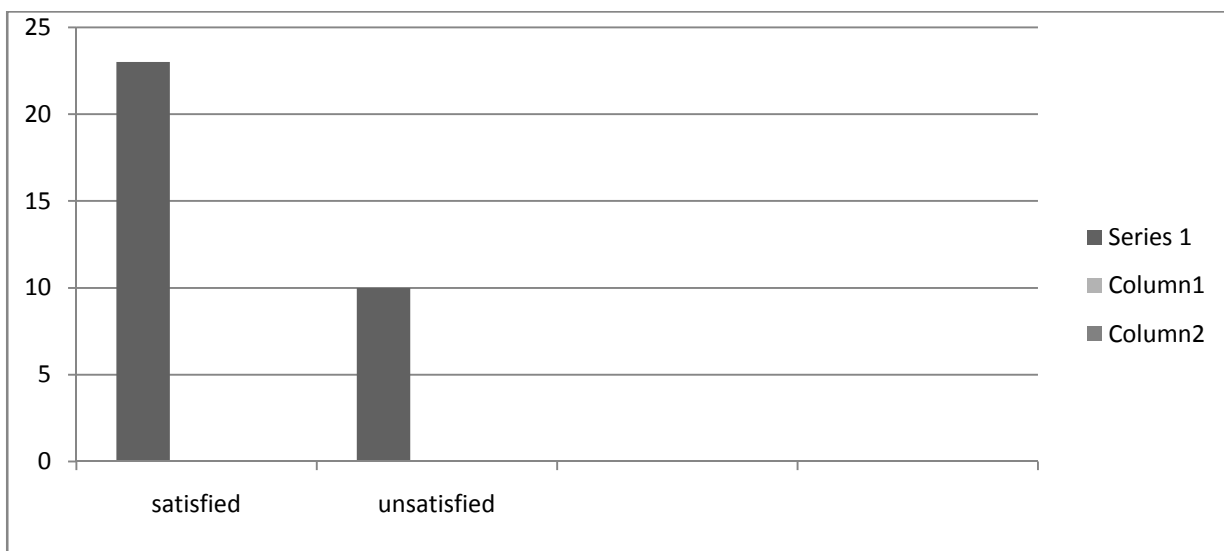


It revealed from the table that 90 percent farmer believe on the well known brand always given good result and 10 percent farmer not agree to brand always given good result.

Table 5.15 : Information about price of BT. COTTON of Ankur Seeds.

S/No	Block	No. Of Farmers	User of Ank Cotton varieties	Satisfied	Unsatisfied
1.	AMRAVATI	25	6	4	2
2.	BHATKULI	25	5	4	1
3.	NAND. KHA.	25	4	2	2
4.	CHANDUR RAIL.	25	5	4	1
5.	DHAMANGAON RAIL.	25	7	5	2
6.	MORSHI	25	6	4	2
	Total	150	33	23	10

Figure No. 5.15 Information about price of ANKUR SEEDS PRODUCT.

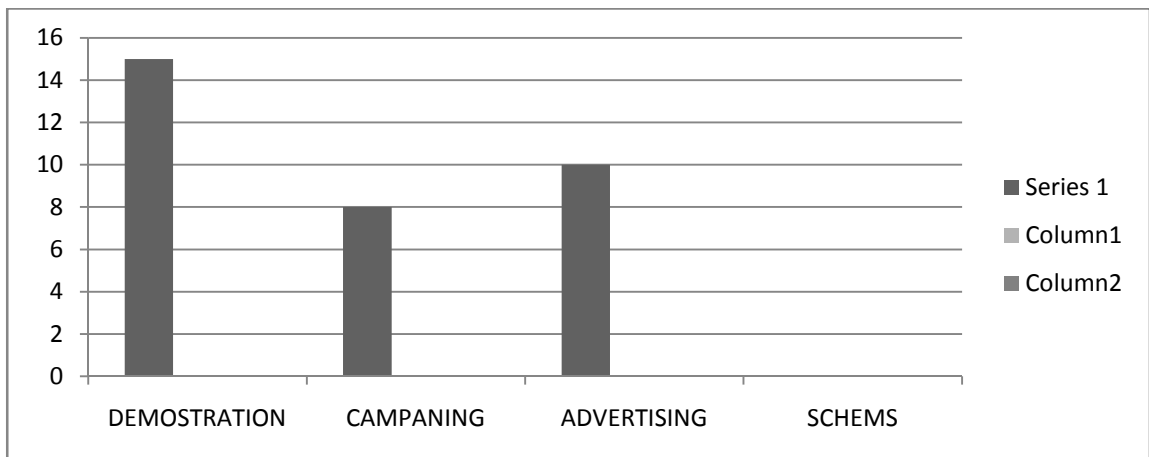


It revealed from the table that 69 percent of farmers were satisfied in price of ANKUR SEEDS PRODUCT.

Table 5.16 : Farmers opinion about sales promotion activities.

S/No	Block	No. Of Farmers	Field Demonstration	campaign	Advertising	Schemes
1.	AMRAVATI	6	2	1	3	-
2.	BHATKULI	5	2	1	2	-
3.	NAND. KHA.	4	2	1	1	-
4.	CHANDUR RAIL.	5	2	2	1	-
5.	DHAMANGAON Rail.	7	4	1	2	-
6.	MORSHI	6	3	2	1	-
	Total	33	15	8	10	-

Figure No. 5.16 : Farmers opinion about sales promotion activities.



As per opinion of sample farmers, if Ankur Seeds adopt field demonstration activity and then advertising, there is more chance to increase the sales by the company.

SWOT ANALYSIS

STRENGTHS

- Company is already having very wide, strong and well organized network of distributors, dealers to distribute its product to every district of Maharashtra as well as Tehasil of Amravati district.
- The Ankur Seeds working in area of Seeds industry since last 36 years. The variety name 651 Bt. and JAI Bt. are very popular among farmers. Very large population of farmer's community is loyal customer of Ankut 651, Ankur 3028 Bt. and Jai Bt., who believes in purchasing Ankur seeds only.
- As the company is Indian company, it knows up and downs of Indian seed industry.
- Company has a strong wing of research and development.
- Good image of different Seeds varieties.
- Well qualified and technical person in various dimensions

WEAKNESSES

- Besides having very wide network of distribution Channel company is unable to exploit it for increasing its sell.
- Less promotional activities, advertising stuff makes company unable to fight against competition in market.
- No profit oriented business strategies are applied.
- Lack of adequate number of technical staff.

OPPORTUNITIES

- High market potential of Bt. Cotton Seeds so there is enough scope for expansion.
- The region is rich in black cotton soil which is suitable for increasing BT cotton area in Amravati District.
- To capture the existing profitable customer which have been diverted to other private companies

THREATS

- The international, national, domestic seed companies which selling their products very aggressively.
- Less cost than competitors on initial period of business.
- Strict government rule and regulations which Ankur Seeds Pvt. Ltd. has to follow.
- A climatic condition directly affects the sale of product.
- Strong competitors are present in the field of BT Cotton varieties production and marketing.
- Price war between the competitors.
- Promotional activities like discount, incentives etc. adopted by competitors are very much effective.

SUMMARY, CONCLUSION AND RECOMMENDATION

In any industry Customer satisfaction measurement is essential for moving the product from manufacture unit to customer. Ultimately Manufacture firm must have knowledge of quality of products produced as per the views of purchaser/users of the product. Study of consumer satisfaction is very important to both customer as well as supplier point of view. Due to lack of literacy information and identification of quality of product purchase selection of product customers are not fully acquaint with the product and faced the problem for In crop production numbers of purchased inputs are used to produce the product seeds are an important input which play an important role to enhance the crop productivity. At prep rent Numbers of companies are existing in the market, which supplied the different brand of seeds. Ankur seeds is one of the leading seeds Company, which supply the seeds to all corners of the India and implementing number of training and social programmes. Quality of input is prime consideration when farmers purchased the seeds from the reliable suppliers.

Keeping in view of above aspects the study on consumer satisfaction is essential to improve the sole quantity of seeds varieties. The proposed study is confined to Amravati District of Maharashtra state allotted by the regional office of the company. The primary data were obtained from the respondents by personal interview with the help of pre-tested interview schedule. The data pertain to the agriculture year 2010-11. The classification and tabulation of these data were done on the basis of simple average and percentage method. Agriculture plays an important role in economic development and the progress made by agriculture in last four decade in the form of increasing the productivity. The enhancement of production has been brought by extension of irrigation facilities use of yield, high variety of seeds, and plant protection measures through judicious use of resources. There is a vital role of Quality Seeds for improving the productivity of crops which shows that Seeds business having good potential. Every manufacturing unit / business man always are interested to improve the market share and to assess the market

potential of B.T cotton varieties With the consideration of these aspect the project work is taken under following specific objectives.

- To know the existing channel of distribution of Ankur Seeds Pvt. Ltd. and other major players in the Amravati district.
- To study the sale promotional activity adopted by company in study area.
- To assess the market size of Bt. Cotton of selected company in the study area.
- To estimate the market share of Bt. Cotton in the study area.
- To know the dealers and farmers opinion about Bt. Cotton varieties of Ankur Seeds Pvt. Ltd.
- SWOT analysis of the organization

Main finding of the Project study are given below:

- Regarding the sale value of Seeds, the highest sale value observed in Ankur Seeds company which is an amount of Rs.20.88 crore and lowest sale value of seeds was found Newson i.e. Rs.1.18 crore.
- Demand of “ANKUR ” BT cotton seeds is good in market
- Some dealers complaining about the lack of supply to their shops.
- There is a great scope for the increasing the market share of Ankur BT cotton seeds in Amravati district.
- Farmers are satisfied after using Ankur BT cotton seeds as it gives good results.
- Farmers mostly purchase seeds from Retailer, Dealer.
- According to the dealers the farmers are aware about Ankur BT cotton seeds and the sale is satisfactory.
- According to the dealers, farmers purchase seeds on the basis of Quality.
- According to the dealers Ankur is the leading brand in the BT cotton seeds.
- Some dealers are complaining about the publicity support of company.
- It has been found out in survey the dealer’s mostly pushed those product from which they are getting high margin.
- Farmer’s rarely ask the particular product with brand name

- Imported quality Tag work.
- Over all it could be concluded that price of the product brand and timely availability were the main attributes preferred by different category of farmers in the study area.
- The district, along with four others in western Vidarbha Amravati division, has witnessed most of the suicides.

Conclusion

Ankur Seeds pvt. Ltd. should concentrate on its loyal and profit making dealers industrial image is good but the many of dealers are complaining about the supply of seeds which is inadequate to them for their customers. Due to the inadequate supply of Ankur Seeds, Other competitors are taking the advantage in market which is created by Ankur Seeds Pvt. Ltd. To avoid this situation organization must have to concentrate on their “demand and supply”.

Farmers appreciate our initiative of taking farmer meetings because they get knowledge about good practices of agriculture and awareness about Agri-products. Famers also like that the company’s field assistants, officers individually visit to them and give them knowledge and awareness about agriculture and Agri-products. Pricing Strategies the pricing policy should be clear by the company to whole seller level, dealer level, retailer level. If the price of product is clear at these levels than it can help in reduction of price wars which I generally notice in that area. Distribution Strategies Company not to have distributed material to those dealers who did not have capacity to sell, besides this company can go for new parties who have demand for our product. Promotion Strategies Besides doing mainly farmer Meetings Company have to use discounts, coupons, free demo, sales promotion schemes at wholesaler, dealer and retailer level

I am starting my practical study as marketing student for this project .I know this Learning is like a dew drop in the ocean.

Suggestion

- Company must have to pay more attention on supply chain.
- Better employment of the promotional tools to create awareness of Ankur seeds.
- The product range of Ankur seeds pvt.ltd. needs to be more complete strategy which can be improve supply in the market
- Company should give dealership to other dealers with certain attractive offers/incentives.
- Regular visit of company personnel to the dealer's is very important in order to maintain proper network.
- The Dealers give discount to the farmer's increase of cash deal.
- Company must have to arrange a field programme to increase the awareness of farmers.
- Company must have to pay more attention on seeds promotional activity, Following are some suggestions.
- Schemes such as discounts, incentive for timely payments must be followed to motivate the dealers to sell B.T cotton varieties of the company.
- Adequate margin must be given to dealers. Dealer's seminars and meeting must be arranged time to time to by the company make them aware about B.T cotton varieties and schemes.
- Every year a "Dealer of the year "award must be given to a dealer who has attained maximum sales and his name must be published in press releases.
- Promotional gifts such as pens, calendars etc must be provided to the dealers, which will keep the company and its brand name in the dealers mind.
- Credits: - A credit period of 30 to 45 days must be provided to the dealers. Discount should be given for timely payments. The discounts amount must be gradually reduced as the limit of credit progresses.

- The jeep campaigning has become a tradition in seed market for making propaganda about the company B.T cotton varieties. It is useful in reminding the farmers about the company B.T cotton varieties.

Annexure 1

Questionnaire for Farmer

Name of Farmer -----

Village ----- Taluka -----

District ----- Contact No. -----

Education

S.S.C.
Graduate
Illiterate

H.S.C.
below S.S.C.

Crop grown

Cereals
Oil seed

Pulses
Cotton

1. Total land holding(Acre)-----

2. Type of farming

Irrigated

Rainfed

3. Area under cotton crop :- -----

4. Which Bt cotton variety you sown last year

Sr.no.	Name of Bt Variety	Company	Packet (No.)
1.			
2.			
3.			
4.			
5.			
6.			

5. Which B.T cotton variety you have sown this year

Sr.no.	Name of Bt Variety	Company	Packet (No.)
1.			
2.			
3.			
4.			
5.			
6.			

6. Average yield of B.T cotton ----- per acre.

7. How you come to know about particular variety of B.T cotton?

- | | | | |
|--------------------------|------------------------|--------------------------|-----------|
| <input type="checkbox"/> | Advertising | <input type="checkbox"/> | Demo plot |
| <input type="checkbox"/> | Company representative | <input type="checkbox"/> | Friends |
| <input type="checkbox"/> | Exhibition | | |

8. Would you prefer to repurchase the same variety next coming year?

- | | | | |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

9. Are you satisfied with B.T cotton

- | | | | |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

10. Whom do you consult before the purchase of seed?

- | | | | |
|--------------------------|------------------------|--------------------------|-----------|
| <input type="checkbox"/> | Dealer/Retailer | <input type="checkbox"/> | Govt dept |
| <input type="checkbox"/> | Company representative | <input type="checkbox"/> | Friends |
| <input type="checkbox"/> | Other | | |

11. Are you aware about Ankur seeds?

- | | | | |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

12. Do you have any suggestion for company?

Place

Date

Signature

Annexure 2

Questionnaire for Retailers

1. Name of Firm:- _____
2. Name of Proprietor:- _____
3. Address:- _____
4. Education:-

<input type="checkbox"/>	Below S.S.C.	<input type="checkbox"/>	S.S.C.
<input type="checkbox"/>	H.S.C.	<input type="checkbox"/>	Graduate
<input type="checkbox"/>	Post Graduate		

5. Total Turnover

Years	Cotton Seed
2009-10	
2010-11	
2011-12	

6. From how long are you in this business? _____
7. No. of villages covered in your area? _____
8. How much packets of B.T cotton seed did you sell last year?

Sr no.	Company	No.of packet
1		
2		
3		
4		
5		
6		

9. What different varieties of B.T Cotton do you sell?

Sr.no	Company	Varieties of B.T cotton
1		
2		
3		
4		

10. Give rank to B.T cotton Seed Company according to sales turnover?

1. _____ 2. _____
 3. _____ 4. _____
 5. _____ 6. _____

11. How much B.T cotton seed you will able to sell next coming year?

11. Performance of the following company dealing in above variety of B.T cotton.

Rank the following parameters according to scale:

	1. Excellent	2. Good	3. Moderate		4. Poor	
Parameter	Ankur	Mahyco	Krushidhan	Rashi	Nuziveedu	Ajeet
Price						
Margin						
Demand by farmer						
Quality						
Brand popularity						
Company reputation						
After sale service						
Customer satisfaction						
Behaviour of marketing officer						

14. Are you interested to sale B.T cotton seed of Ankur Company next coming year?

Yes

No

15. Specify the variety of B.T cotton of Ankur which you like to sale?

Sr. no.	Variety	Estimated sales	Total value
1			
2			
3			
4			
5			

16. Your suggestions to Ankur B.T cotton Seed Company?

Place

Date

Signature

List of Dealers

1. Shetki Beej Bhandar
2. Pragati krishi Kendra
3. Krushna Agro.
4. Vidharb krishi Kendra
5. Dharti Agro Agency

2 BHATKULI

1. Rathi Krushi Kendra
2. Daga Agro Agencies
3. Rajlaxmi Agro Agency
4. Wadnerkar Agro Agency
5. Vasant krushi kendra

3 NANDGAON KHANDESHWAR

1. Shri.Dattakrupa Agro.
2. Aanand krishi Kendra
3. Shri.Saikrup krishi Kendra
4. Renuka Agro agency
5. Shri. Vaishnvi K.S.K

4 CHANDUR RYL.

1. M/s Vinod krushi Kendra
2. Gurukrupa Tradars
3. Ashish krishi Kendra
4. Sanjivani krishi Kendra
5. Shri krishi Kendra

5 DHAMANGAON RYL.

1. Panpaliya krishi Kendra
2. Krushi Kranti Agro Agency
3. Mundada Agro Agency
4. Jayashri K.S.K
5. Balaji K.S.K

6 MORSHI

1. Shri Sant K.S.K

2. Matoshri Agro.
3. Omkar K.S.K
4. Candak Agro Agency
5. Dhrtidhan Agro Agency

VITA

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