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Study on market share and constraints in marketing of hybrid paddy seeds VNR 2111 in Surajpur district of Chhattisgarh

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Abstract

Rice is the staple food of over half the world's population. It is the predominant dietary energy source for 17 countries in Asia and the Pacific. 9 countries in North and South America and 8 countries in Africa Rice provides 20% of the world's dietary energy supply while wheat supplies 19% and maize (com) 3% Rice is life for thousands of millions of people. In Asia alone, more than 2,000 million people obtain 60 to 70 per cent of their calories from rice and its products. Recognizing the importance of this crop, the United Nations General Assembly declared 2004 as the "International Year of Rice" (IYR). The theme of IYR-Rice is life" reflects the importance of rice as a primary food source, and is drawn from an understanding that rice- based systems are essential for food security, poverty alleviation and improved livelihood. It is ready to eat products e.g. Popped and puffed rice flakes, canned rice and fermented products are produced. Rice straw is used as cattle feed, used for thatching roof in cottage industry for preparation of hats, mats, ropes sound absorbing, straw board and used as litter material Rice husk is used as animal feed, for paper making and fuel source, Rice bran is used in cattle poultry feed, defatted bran, which is rich in protein, can be used in the preparation of biscuits and as cattle feed. Rice bran oil is used in soap industry. Refined oil can be used as a cooling medium like cotton seed oil/com oil. Rice bran wax, a by-product of rice bran oil is used in industries.

Keywords: Market share, constraints, hybrid paddy

1. Introduction

Rice is the main vital and drastically grown meals crop in India and it's far the staple meals for greater than half of the sector populace. Worldwide, rice is grown over a place of 161 million ha with the annual production of approximately 764 MT. Rice (*Oryza sativa* L) is the maximum vital staple meals crop of India and is fundamental supply of energy for approximately 60.00 according to cent of the sector's populace. In India, rice is grown in a place of 44.60 m. ha with a developed of 109.50 MT and common productiveness of 2.60 tones according to ha (Naresh *et al.* 2011). In order to maintain tempo with the developing populace, the envisioned rice requirement via way of means of 2025 is set 130 mt.. The present day scenario necessitates searching out a few revolutionary technologies to enhance rice production. Hybrid rice is nearly possible and simply adoptable genetic choice to boom the rice production. The rice hybrids, lately delivered in cultivation, on an common, deliver 10 to 50 q/ha extra yield over the traditional sorts (approximately 20% boom). Therefore, the advent of hybrids and popularization in their manufacturing generation are possible and simply adoptable to obtain cantered manufacturing. The rigorous efforts of hybrid rice studies and improvement in India due to the fact 1990 has led to launch of 46 hybrids, 29 from public region and 17 from personal region for business cultivation. During the yr 2010, hybrid rice changed into planted in a place of 1.3 m ha and extra rice manufacturing of 1.5 to 2.5 mt changed into delivered to Indian meals basket via this generation (Prasad *et al.* 2011).

Crop development technology additionally relies upon at the usage of germ spasm inventory this is to be had in special rice studies institutes of the sector. Improving and growing the sector's deliver will even rely on the improvement and development of rice sorts with higher yield capability, and to undertake numerous traditional and biotechnological strategies for the improvement of excessive yielding sorts that having resistance in opposition to biotic and a biotic stresses (Khush, 2005).

Rice is a staple meal for majority of the Indians and is broadly cultivated in special agro-ecologies. More than ninety percentages of the Indian human beings devour rice. The rice cultivation should be doubled from the prevailing scenario within side the year 2030. Hybrid rice cultivation has been a fulfilment in China (Longping 2014), Vietnam (Tri Hoan 2012), Bangladesh and the Philippines (Sana *et al.* 2001; Regalado 2012). However, it has now no longer met a whole lot fulfilment in India. Concentrated studies efforts to expand hybrid rice in India started out in 1989; and due to the fact then approximately 60 hybrids, each from public and the personal sectors, had been launched for cultivation. Moreover, the require for rice is unexpectedly growing with the boom of populace and this require for is the best in Bangladesh the various much less evolved Countries. The farmers of our country are sensible and hardworking; nonetheless extensive hole exists among real achievements and workable capability within side the rice farming system. In maximum rice developing countries, there may be a vast hole among the yields that may be executed via way of means of making use of to be had expertise and the capability yields. Attainment of maximum viable yields in rice and thereby most earnings can be executed handiest whilst farmers are nicely geared up with required technological expertise and abilities and wished inputs and different applicable helps are supplied maximum authentically within side the field. All the results leads to suggest that Farmers expertise should be advanced if the high-satisfactory of Farmers seed is to be advanced. Hanif was examining that age of FFS farmers had large courting with IPM expertise on environmental awareness. (Uddin *et al.* 2016).

In India, systematic studies on hybrid rice turned into initiated all through 1989 while the Indian Council of Agricultural Research (ICAR) released a unique goal-orientated and time-certain project, "Promotion of Research and Development Efforts on Hybrids in Selected Crops," for rice at 12 community centers. Around four years (1989– 1993) of rigorous studies efforts have rewarded substantially, and India have become the second country after China to increase and commercialize hybrid rice. The first hybrid range APRH-1 turned into launched through APRRI, Maruteru, for Andhra Pradesh in 1993–1994. So far, 117 rice hybrids (36 from public enterprise and 81 from personal sector) had been developed, appropriate for extraordinary ecology and period starting from 115-150 days, masking 3.0 mha, which accounted for 7% of the whole rice acreage in India (Varietal Improvement, Progress report) Hybrid rice generation has widespread yielding capacity this is capable of beautify farm 3 productivity ~15–25% greater than inbred types. Given its yield benefit and monetary importance, numerous hybrids in rice were commercialized in greater than 40 countries, which have created a big seed enterprise worldwide.

Marketing a real hybrid rice manufacturing rate of the product is greater high-priced than the rate of rice merchandise in brid, turned into in truth exceedingly the same. Traders do now no longer care approximately the value of hybrid rice production has a tendency to be better, due to their monetary good judgment is constantly orientated toward earnings maximization. Similarly, the neighbourhood authorities' properly will in this situation nevertheless appear hesitant to convincing the farmer companies and different farmers primarily based totally on beyond revel in or because of synergy among the stakeholders and the authorities has now no longer been capable of wake up synergistically powerful

and has now no longer been supported through good enough college. Only superior farmers who could dare to attempt to control his farm with verities optima hybrid rice farming. (Hadi *et al.* 2018). Rice is the most crucial cereal crop in India in phrases of region occupied, manufacturing and intake as most important meals and therefore occupies an outstanding region in Indian agriculture. India produced 99.18 million tonnes of rice (2008-09). It is cultivated over a place of 45.54 million hectares which account for 23.25 percentage of the gross cropped region and 37.08 percentage of the region sown to meals grain. Rice production contributes 42.3 percentage of the whole meals grains production in India. It improved to 104.32 MT in 2011-12. Over the final 4 many years, in India witnessed an outstanding boom in rice production because of the adoption of semi-dwarf excessive yielding types varieties coupled with the adoption of extensive input-primarily based totally control practices.

2. Materials and Methods

2.1 Selection of District: Chhattisgarh consists of 32 districts, among these districts, Surajpur district was selected purposively for present study.

2.2 Selection of Block: Surajpur district have total 6 blocks among which Surajpur block was selected randomly for the study area location is around 15 Km far away from district headquarter. The basis for selection of block was maximum numbers of paddy growers found in the block.

2.3 Selection of Villages: Randomly 6 villages were selected out of 121 villages of Surajpur block for the study of VNR 2111 Hybrid Paddy Seed, 6 villages from the block is select randomly where maximum number of farmers grows Hybrid paddy. The villages selected as per conducted namely not in sequence.

2.4 Selection of Respondents: There were maximum paddy respondents in Surajpur block. A list of all the paddy growers was prepared. Out of total paddy respondents of the paddy growers were selected with the help of randomly data.

Table 1: Categorisation of Farmers

S. No.	Respondents	Land Holdings
1.	Marginal Farmer	0 to 1 Hectare
2.	Small Farmer	1 to 2 Hectare
3.	Semi medium Farmers	2 to 4 Hectare
4.	Medium Farmers	4 to 10 Hectare
5.	Large Farmers	Above 10 Hectare

3. Tools of Analysis

3.1. Percentage formula

The percentage formula is used to find the share of a whole in terms of 100. Using this formula, you can represent a number as a fraction of 100.

Percentage (Value/Total Value) x100% increase [(New number - Original number)/Original number] x 100

3.2 Marketing Cost

The total cost incurred on marketing by various intermediaries involved in the sale and purchase of the commodity till it reaches the ultimate consumer was computed as follow.

C=Cf+Cml+Cm2+Cm3 +.....+ Cmn

Where,

C= Total cost of marketing

Cf = Cost borne by the producer farmer from the produce leaves the farm till the sale of the produce.

Cmn = Cost incurred by the middlemen in the process of

buying and selling

4. Result and Discussion
Market share of hybrid paddy

Table 2: Market Share of hybrid paddy in Surajpur district

Company	Market share (%)	Rank
Kaveri Seeds	22%	I
Bayer Crop Science	18%	II
US Agri Seeds	13%	III
VNR Seeds	11%	IV
Syngenta	10%	V
Advanta Seeds	8%	VII
Mahyco	5%	VIII
Pioneer Seeds	4%	IX
Others	9%	VI

Interpretation: The tables 2 show the total market share of different seed companies in the study area. Table inferred that paddy seed was supply in selected blocks in which highest share of 22% was of the Kaveri Seeds, followed by Bayer Crop Science 18%, US Agri Seeds 13%, VNR Seeds 11%,

Syngenta 10%, Advanta seeds 8%, Mahyco 5%, Pioneer seeds 4% and others 9% market share. Thus Kaveri seeds recorded highest share in the marketing of Paddy seed in the study area.

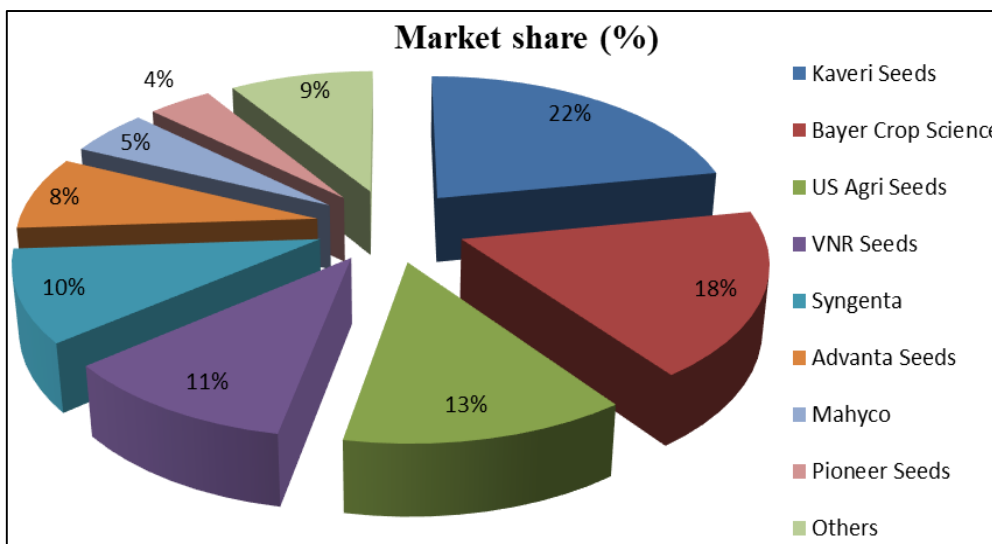


Fig 1: Market Share of hybrid paddy in Surajpur district

VNR 2111 quality of product the company has acquired a good amount of market share in quick time. Company also provides various offers and gifts which attracts the customers to buy the product. By the help of these diagram and charts, I

would like to show you the farmer’s response over personal interaction.

Satisfaction level of consumers of VNR 2111

Table 3: Satisfaction level of respondents shown in percentage.

Satisfaction level	Respondents
Very good	65%
Average	25%
Not satisfied	10%

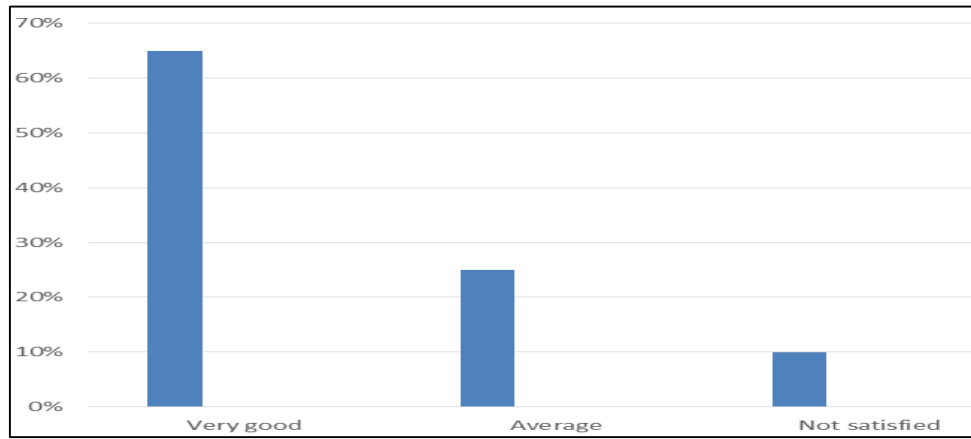


Fig 2: Satisfaction level of consumers of VNR 2111

Table 4: Constraints of hybrid paddy

SI. No.	Constraints	Farmers Response	%	Rank
1.	Lack of availability of information at farm level	14	12	V
2.	Lack of irrigation	22	18	II
3.	Adverse climate	28	23	I
4.	Disease/Pest attack	17	14	III
5.	Lack of awareness	9	8	VI
6.	Price of seed	16	13	IV
7.	Quality of seed	8	7	VII
8.	Lack of motivation	6	5	VIII
	Total	140	100%	

Interpretation: The table 4 shows constraints reported by selected farmers for adoption of hybrid seeds of paddy in the study area. Major constraint reported by the sample farmers was Adverse climate 23%, followed by Lack of irrigation 18%, Disease/Pest attack 14%, Price of seed 13%, Lack of

availability of information at farm level 12%, Lack of awareness 8%, Quality of seed 7% and Lack of motivation. Thus, these constraints should be minimizing to augment adoption of production technology and productivity per unit of cropped area.

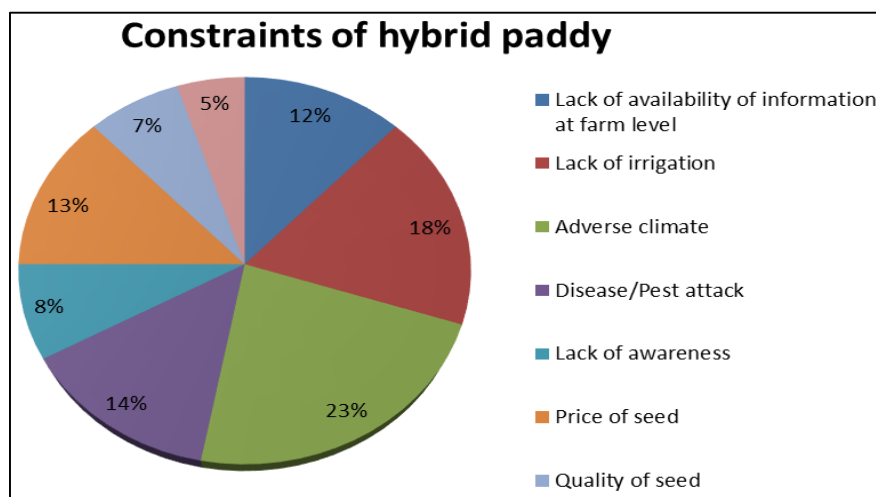


Fig 3: Constraints in adoption of hybrid paddy

5. Results

Surajpur district of Surajpur is a suitable place for paddy crop. Rice is the most important crop in India as it is a staple food for two-third of the population. In the state, area under paddy was 3.3 million hectares and production was 71.62 lakh tones. Mostly all the district of Chhattisgarh is growing the paddy. Surajpur district in Chhattisgarh has 45 thousand hectares of area under paddy cultivation with production of 82 thousand tones. Marketing aspect of paddy is no less important. Keeping in view of above facts and also considering the point of view that no any scientific Study on marketing of Paddy

has been so far conducted in his region, the study entitled "Study on marketing of hybrid paddy (VNR 2245) in Surajpur district of Chhattisgarh" assumes special significance and importance.

Major findings of the study

1. Size of the farms group in numbers for Marginal, small, semi medium, medium and large size farms were 38, 40, 16, 24 and 2 respondents respectively. Altogether 120 respondents were selected for study.
2. Average size of cultivated holding of the families in

Marginal, small, Semi Medium, medium and large size of farms groups were 0.74, 1.68, 3.44, 7.16 and 12.52 respectively in different size of farms groups.

3. The marketing cost, marketing margin and price spread of channel -I. From this table, produce sale price to village Merchants was 1340rs while consume paid price was 1550. The percent share of consumer in channels I was 86.45%.
4. The marketing cost is 220, marketing margin and price spread of channel -I is 210. From this table, produce sale price to commission agents was 1365 rupees, sales price of wholesaler was 1293 rupees consumer paid price was 1550 rupees. The percent share of consumer in channel-II was 109.65 percent.
5. VNR 2111 is a newly emerging company contains a premium quality of hybrid paddy seeds, due to the quality of product the company has acquired a good amount of market share in quick time. Company also provides various offers and gifts which attracts the customers to buy the product. By the help of these diagram and charts I would like to show you the farmer's response over questionnaire and personal interaction.

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