



STUDY ON MARKETING OF FUNGICIDE (CUSTODIA) IN KANNAUJ DISTRICT OF UTTAR PRADESH

Ashutosh Jha¹, Mukesh Kumar Maurya² and Krishan Kundan³

^{1&3}MBA Agribusiness, Department of Agricultural Economics, Sam Higginbottom

University of Agriculture, Technology & Sciences, Prayagraj

²Assistant Professor, Department of Agricultural Economics, Sam Higginbottom University of Agriculture, Technology & Sciences, Prayagraj

Corresponding author: ashutoshjha.mbaab@gmail.com

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ABSTRACT

Agriculture was found to be major for source of income for majority of the population in the country. Farmers are facing severe problems related to low yield, problems related to pest and disease, natural calamities, etc., among these natural calamities cannot be controlled by ourselves but problems due to pest and diseases can be controlled by using different, pesticides which therefore results increase in the yield. The usage of fungicides has seen a rise in recent years. In light of shifting consumer behaviours, our objective was to pinpoint various enterprises active within the study region and to scrutinize Custodia's commercial outcomes, marketing strategies, communication expenditures, and the challenges encountered by practitioners. This encompasses an analysis of fungicides. The data is collected from 120 respondents analysed using questionnaire. The study revealed that fungicide CUSTODIA is showing better results against fungus. The information about fungicide its market share was sourced from dealers. Around 3/4 of the farmers have sprayed this fungicide as a precautionary measure. Generally, fungi attacks are seen majorly in food crops viz. Rice, Wheat, Maize, Potatoes and soya beans. It says that need of fungicide in kannauj district is more. Application of fungicides is very important in such cases. The Present study focuses the market size of the fungicide belongs to ADAMA India Pvt. Ltd and also marketing channel of that fungicide in Kannauj district. There are many competitors in the study area. Among those Bayer ranks 1st followed by ADAMA. In present study all the information is collected from dealers and the respondents.

Keywords: Price Spread, Marketing Efficiency, Marketing Cost, Marketing Margin

INTRODUCTION

Agriculture is an important industry to ensure continued food security for India's large and growing population. India currently accounts for approximately 17.76% of the global population, possesses 2.4% of the world's land resources, and has access to 4% of its water resources. Around one-third of the potatoes produced in India are utilized for making potato chips and other baked products, while the remaining

two-thirds are cultivated as commercial crops. From a human perspective, potatoes are the world's third largest crop after wheat and rice. According to NASSCOM data, approximately 450 new agricultural enterprises will be opened in India in 2022, and this number will increase by 25% compared to the same period last year. Additionally, one report estimates that agritech startups in India represent a \$24 billion opportunity outside of working capital (about \$74 per capita in the US).

Table 1: Profile of the Company

Founded	1945
Head Quarter	Airport city Israel
Area served	Worldwide
Key people	Ignacio Dominguez (president and CEO)
Products	Herbicides, Insecticides & Fungicides
Revenue	US \$3.997 billion (about \$12 per person in the US) (2019)
Net income	US \$208 billion (about \$640 per person in the US) (2019)
Website	www.adama.com

(Source: industry-reports/India-fungicide-market.)

So, what do Agri-tech platforms do that makes them popular in the industry? Simply put, they have been pioneers in using the latest innovations to improve their communities. The top eight companies control 80% of the agricultural chemicals industry. Syngenta ranks first in this segment, generating \$15.969 billion in revenue.

India Fungicide Market Analysis

Over the projected period (2024-2029), the size of the India fungicide market is expected to increase at a compound annual growth rate (CAGR) of 4.00%, reaching \$266.5 million by 2029 from \$219.0 million in 2024. In 2022, foliar spraying will dominate the field of fungicide applications and will have the largest market share of up to 60.9%. These treatments provide environmental protection of seeds against many diseases such as root rot, seedling blight, damping off, root and root diseases. By 2022, the fungicide segment will account for 13.8% of the Indian fungicide market Clutter.

CUSTODIA

It is a broad-spectrum fungicide designed to manage a variety of fungal and bacterial diseases. It provides flexibility and versatility, enhancing preservation and restoration efforts. With its dual-action approach, Custodia is effective at various stages of fungal development. Its application positively impacts the physical vigor of the target crop, leading to increased yield and product quality, which in turn ensures a more favourable market price, benefiting business revenue, transactions, communication, and overall value.

RESERCH METHDOLOGY

The text selects a comprehensive multistage, stratified, random sampling approach for research, systematically identifying districts, blocks, villages, and individual participants for homogenous selection. A specialized investigation was carried out in the region, with the Kannauj district in Uttar Pradesh being singled out as the research area due to its distinction as the largest rice-producing locale. From the eight blocks within the Kannauj district, the Chibramau block was identified as the most suitable area for the study, encompassing 134 villages. Specifically, villages such as Akbar Pur, Alhanapur, Bhagwant Pur, Faridpur, Merapur, Prempur, Vishunpur, and Hasilpur were chosen based on farmers' utilization of Custodia during cultivation practices. In the selection of respondents, 10% were chosen by considering the number of potato growers, facilitated by the Pradhan village from the selected areas. A meticulous categorization process then took place, organizing all respondents in ascending order and classifying them into five key agricultural groups based on their land holdings, resulting in the selection of 120 potato growers' area.

ANALYSIS OF DATA

Market Cost

$$C = C_f + C_{m1} + C_{m2} + C_{m3} + \dots + C_{mn}$$

Market Margin

$$\text{Marketing Margin} = \text{Price paid to seller} - \text{Price paid by consumer}$$

Percent margin

$$\text{Percent margin} = \frac{\text{Pri} - (\text{Ppi} + \text{Cml})}{(\text{PRI})} * 100$$

Price spread

$$PS = MC + MM$$

Market Efficiency

$$\text{Marketing Efficiency} = \frac{FP}{MC + MM}$$

Marketing Practices and Channels. The marketing practices of selected fungicide were found distinctly different from each other. The field-wise detailed marketing practices are discussed below Custodia was the most common marketing practice followed by the Farmers. Out of five channels of marketing. Two major channels, which together accounted for the sale are depicted below.

Channel-1: P-R-C

Channel- II: P-W-R-C

RESULT AND DISSCUSION

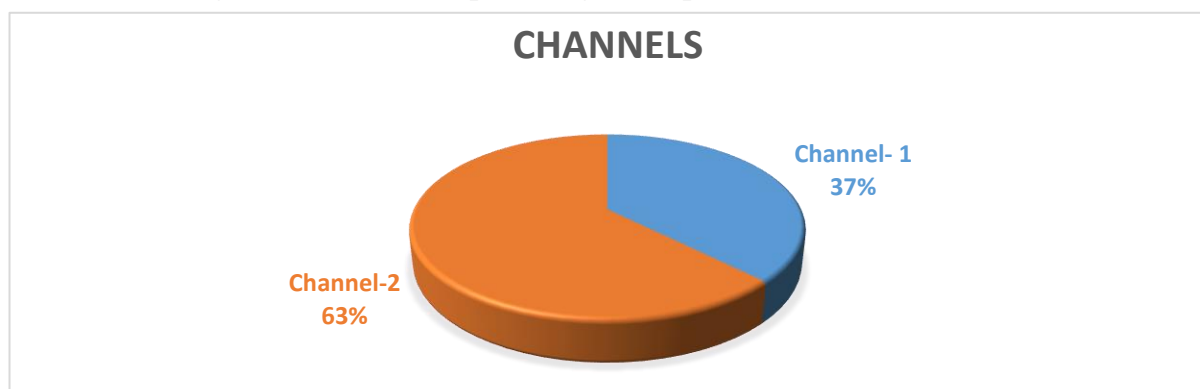
To discover the various marketing channels involved in a study area. To study the existing marketing channel of Custodia in the study area and to suggest the best suitable channels for that particular region

Distribution of respondents according to marketing Channel preference Information about the channels of the sample participants was collected and divided into two groups: Channel -1 (50) and Channel 2 (20) and so on.

Table 2: Distribution of respondents based on channels

S. No	Channel	Respondents						(%)
		Respondents number	Marginal	Small	Semi medium	Medium	Large	
1	Ch -1	45	3	11	16	18	7	37.5
2	Ch -2	75	12	16	19	14	3	62.5
Total		120	15	28	35	32	10	100

Figure 1: Distribution percentage of respondents based on channels.



To evaluate marketing margin and marketing efficiency, price spread and marketing cost of Channels in study area.

Channel -1 P- R-C

S. No.	Particulars	Custodia (Value)
1	Producer sale to retailer	2735
2	Cost incurred by the producer	
i.	<i>Packaging cost</i>	2
ii.	<i>Packaging material cost</i>	20
iii.	<i>Transportation cost</i>	7
iv.	<i>Market fees</i>	5
v.	<i>Labour cost</i>	10
vi.	<i>Bootle charges</i>	10
vii.	<i>Loading and Unloading cost</i>	5
viii.	<i>Miscellaneous charges</i>	6
	Total Cost (i - viii)	65
3	Net priced received by producer	2670
4	Retailer sale price to Consumer	2981
5	Margin of Retailer	246.15
6	Total Marketing cost	65
7	Total Marketing margin	246.15
8	Marketing Efficiency (%)	8.79
9	Price Spread	311.15

In the table above, we can see the market value, market value, spread and market of the channel. 2735, the amount customers pay for Custodia is Rs. 2981 one.

Channel- II: P - W-R- C

S. No.	Particulars	Custodia (Price)
1	Producer sale price to wholesaler	2563
	Marketing cost incurred by the producer	65
	Net priced received by producer	2498
2	Cost incurred by the Wholesaler	
i.	Loading and unloading charges	5
ii.	Carried up to shop	3
iii.	Staff charges	7
iv.	Transportation charges	11
v.	Inventory holding cost	9
vi.	Miscellaneous charges	6
	Total Cost (i - vii)	41
3	Wholesaler price to Retailer	2709
4	Margin of wholesaler	105.12
5	Retailer sale price to Consumer	2883
6	Margin of Retailer	174.73
7	Total Marketing cost	106
8	Total Marketing margin	279.85
9	Marketing Efficiency (%)	6.64
10	Price Spread	385.85

In the above table we can see the market price, market profit, spread and market of Channel II Retailer for Custodia's retail price Rs. 2709, the amount customers pay for Custodia is Rs. 2883.

Evaluate marketing margin and marketing efficiency, price spread and marketing cost of Channels in study area.

S. No.	Particulars	Channel-1	Channel-2
1	Final Marketing cost	65	106
2	Final Marketing margin	246.15	406.12
3	Marketing Efficiency (%)	8.79	5.00
4	Price Spread	311.15	512.12

We see that Custodia's market price to sale of Channel I producer is Rs (65), market revenue (246.15), spread (311.15) and market share (8.79) is Rs. 2735, the amount customers pay for Custodia is Rs. 2981 one. 2709, the amount customers pay for Custodia is Rs. There are 2883 on this channel, so channel II is better than me.

CONCLUSIONS

The project study reveals that most of the farmers are under small and medium sized land holdings. Most of the farmers express that use of fungicides, crop protection as a whole is compulsory as pest and disease affect economics of the crop. Though maximum of the farmers was aware of CUSTODIA, that reason for not using CUSTODIA fungicide should be taken into consideration by the company in order to increase the usage of CUSTODIA among farmers. Fungicide spraying is done twice during a cropping season by half of the farmers. The awareness of Custodia fungicide is fairly good in the farming community, so company promotional activities should be designed towards reminding the farmers about the products of the company. Nearly much than 1/2 of the respondents belong to medium and small land holdings, so majority of the farmers spend less amounts on plant protection aspects, large farmers, being economically sound spend varied range of amounts on plant protection. There are many factors that affect farmers' purchasing behavior. Generally speaking, farmers will consider two to three factors when choosing pesticides, each different depending on them

needs. Some of the best things mentioned by farmers include good management, good packaging, reliability of vendors, quality and availability. One important point to be noted is that farmers are not satisfied with promotional activities of the product, but contrary acceptance level is high.

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