



AN ECONOMIC ANALYSIS ON MARKETING OF GRACIA (INSECTICIDE) IN SONBHADRA DISTRICT OF UTTAR PRADESH

Abhishek Yadav¹ and Nitin Barker²

¹MBA (Agribusiness), Department of Agricultural Economics

Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, U.P.

²Assistant Professor, Department of Agricultural Economics

Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, U.P.

Corresponding author: abhishekyadav857694@gmail.com

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ABSTRACT

Insecticides are chemicals used to kill insects that damage crops and plants. They come in different forms such as spray, powder or granules. Insecticides work by targeting the nervous system of insects, disrupting their ability to eat, reproduce and move. Farmers and gardeners use Insecticides to protect plants from pests such as aphids, caterpillars or beetles. Although Insecticides can be effective, they must be used carefully to avoid harming beneficial insects such as bees or contaminating the environment. Overuse of Insecticides can also lead to pests and conflicts, so responsible use is important. "AN ECONOMIC ANALYSIS ON MARKETING OF GRACIA (INSECTICIDE) IN SONBHADRA DISTRICT OF UTTAR PRADESH". In this research, it was found that Gracia's business includes three business paths: (Path I → Producer - Producer - Broker - Wholesaler - Retailer - Consumer), (Path II - Producer - Broker - Retailer) - Consumer and Channel - III (Chemical Producer - Retailer business-consumer), total market cap is 185, total market profit is 80, spread is 260, consumer Product rupee producer share in channel 2 is 81.05%, total market cap is 205 in channel 3.

Keyword: Marketing Channels, Producer share in market cap, market cap, consumer rupees and spreads

INTRODUCTION

Insecticides are chemicals used by farmers and gardeners to control pests that damage crops and plants. These insects, like insects, can eat plants, reducing their productivity or killing them completely. Insecticides work by killing insects on contact or by interrupting their biological processes, preventing them from attacking. There are many types of Insecticides, including synthetic and natural products made from plants or food. Farmers must carefully

choose the right pesticide for the particular pests they are dealing with and use it correctly so that it does not harm beneficial insects or harm the environment. While Insecticides are effective at protecting crops, overuse or misuse can harm ecosystems, such as harming other wildlife or contaminating water supplies. Insecticides should therefore be used responsibly and alternative pest management methods should be considered wherever possible to maintain a healthy balance in agricultural

ecosystems. Gracia is a new isooxazoline antibiotic with broad activity developed in collaboration with Nissan Chemical Company. Proactively spray Gracia immediately after the pest for longer-term control. Its special type is effective against the absorption and digestion of pests. Its chemical composition belongs to group 30 of the IRAC classification system. It is safe for pets and insects.

RESEARCH METHODOLOGY

Sonbhadra district of Uttar Pradesh was deliberately chosen for this study as it has a large area under cultivation and is suitable for researchers. A list of crops grown was drawn out from the BDO and this block was selected among 10 blocks in Roberts Ganj district as a large number of respondents were engaged in crop cultivation for many years. In the selected blocks 5% of the villages were randomly selected and 10% of

the respondents were selected from the selected villages and then the selected respondents were divided into 5 groups based on landowners for this study to select 100 respondents' data from makhana. It was collected through personal research by directly interviewing breeders. Use appropriate statistical tools to analyse data and present results. Information about agriculture in 2023-2024.

ANALYTICAL TOOLS

Marketing Expense

$$C = Cf + Cm1 + Cm2 + Cm3 + \dots + Cmn$$

Marketing Margin

$$AMI = Pri - (Ppi + Cmi)$$

Price Spread

$$PS = MC + MM$$

Producers Share in Consumer's Rupee

$$PS = PF \times 100 / Pr$$

RESULTS AND DISCUSSION

Table 1: Marketing Value, Marketing, Advertising and Manufacturer Share in Consumer Products Channel -1

S. No	Particulars	Price/160ml
1	Actual received by Producer (Company)	1550
2	Expense by the Producer (Company)	
a	Packing expense	10
b	Packing material expnse	10
c	Transportation cost	15
d	Loading and unloading charges	20
e	Miscellaneous charges	30
3	Marketing cost	85
4	Purchase price of broker	1635
5	Expense incurred by broker	
a	Loading, Unloading and repacking cost	25
B	Spoilage and losses	15
6	Marketing cost	40
	Margin of commission agent	25
7	purchase price of wholesaler	1700
8	Cost incurred by the wholesaler	
A	Loading and unloading and repacking expenses	40

B	Grading and sorting charges	30
C	Spoilage and losses	10
9	Marketing cost	80
10	profit of wholesaler	20
	Acquiring price of retailer	1880
	Loading and unloading expenses	20
	Shipping expense	10
	Miscellaneous charges	10
	Marketing cost	40
	Margin of Retailer	60
11	Sale price of retailer/ Purchase price of farmer	2020
	Total Marketing cost	245
	Net margin	105
	Spread in money	470
	Manufacture share in customer Rs.	77.62%

Table 1, Show that total marketing cost in channel 1 is Rs.245, total marketing profit is Rs.105, spread in channel 1 is Rs.470, producer share in channel 1 user rupee value is 77.62%.

Table 2: Marketing Value, Marketing, Advertising and Manufacturer Share in Consumer Products Channel -II

S. No	Particulars	Price/160ml
1	Actual received by Producer (Company)	1550
2	expense incurred by the manufacturer	
A	Packing expense	10
B	Packing material expense	20
C	Transportation cost	20
D	Loading and unloading charges	30
E	Miscellaneous charges	10
3	Marketing cost	90
4	Purchase price of broker	1640
5	expenses incurred by the broker	
A	Loading, Unloading and repacking expense	30
6	Marketing cost	30
	Margin of Commission agent	20
7	Sale price of broker	1720
	Loading and unloading expenses	25
	Shipping	10
	Grading and sorting charges	20
	Miscellaneous charges	10
8	Marketing cost	65
9	Margin of retailer	60

10	Sale price of retailer/ purchase price of farmer	1810
	Total Marketing cost	185
	Net margin	80
	Spread in money	260
	Manufacture share in customer Rs	81.05%

Table 2, Show that total marketing cost in channel 2 is Rs 185, total marketing profit is Rs 80, spread in channel 1 is Rs 260, producer share in consumer rupee in channel 2 is 81.05%.

Table 3: Marketing Value, Marketing, Advertising and Manufacturer Share in Consumer Products Channel -III

S. No	Particulars	Price/160ml
1	Actual received by Producer (Company)	1550
2	Cost incurred by the Producer (Company)	
a	Packing cost	10
b	Packing material cost	10
c	Transportation cost	15
d	Loading and unloading charges	20
e	Miscellaneous charges	30
3	Marketing cost	85
4	Sale price of producer/Purchase price of Wholesaler	1635
8	Expenses incurred	
A	shipping and repacking expenses	40
B	Grading and sorting charges	30
C	Spoilage and losses	10
9	Marketing cost	80
10	Profit of wholesaler	20
	Acquiring price of retailer	1815
	Expenses incurred by Retailer	
	Loading and unloading expense	20
	Shipping expense	10
	Miscellaneous charges	10
	Marketing cost	40
	Margin of Retailer	60
11	Acquiring price of farmer	1955
	Total Marketing expenses	205
	Net margin	80
	Spread in money	405
	Manufacture share in customer Rs	79.28%

Table 3, It shows that the total marketing cost in channel 3 is Rs.205, the total marketing profit is Rs.80, the spread in channel 1 is Rs.405, while the producers involved in the channel are Rs.79.28%.

CONCLUSION

The current and future situation of Insecticides has a good future because their consumption is increasing every year. The dependence of farmers on Insecticides shows that the demand for Insecticides is increasing. Farmers do not waste time in the field and want to easily solve the problems in the field in order to use Insecticides effectively. Farmers have increased their profits through the use of Insecticides, so they will not stop using Insecticides. Insecticides have a short lifespan and can be applied quickly to target plants. Many farmers use too much pesticide, but some farmers say overuse is detrimental to their farms and they only use Insecticides when their crops are needed. According to farmers, it is now impossible to grow crops without good Insecticides because different soil types, leaves and stems are attacked at each stage of the plant, so Insecticides are important for agriculture. All farmers want high results with low inputs, and for high results they use a lot of Insecticides. Sonbhadra is one of the regions with the highest number of peppers. Godrej's performance is good but it needs better support in Sonbhadra region. Godrej has a great opportunity to capture more markets in the region by introducing and focusing on new products. Godrej has a good name and service reputation in the region. To increase business and sales, it is necessary to take advantage of these benefits through promotion.

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