



# STUDY ON MARKETING OF HYBRID PADDY SEEDS (RIDDHI) IN SURAJPUR DISTRICT OF CHHATTISGARH

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## ABSTRACT

*Hybrid rice seeds are the result of combining different rice varieties with good characteristics such as high yield, disease resistance and improved rice quality. According to research, these seeds can benefit farmers by producing better results than many chemicals. Hybrid vigor or hybrid vigor makes plants stronger and better able to withstand environmental stress. Additionally, hybrid rice seeds are designed to improve water and nutrient use, making them suitable for a variety of growing conditions. However, the use of hybrid seeds often requires strict management and the use of modern agricultural tools, which can be an obstacle for small farmers. Despite this challenge, the use of hybrid rice seeds has increased worldwide due to the need to ensure food security and meet the needs of the growing population. The title of this study is "A Study on Marketing of Hybrid Rice Seeds (Riddhi) in Surajpur District, Chattisgarh". Marketing of hybrid rice seeds (Riddhi) involves two marketing channels except channel II which is preferred by most of the participants in Riddhi marketing. In Path I, the amount received by the producer is Rs. 777, the price paid by the consumer for a 3 kg bag of Riddhi is Rs 935 and the total market value generated through channel I is Rs 935. 73. Total revenue of Channel I is Rs. 85, transmission on channel I is Rs. 158, the trade efficiency of channel I is 5.92%, the price received by the producer in channel II is Rs 777, the price paid by the consumer for a 3 kg bag of Riddhi is Rs 986, the entire cost of work done in channel II is Rs 90, Channel II' The total trading profit of Channel II is 119 rupees, the spread of Channel II is 209 rupees and the business efficiency of Channel II is 4.72%.*

**Keyword: Marketing Channels, Marketing Efficiency, Marketing Cost, Marketing Margin and Price spread**

## INTRODUCTION

Rice, scientifically known as *Oryza sativa*, is the staple food of most of the world's population, especially in South and East Asia. In terms of production, India ranks second in the world with a 21.6% share,

second only to China's 28.8%. This relationship between consumption and production is evident between the two countries. Various technological improvements are constantly being introduced to meet the increasing demand

for rice. Among the many genetic strategies to increase yield and production, hybrid rice stands out as the most efficient and adaptable tool. Studies have confirmed that hybrid rice seeds can provide a 30% increase compared to conventional seeds. China's success in increasing its production of hybrid rice seeds by 300 million tons in the last 25 years is a good example of this. India has the potential to be a major power shifter in this context, given its large area in rice cultivation, second only to China and Indonesia. (Bando and Ritwik 2017)

Many seed companies, including multinationals such as Bayer Crop Science, Sygenta, Pioneer, VNR Seed and others, are currently working on the creation of new hybrids of wheat, cotton, pepper and other vegetable crops. As a result, the private sector has emerged as a major player in the seed industry in Bihar. Bayer Crop Science is one of the big players. The company specializes in the development and production of hybrid seeds. It is now dedicated to the research, development and marketing of rice, vegetables, fruits and other products. They are making pre-season and post-season creation requests to attract new customers to the area. (Mark and Adward 2021).

Riddhi, Basant Agro tech pvt Ltd. It is a hybrid rice variety developed by. This variety is suitable for many growing conditions and can be grown anywhere in the world. Riddhi variety is best known for its value including appearance, taste and cooking. This is a popular choice among

farmers who want to achieve the best results and better financial results.

## RESEARCH METHODOLOGY

Surajpur district of Chattisgarh was selected for this study due to the large area under cultivation in Chattisgarh. A list of paddy growers has been compiled by land under cultivation and is planned to increase. Pratappur block was selected from all paddy growing areas in Chattisgarh district. After the block is selected, the list of each village is compiled and 5 percent villages are selected from the block selection. Thus, six villages, i.e. five percent of the villages in Chattisgarh district, were selected. A list of farmers and their lands was prepared for all 5% of the selected villages in block. The list has been revised according to planting locations. 10 percent of the paddy grown is selected from all growers in the region. In similar conditions. In this way, a total of 100 respondents were selected for detailed study. Data on paddy cultivators were collected through a study based on personal interviews. Use appropriate statistical tools to analyse data and present results. Information about agriculture in 2023-2024.

## ANALYTICAL TOOLS

### *Cost of Marketing*

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

### *Marketing Margin*

$$AMI = P - (P_i + C_m)$$

### *Marketing Efficiency*

$$MME = FP / MC + MM$$

### *Price Spread*

$$PS = MC + MM$$

## RESULTS AND DISCUSSION

**Table 1: Marketing cost, Marketing margin, Marketing efficiency and Price spread of hybrid paddy seeds (Riddhi) in Channel-I.**

S. No	Particulars	Value in Rupees/ 3kg bag of Riddhi
1.	Producer sale price to wholesaler	850
2.	Cost incurred by the producer	
i	Packing cost	15.00
ii	Packing material cost	07.00
iii	Transportation cost	12.00
iv	Market cost	09.00
v	Labor cost	06.00
vi	Loading and Unloading cost	13.00
vii	Miscellaneous charges	11.00
2.	<b>Total cost (i-viii)</b>	<b>73.00</b>
3.	Net price received by producer	777
4.	Wholesaler sale price to Consumer	935.00
5.	Margin of the Wholesaler	85
	Total Marketing Cost	73
	Total Marketing Margin	85
	Price Spread	158
	Marketing Efficiency	5.92%

Table 1, It was reported that Riddhi Channel-I was supplied by the manufacturer at a market price of Rs 850/3 kg bag and the price received by the manufacturer was Rs 777. It also cost retailers Rs 73 Cr. At the same time, the seller purchased Riddhi 3 kg bag from the manufacturer at a price of Rs 850 i.e. Rs 85 and the final selling price of Riddhi 3 kg bag was Rs 935. Finally, Riddhi 3 kg bag was sold. Rs 935 to the consumer. Finally, the total commercial profit of Channel I was Rs. 85 The trading price is Rs 73 and the spread seen in channel I is Rs 85,158, the trading efficiency of channel I is 5.92%.

**Table 2: Marketing cost, Marketing margin, Marketing efficiency and Price spread of hybrid paddy seeds (Riddhi) in Channel-II.**

Sr. No.	Particulars	Value in Rupees/ 3 kg bag of Riddhi
1.a	Producer sale price to Wholesaler	850
b.	Marketing cost incurred by producer	73
c.	Net price received by the producer	777
2.	Sales price of Wholesaler to Retailer	930
	Cost incurred by the Wholesaler	
I	Loading & Unloading charges	5.00
ii	Carriage up to shop	2.00
iii	Weighting charges	3.00

iv	Town charges	2.00
v	Transportation	3.00
vi	Losses & Miscellaneous charges	2.00
3	<b>Total Cost (i-vi)</b>	<b>17.00</b>
4	<b>Margin of Wholesaler</b>	<b>63.00</b>
5	<b>Sale price from Retailer to Consumer</b>	<b>986</b>
6	Margin of Village Merchant/Retailer	56
7.	Consumers paid price	986
	<b>Total marketing cost</b>	<b>90</b>
	<b>Total marketing margins</b>	<b>119</b>
	<b>Price Spread</b>	<b>209</b>
	<b>Marketing Efficiency</b>	<b>4.72%</b>

Table 2, It was reported that Riddhi's market price for a 3 kg bag from manufacturer to retailer is Rs 850 and the market price exposed to the manufacturer in the market is Rs 73. It was reported that the amount received by the producer was Rs.777 Cr. 930, the wholesaler's cost in business is Rs 17 and the wholesaler's profit is Rs 63. The final selling price of the seller to the customer is Rs 986 and the profit of the seller is Rs 56, while the business efficiency of Channel II is 4.72%.

### CONCLUSION:

The most important measures for disseminating the results of the seed trade are: fairs, research visits, sample distribution, agricultural meetings, jeep rides, TV and shopping, radio and slide shows. The study revealed that most farmers did not have knowledge about the use of seeds (such as field demonstrations, distribution of samples in the market, training areas for farmers, slides, TV) but they were exposed to some media. Activities such as Jeep driving and farm meetings. Farm meetings and jeep rides are the most important incentives found by farmers in the study area. Basant Agro Tech is a new company that produces the best seeds and rapidly gains market share with its quality products. The company also offers many discounts and gifts to encourage customers. Since the type of advertisement plays an important role in promoting the product, the advertisement must be effective. Basant

Agro Tech Seeds achieved 10% market share with four hybrid rice seeds.

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