



STUDY ON MARKETING OF HYBRID PEARL MILLET SEEDS IN REWARI DISTRICT OF HARYANA

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ABSTRACT

This Research delves into the intricate dynamics of marketing hybrid pearl millet seeds in Rewari District, Haryana. Pearl millet, known for its resilience in arid conditions, holds significance as a staple crop in the region. The study aims to unravel complexities within the marketing ecosystem, analysing production, distribution, pricing, and consumer preferences. Using a mixed-methods approach, the study combines qualitative interviews with quantitative surveys. Farmers, seed distributors, retailers, and consumers are sampled systematically to capture diverse perspectives. Quantitative data undergoes statistical analysis, providing insights into production trends, market penetration, and economic indicators. Findings reveal challenges and opportunities in the marketing of hybrid pearl millet seeds. Despite demand for high-yielding, disease-resistant varieties, farmers face hurdles accessing quality seeds. Distribution channels play a pivotal role, with the study scrutinizing the supply chain for bottlenecks and inefficiencies. Pricing mechanisms and their impact on producers and consumers are examined. The study investigates government policies, subsidies, and market forces influencing pricing dynamics. Socio-economic factors shaping consumer choices, preferences, and awareness regarding hybrid pearl millet varieties are explored. This research contributes significantly to agricultural marketing knowledge, offering insights for policymakers, agricultural practitioners, and researchers aiming to enhance the efficiency and sustainability of hybrid pearl millet seed marketing in Rewari District, Haryana.

Keywords: *Marketing Dynamics, Pricing Mechanisms, Consumer Preferences, Rural marketing.*

INTRODUCTION

Pearl millet (*Pennisetum glaucum*) is a resilient cereal crop that holds a pivotal position in global agriculture, particularly in regions with arid and semi-arid climates. Originating in West Africa's Sahel region, it has a rich history spanning millennia, being one of the earliest domesticated crops. Its cultivation has spread across continents, thriving in diverse agro-ecological zones, from Africa to Asia. This adaptable annual

grass features robust stems, long narrow leaves, and compact seed heads, with grains varying in colour and size. It excels in hot, arid conditions, tolerating minimal water and poor soil fertility. Rewari district, located in Indian state of Haryana, is an important agriculture region characteristic by a significant dependence on farming for livelihoods.

Cultivated directly in fields, pearl millet matures within 60 to 100 days, offering a relatively short growth cycle. Harvesting occurs when grains reach physiological maturity, indicating readiness for consumption or processing. With numerous varieties tailored to specific conditions, pearl millet serves as a vital food source, rich in energy, protein, and essential micronutrients. Its gluten-free nature makes it indispensable for individuals with dietary restrictions, contributing to its popularity in health food markets. Beyond its nutritional value, pearl millet plays a crucial role in enhancing food security, particularly in regions prone to climatic uncertainties. It serves as a subsistence crop for smallholder farmers in Africa and Asia, offering resilience amidst challenging conditions. Moreover, it emerges as a cash crop, augmenting farmers' livelihoods through grain sales and fodder utilization for livestock. Despite primarily local consumption, pearl millet's potential for international trade is burgeoning, driven by its climate resilience and nutritional benefits. In India, it ranks as the fourth most cultivated food crop, thriving under adverse conditions where traditional staples struggle. With rapid growth, high photosynthetic efficiency, and tolerance to extreme climates and biotic stresses, pearl millet significantly contributes to India's agricultural landscape.

Key growing states include Rajasthan, Maharashtra, Uttar Pradesh, Gujarat, and Haryana, with cultivation spanning rainy, summer, and post-rainy seasons. However, challenges persist, including pest and disease susceptibility, climate variability, and limited market access. Research efforts focus on developing pest-resistant varieties and enhancing agronomic practices to

ensure sustainable cultivation and increased productivity. In conclusion, pearl millet epitomizes resilience and adaptability in global agriculture. Its journey from West Africa to widespread cultivation across continents reflects its cultural significance and agricultural innovation. As the world confronts hunger and malnutrition, pearl millet emerges as a potent ally, offering sustenance, economic prosperity, and hope for a more resilient and food-secure future.

RESEARCH METHODOLOGY

Selection of Study area

For the study Rewari district of Haryana was selected on purpose. Rewari district is situated in the south – west direction of the national capital Delhi. Nearest highway which runs across Rewari is Delhi- Jaipur NH8.

Selection of district

There are 22 districts in the Haryana state. Rewari is one of them. Here Bajra and Maize are two of the main crops in area. The production of bajra is done on the commercial scale in Rewari due to the suitable agro-climatic environment of the area. And because of this reason Rewari district was selected on purpose for the study.

Selection of Block

Under rewari district there are 5 blocks i.e. Rewari, Bawal, Khol, Jatusana, & Nahar Out of which Bawal Block was selected purposely for the study.

Selection of villages

Out of the total villages under Bawal 10 % Villages had been chosen for the study purpose. After that all the villages were arranged in the increasing order, based on the cultivation area of Bajra. 6 villages were selected randomly for study purpose.

Section of respondents

A comprehensive list of the respondents, which were growing Bajra was acquired from all the selected villages. Total of 10 %

respondents were selected on all the 5 size farms group in each randomly selected village.

Table 1: selection of respondents

Category	Size
Marginal	Less than 1 ha
small	1-2 ha
Semi medium	2-4 ha
medium	4-10 ha
large	10 ha and above

Selection of market

Bawal market was selected on purpose for analyzing the primary data. It is basically primary market where ProAgro HB- 9001 hybrid Bajra seed is brought for sale from where It is dispatched to different parts of Rewari district.

Cf = cost to be borne by producer farmer from the produce leaves the farm till the sale of the produce.

Cmn = cost that was incurred by the mediator in the process of buying and selling.

Selection of marketing functionaries

Market functionaries refer to parties involved in the effective discharging of the necessary activities and services called as marketing functions in the interest of the producer and the consumer.

Marketing margin

a) *Absolute margin (Ami)* = $PR_i - (Pp_i + Cm_i)$

b) *Percent margin (Pmi)* = $PR_i - (PP_i + Cm_i) / PR_i \times 100$

Producer - wholesaler – consumer

Producer- wholesaler- retailer - consumer

Where,

PR_i= total value of receipts

Pp_i= total Purchase value of goods

Cm_i= Cost incurred in marketing

ANALYTICAL TOOLS

Cost of Marketing

The total cost that was incurred on the marketing through various functions involved in the sale and purchase of the goods or services until it reaches the final consumer was calculated as -

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

Where,

C = total cost of marketing

Price spread

Price spread can be described as the difference between the price paid by the consumer and the total price received by the producer for an equivalent quantity of farm produce. This is described as percentage of the consumer's price.

Price Spread = $\frac{(\text{Consumer price} - \text{Net price of producer}) \times 100}{\text{Consumer price}}$

RESULTS AND DISCUSSIONS

To assess the hybrid Pearl millet marketing cost, marketing margin, spread in price.

Channel - 1

Producer-Retailer-Consumer

Table 2 Marketing cost, spread in price and marketing margin of the channel 1

S. NO.	Particulars	Value in Rupees/per 1.5 kg seed
1.	Cost incurred by the manufacture farm	410/-
2.	Packet filling and labelling	120/-
3.	Packaging	20/-
4.	Weighing charges	10/-
5.	Transportation charges	10/-
6.	Loading and unloading charges	20/-
	Subtotal sales price of producer	590/-
7.	Cost transpired by the village retailer	
i.	Transportation	15
ii.	Loading and unloading charges	10
iii.	Miscellaneous	10
iv.	Retailer margin	50
	Total cost (i-iv)	85
8.	Sale price of Retailers	675
9.	Price Spread	12.59%
10.	Marketing cost	675
11.	Marketing Margin	7.40%

The table summarizes the costs associated with producing and marketing 1.5 kg of seeds. The manufacturing farm incurs costs such as production, packaging, and transportation, totalling ₹590. Village merchants and retailers contribute additional costs, including transportation, loading, unloading, miscellaneous, and a retailer margin, summing up to ₹85. The final sale price is ₹675, reflecting a 12.59% price spread. Marketing margin is 7.40%, indicating the overall effectiveness of the marketing process.

Channel II

Producer – wholesaler- retailer- consumer (in INR)

Table 3 – marketing cost, spread in price and marketing margin in Table 3 Marketing cost, Marketing Margin and Price Spread of the Channel II

S. NO.	Particulars	Values in rupees/per 1.5 kg seed
1.	Producer sale price to wholesaler	56 0
2.	Cost incurred by the producer	
I	Transportation Cost	10
II.	Market Cost	10
III.	Loading and unloading cost	10
IV.	Miscellaneous charges	20
V.	Total Cost incurred by the producer	50
VI	Net Price received by producer	51 0
VII	Sale Price of producer to wholesaler	56 0
3.	Cost incurred by wholesaler	
I.	Loading and unloading charges	10
II.	Losses and miscellaneous charges	15
III.	Wholesaler Margin	20
IV.	Total Cost incurred by wholesaler	45
V.	Sale Price of wholesalers to retailers	60 5
4.	Cost incurred by the Retailers	
I.	Transportation	10
II.	Loading & Unloading charges	10
III.	Miscellaneous	10
IV.	Retailer margin	50
5.	Total Cost	80
6.	Sale Price of Retailers/Marketing cost	68 5
7.	Price spread	18.2 %
8.	Marketing Margin	7.4 %

Table shows that Producer sells 1.5 kg seed to wholesaler at ₹560; Incurs ₹50 for transportation, market, loading, unloading, and miscellaneous costs; receives a net of ₹510. Wholesaler incurs ₹45 for loading, unloading, losses, and miscellaneous, selling to retailer at ₹605. Retailer incurs ₹80 for transportation, loading, unloading, miscellaneous, and margin; Sells at ₹685 with 18.24% price spread. Marketing margin is 7.40%.

MAJOR FINDINGS

Dealers' proposal plays a significant part for the acquiring of the seed and all the related goods and services. They believe retailers as compared to other sources that impact their buying behaviour since majority of the farmers buy the seeds on credit. The aged farmers are hesitant in giving their mobile no because in the past they have been cheated by some companies which do not understand the feelings of these farmers and broke their trust. During study it was found that out of total sample, 40 % farmers believe that farmer meetings are the best approach to reach farmers and disseminate the required information. By some other methods like interview and observing it was found that 20 % of the surveyed people are using the product whereas 15% have not heard and do not have any information regarding the product and have not seen the results of product. Apart from this 51% of surveyed population have heard about the product and 14 % of the total have seen the results in their relatives or friend fields where the product has been used. In the study area Rewari the farmers are hesitant in changing their seed using habits.

The study finds about the constraints which are majorly faced during marketing of seed, in which major constraints are-

- 1) *Loyalty regarding other products.*
- 2) *High competition in the market*
- 3) *Information about product.*
- 4) *Reach in the market.*
- 5) *Brand awareness.*
- 6) *The influence of retailers to purchase other products.*

Consumer Perceptions and Preferences: Explore consumer perceptions and preferences regarding Hybrid Pearl Millet seeds. Investigate factors influencing their purchasing decisions, such as awareness,

nutritional considerations, and loyalty to existing products. Evaluated the effectiveness of current marketing strategies employed for Hybrid Pearl Millet seeds. Investigated the success of branding initiatives, educational campaigns, loyalty programs, and promotional offers. Identified areas for improvement and potential new avenues for marketing.

Packaging layout was an important factor for attracting farmers. The packaging layout should consist of a good picture of Pearl millet with information about good cooking and grain quality and information about both product and company in regional language through that farmers can understand easily. The biggest rival in pearl millet seed market is Corteva agri-science PIONEER in the study area. Other major rivals include JK seeds, Nath seeds, TATA Dhanya, DCM shree ram seeds, Kaveri seeds, Krishna seeds. To gain advantage in the competition, emphasis on the unique qualities of the proagros's hybrid seeds is essential.

CONCLUSION

In conclusion, the study on the marketing of Hybrid Pearl Millet Seeds in Rewari District of Haryana has yielded significant insights into the challenges and dynamics of promoting this agricultural product. The identification of obstacles such as customer loyalty to other products, market competition, and limited product knowledge, among others, has provided a nuanced understanding of the marketing landscape. Consumer perceptions and preferences have been explored, shedding light on factors influencing purchasing decisions. The competitive landscape analysis identified gaps and opportunities for improving the market position of Hybrid

Pearl Millet seeds. The evaluation of existing marketing strategies, retailer dynamics, and the impact of customer loyalty programs has contributed valuable insights. The study concludes with concrete recommendations to enhance marketing strategies, fortify brand awareness, and address identified challenges. Overall, this research makes a significant contribution to the agricultural sector in Rewari, Haryana, offering insights for growth and suggesting avenues for future research.

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