Agri Express: **03** (02), *Article No*. V03I02.11, April - June, **2025** *E - ISSN No. 2584 – 2498*

STUDY ON MARKETING AND BRAND PROMOTION OF HERBICIDE IN KANNAUJ DISTRICT, UTTAR PRADESH

Pankaj Kumar[1] and Nitin Barker[2]

[1]P.G Research Scholar and [2] Associate Professor

Department of Agricultural Economics,

Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj

Corresponding author: 23mbaab096@shiats.edu.in

https://doie.org/10.10346/AE.2025543358

ABSTRACT

Paddy is the seed of the lawn species Oryzasativa (Asian rice) or Oryzaglaberrima (African rice). As a cereal grain, it's the most extensively consumed staple food for a large part of the world's mortal population, especially in Asia. It's the agrarian commodity with the third-loftiest worldwide product, after Paddy and sludge. The study reveals that Kannauj quarter alone account for further than 14 percent product in the state still, in Kannauj District, Paddy product and productivity has increased with a growth rate of 2.5 and 9.54 percent which is significant. Paddy is substantially retailed through regulated requests by the planter. Paddy is substantially retailed through regulated requests by the planter. A Sample of 100 repliers was drawn by commensurable to area under paddy. The growers were divided into small, medium, large with the accretive total system. The study of socio- profitable profile of Paddy farmers revealed that the average size of the family decreases, through veritably hardly, as the size of granges increases. Proportion of manly (59.50) in every size group was further than the womanish (40.50). It was also noted that the loftiest number of people came under the age group of 15 to 60 time i.e. adult group followed by children (68.19). The knowledge chance is considerable advanced in large size group followed by small and borderline size group and ignorance percent is advanced in small size group followed by medium and large size groups. One Occupation was (30) and Two Occupation was (33.33) and tertiary occupation was (36.66). The study of disposal system, of paddy farmers revealed that the loftiest percent of the yield was retained by medium size granges (3.72) followed by the large size granges (5.46) and small size granges (2.06).

Keyword: Agricultural Commodity, Production, Socio-economics, Cumulative, Occupation, Significant, Kannauj District.

INTRODUCTION

Preface Brand creation is a common marketing strategy intended to increase product awareness, customer dedication, competitiveness, deals and overall company value. Businesses use it not only to show what is different or good about themselves and what's for trade, but also to keep that image alive for consumers. It generally focuses on rudiments that can stand the test of time, although businesses do acclimate elevations predicated on what is passing in the request. The sweats demanded to be effective with these ways bear that marketer be passionate about what they're doing. A primary ideal with is to increase brand

awareness, which is a measure of whether people know about a company's products, services and doctrines. The introductory idea is that people cannot buy what they don't know exists. For a company to expand or contend, it has to put some trouble into getting dispatches out to the public. The Concept of Rural Marketing means different goods to different persons. This confusion leads to distorted understanding of the problems of pastoral marketing poor opinion and, more constantly than not, poor conventions. pastoral marketing and communal marketing are identical as felicitations introductory marketing structure. still, pastoral requests and pastoral marketing have special features and dilemmas as compared to communal requests. The pastoral requests offer a great compass for a concentrated marketing trouble because of the recent increase in the pastoral inrushes and the liability that analogous inrushes will increase hastily because of better product and advanced prices for agricultural goods. The Indian pastoral request with its vast size and demand base offers great openings to marketers. (BASF summer report 2013).

RESEARCH METHODOLOGY

Study Area and Sampling Design

The study was conducted in Chibramau Block of Kannauj District, Uttar Pradesh. This region was selected purposively due to its significant contribution to marketing and brand promotion of herbicide. A multistage sampling technique was used for respondent selection. Initially, seven villages were chosen based on large area of paddy cultivation. From these villages, 100 paddy cultivation were randomly selected.

The sample was stratified into five categories based on landholding:

- Marginal Farmer group-> 1 Ha.
- Small Farmer group-1-2 Ha.
- Semi-medium Farmer group- 2-4 Ha.
- Medium Farmer group -4-10 Ha.
- Large Farmer group- < 10 Ha

Data Collection

Primary data was collected through personal interview on well-structured and pretested schedule. Secondary data was collected from magazines, published papers, books, journals, periodicals news & government records etc.

Analytical Tools

- **Percentage Analysis:** Used for demographic profiling.
- **Garrett Ranking Technique:** Applied to rank marketing constraints.
- **Likert Scale** = $\Sigma \frac{(fx)}{(\text{Total no.of.respondents})}$
- **Chi-Square:** $X^2 = \Sigma \frac{(Oi-Ei)^2}{Ei}$

RESULTS AND DISCUSSION

The Socio-economic profile of the respondent

Table 1: Sample Size Households/Farm Families in Different Size of Farms Group

S. No	Particulars	Size of Farms Group			Sample Average
		Small	Medium	Large	
1	Average size of farm families	6.80 (100%)	6.50 (100%)	5.30 (100%)	**6.10 (100)**
2	Male	4.29 (63.08)	3.55 (54.61)	3.23 (60.95)	**3.63 (59.50)**
	Female	2.51 (36.91)	2.95 (45.38)	2.07 (39.05)	**2.47 (40.50)**
3.	Age composition				
	Below 14 years	1.25 (18.38)	1.16 (17.84)	1.35 (25.47)	**1.26 (20.65)**
	15-59 years	5.20 (76.47)	4.47 (68.76)	3.18 (60)	**4.16 (68.19)**
	60 and above	0.35 (5.14)	0.87 (13.38)	0.77 (14.52)	**0.68 (11.14)**

In table 1. Average size of the ranch families in small, medium and large size of granges groups was 6.80, 6.50 and 5.30 independently. The sample average chance of manly and womanish for different size of granges groups was 59 50 per cent and 40.50 per cent independently. It could also be seen from the table that age composition of different size of granges group. Loftiest sample average chance of different size of granges belongs to the age composition of below 15- 59 times (68.19 per cent) followed by below 14 times (20.65 per cent) and above 60 times and over (11.14) independently. Table 2 knowledge in Different Size of Farms Group.

Table 2: Literacy in Different Size of Farms Group

Sl.no	Particulars	Size of Farms Group			Sample Average
		Small	Medium	Large	
1	Average size of farm families	6.80 (100%)	6.50 (100%)	5.30 (100%)	**6.10 (100)**
2	Educational status				
I	Primary	1.14 (16.76)	0.75 (11.53)	0.73 (13.77)	**0.85 (13.93)**
II	Middle High school	0.69 (10.14)	1.24 (19.07)	0.92 (17.35)	**0.95 (15.57)**

III	Intermediate	2.83	2.43	2.01	**2.37**
		(41.61)	(37.38)	(37.92)	**(38.85)**
IV	Graduation and	0.69	0.76	0.53	**0.64**
	Above	(10.14)	(11.69)	(10)	**(10.49)**
3	Total literacy	5.35	5.18	4.19	**4.83**
		(78.67)	(79.69)	(79.05)	**(79.18)**
4	Total illiteracy	1.45	1.32	1.11	**1.27**
		(21.32)	(20.30)	(20.94)	**(20.81)**

Reveals that educational status of different size of granges groups. knowledge chance was loftiest in medium size granges (79.69 per cent) followed by large size granges (79.05 per cent) and small size granges (78.67 per cent) independently. This makes the sample normal for different size of granges group was 79.18 per cent. Among small, medium and large size granges group literates were 38.85 per cent of granges had studied education up to intermediate, 15.57 per cent of granges also studied the middle high academy followed by 13.93 per cent granges studied up to middle and high academy. Only 10.49 per cent of granges had studied up to scale. From the table it could be seen that ignorance chance was loftiest in small size granges (21.32 per cent) followed by large size granges (20.94 per cent) and was smallest in medium size granges (20.30 per cent) independently. Sample normal was 20.81 per cent for different size of granges groups. The marketing cost, marketing periphery and marketing effectiveness of pesticide.

The marketing cost, marketing margin and marketing efficiency of herbicide

Table 3: Marketing cost of council active.

Sl.no.	**Particular**	**Amount in Rs \600ml**
1.	Wholesaler buying price from producer	147
	Transportation cost	5.00
	Packaging cost	6.00
	Loading unloading	2.00
	Cleaning and handling	4.00
	Wastage	10
	Market fees	4.00
	Storage cost	5.00
	Other	20.00

	Total costs	203
	Wholesaler marketing cost	56
2.	Retailer buying price	255
	Transportation cost	3.00
	Packaging cost	5.00
	Loading unloading fees	2.00
	Labor charges	2.00
	Storage cost	6.00
	Cleaning handling	4.00
	Wastage	10
	Market fees	8
	Other charges	20
	Total cost	310
	Retailing price to consumer	380

Table 4: Absolute margin

Sl.no	Particular	Calculation	Marketing margin
1.	Wholesaler margin	255 - (147 + 56)	52
2.	Retailer margin	380 - (255 + 55)	70

Table show that the marketing margin for the wholesaler was 20.39% and retailer marketing margin was18.42 in 2024 - 2025 in study area. Here, 255 rupee was retailer buying price, 52 rupee was wholesaler margin, 380 rupee was retailing for consumer.

Table 5: Marketing efficiency of COUNCIL ACTIVE for 2024- 2025

S.no.	Particular	Total marketing cost in (rs)
1.	Total sale revenue	379,800
2.	Total marketing spends	46,320

Table show that total sale revenue of year 2024- 2025 was 379,800 rupee and total marketing spend was 46,320rupee. The total consumption of COUNCIL ACTIVE in study area was 6 kg.

CONCLUSION

In current script and future Pesticide and Germicide have bright future because every time. Farmers fully depend on the fungicide and fungicide that show the adding demand of the fungicide and fungicide. This makes the sample normal for cropping intensity was 268.27 per cent among different size of ranches group. topmost sample average chance of different size of ranches belongs to the age composition of below 15- 59 times (68.19 per cent) followed by below 14 times (20.65 per cent) and above 60 times and over (11.14) singly. From the table it could be seen that ignorance chance was topmost in small size ranches (21.32 per cent) followed by large size ranches (20.94 per cent) and was lowest in medium size ranches (20.30 per cent) singly. Sample normal was 20.81 per cent for different size of ranches groups. This makes the sample normal for Territory occupation was 36.66 per cent in different size of ranches groups. Out of total sample size, 40 percent farmers responded that farmer meeting is the swish source of information to them. The farther fascinating fact is that 98.5 percent of farmers who considered Farmer meeting as the swish source also believed that Company People (Individual Contact) help them to contemporize their knowledge regarding recent agronomic practices in Rice. the maturity of request 45 is captured by Bayer Crop Science India Ltd. Company, 30 Syngenta Company, 20 Crystal Company and 5 Other Company.

REFERENCES

Mishra, V.K. (2002). Examined Farmers Perceptions and Preferences for Different Brands and Positioning of PI brands in Untapped Area of Agra, Mathura and Aligarh. Project Report submitted to IABM, RAU, Bikaner.

Sinha S. (2002). Brand Positioning of Pesticides and Farmers Perception and Preference for Different Brands in Untapped Areas of Udham Singh Nagar and Nainital. Project Report submitted to IABM, RAU, Bikaner.

Sharma, D.K. (2003). Effect of Biovita on Yield and Quality of Vegetables and Paddy in Patiala and Amritsar Districts of Punjab. Project Report submitted to IABM, RAU, Bikaner.

Palsania, H.R. (2006). Status and strategy for marketing of plant protection material for soybean crop in light of supporting agencies in Kota and Bundi districts of Rajasthan, Project Report submitted to IABM, RAU, Bikaner

Rajbeer Singh. (2007). Evaluation of Cheminova's Marketing Network in the State of Madhya Pradesh. (Unpublished project report). IABM, S.K. Rajasthan Agricultural University, Bikaner.

Pandey, G. (2009). Evaluation of Sales Promotional Tools Adopted by Sinochem India Company Private Limited in Kapurthala District of Punjab. Summer Internship Report submitted to IABM, SKRAU, Bikaner.

Manish Verma (2009). To analyze the Agrochemical Marketing Strategy of UPL. Project report submitted to IABM, RAU, Bikaner.

*****