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A STUDY OF MARKETING CHALLENGES FACED BY ORGANIC SEEDS PRODUCT IN NAGPUR DISTRICT

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ABSTRACT

This study was help Organic Seeds base companies to understand the opportunities and challenges of Organic Seeds Business in Nagpur District, factors affecting awareness by farmers, and promotional strategy followed by Organic Seeds basic companies to promote their products. It helps in understanding the prospective opportunities to increase market share to the Organic Seeds basic companies to plan business expansion in case of losing market share players. It also helps to understanding the opportunities and challenges of brand promotion.

KEYWORDS: Marketing, Organic Seeds.

INTRODUCTION:

Agriculture is the backbone of Indian economy. It has gained importance to meet the requirement of over a billion people of the country. Green revolution is an attempt to make the country self-sufficient in this regards. Requirement of Organic Seeds product thus, has been the demand of time to increase the food grain productivity. Marketers, including private, public and cooperative sectors are setting their tone to make the right products available to the right consumers at the right place and at the right time of need.

It is likely that, Organic Seeds industry will be decontrolled fully in near future. The producers and their marketing team have to prepare themselves for such an eventuality when 4 'P's namely Product, Price, Place (Distribution) & Promotion of marketing mix will be in their total control.

In the light of above information, this paper present interpretation of data collected from farmers and Organic Seeds company agents in Nagpur District. For the study purpose, 150 farmers were selected. The collected data was analysed by using appropriate statistical tools, which include frequency, percent and Chi Square Value. The variation in responses were measured by employing Non-parametric chi square test. The analysed data was arranged in tables and were described appropriately. The results were presented at the end after description of each table.

Table 1: Opinion of farmers in Nagpur District about frequency of company representative visit to village

| Frequency of representative visit to village | N | Percent |
|--|----|---------|
| Rarely | 82 | 54.5 |
| Frequently | 21 | 14.5 |
| During season | 38 | 25.3 |

| | | |
|-------------------------|------------|-----------------|
| Never | 9 | 5.7 |
| Total | 150 | 100 |
| Chi Square Value | df | Sig. |
| 301.127 | 3 | <0.05 |

N- No. of farmers; df- Degrees of Freedom; Sig. - Significance

(Source- Survey Data)

Above Table 1 shows opinion of farmers in Nagpur District about frequency of company representative visit to village. It is apparent from the information that according to 54.5% farmers' company representatives rarely visited to their village whereas 25.3% farmers reported that company representatives visit their village during season. Furthermore, according to 14.5% farmers' company representatives visit their village frequently however company representatives never visited to villages of 5.7% farmers. The results of non-parametric chi square test shows that there is significant (Chi Sq. – 301.127; df-3; P<0.05) variation among farmers with respect to frequency of visit of company representative to village. Hence, it is evident from the results that company representatives rarely visited to the village of noticeably high percentage of farmers in Nagpur District.

Table 2: Opinion of farmers in Nagpur District about arranging farmers meeting by Organic Seeds producer

| Arranging farmers meeting by Organic Seeds producer | N | Percent |
|--|------------|-----------------|
| Yes | 14 | 9.3 |
| No | 97 | 64.5 |
| Can't say | 39 | 26.2 |
| Total | 150 | 100 |
| Chi Square Value | Df | Sig. |
| 421.226 | 2 | <0.05 |

N- No. of farmers; df- Degrees of Freedom; Sig. - Significance

(Source- Survey Data)

Above Table 2 shows opinion of farmers in Nagpur District about arranging farmers meeting by Organic Seeds producer. It is apparent from the information that according to 64.5% farmer Organic Seeds producer did not arrange farmer's meeting whereas 26.2% farmers are uncertain about arranging farmers meeting by Organic Seeds producer. Furthermore, according to 9.3% farmer producer arrange farmer's meeting. The results of non-parametric chi square test shows that there is significant (Chi Sq. – 421.226; df-2; P<0.05) variation among farmers with respect to their opinion about arranging farmers meeting by Organic Seeds producer. Hence, it is evident from the results that Organic Seeds producer not arranged farmer's meeting in village of markedly high percentage of farmers in Nagpur District.

Table 3: Opinion of farmers in Nagpur District about organizing agriculture exhibition by Organic Seeds companies

| Organizing agriculture exhibition by Organic Seeds companies | N | Percent |
|---|------------|-----------------|
| Yes | 42 | 27.8 |
| No | 82 | 54.8 |
| Can't Say | 26 | 17.3 |
| Total | 150 | 100 |
| Chi Square Value | Df | Sig. |
| 297.327 | 3 | <0.05 |

N- No. of farmers; df- Degrees of Freedom; Sig. - Significance

(Source- Survey Data)

Above Table 3 shows opinion of farmers in Nagpur District about organizing agriculture exhibition by Organic Seeds companies. It is apparent from the information that according to 54.8% farmer Organic Seeds

companies not organized agriculture exhibition whereas 27.8% farmers reported that Organic Seeds companies organized agriculture exhibition. Furthermore, 17.3% farmer uncertain about organizing agriculture exhibition by Organic Seeds companies. The results of non-parametric chi square test shows that there is no significant (Chi Sq. – 297.327; df-3; P<0.05) variation among farmers with respect to their opinion about organizing agriculture exhibition by Organic Seeds companies. Hence, it is evident from the results that substantially high percentage of farmers in Nagpur District reported that Organic Seeds companies did not organize agriculture exhibition.

Table 4: Opinion of farmers in Nagpur District about providing technical knowledge about Organic Seeds by company executive

| Providing technical knowledge about Organic Seeds by company executive | N | Percent |
|--|------------|-----------------|
| Yes | 44 | 29.0 |
| No | 89 | 59.3 |
| Can't Say | 17 | 11.7 |
| Total | 150 | 100 |
| Chi Square Value | df | Sig. |
| 315.231 | 2 | <0.05 |

N- No. of farmers; df- Degrees of Freedom; Sig. - Significance

(Source- Survey Data)

Above Table 4 shows opinion of farmers in Nagpur District about providing technical knowledge about Organic Seeds by company executive. It is apparent from the information that according to 59.3% farmer, company executive did not provide technical knowledge about Organic Seeds to them whereas 29.0% farmers reported that company executive provided technical knowledge about Organic Seeds to them. Furthermore, 11.7% farmer are uncertain about providing technical knowledge about Organic Seeds by company executive. The results of non-parametric chi square test shows that there is significant (Chi Sq. – 315.231; df-2; P<0.05) variation among farmers with respect to their opinion about providing technical knowledge about Organic Seeds by company executive. Hence, it is evident from the results that considerably high percentage of farmers in Nagpur District not receive technical knowledge about Organic Seeds by company executive.

CONCLUSION

It is evident from the result from Table 1 that company representatives rarely visited to the village of noticeably (Chi Sq. – 301.127; df-3; P<0.05) high percentage of farmers in Nagpur District. Table 2 showed that Organic Seeds producer not arranged farmer's meeting in village of markedly (Chi Sq. – 421.226; df-2; P<0.05) high percentage of farmers in Nagpur District. Furthermore, it is evident from the result from Table 3 that substantially (Chi Sq. – 297.327; df-3; P<0.05) high percentage of farmers in Nagpur District reported that Organic Seeds companies did not organize agriculture exhibition. Table 4 that considerably (Chi Sq. – 315.231; df-2; P<0.05) high percentage of farmers in Nagpur District not receive technical knowledge about Organic Seeds by company executive. Above results indicates that there is no proper communication among farmers and Organic Seeds companies.

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