

Assessment of Marketing Potential of Seed Industry in Maharashtra



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Abstract

Market survey method is used in present investigation to assess the seed potential in the State of Maharashtra (India). It includes systematic collection of information regarding customer satisfaction on Mahabeej Seed. Seed marketing is one of the most vital components of seed technology. The size and scope of the seed industry depends on it. Broadly, it includes such activities as production, processing, storage, quality control and sale of seeds. Seed marketing refers to the actual acquisition and selling of packed seeds, intermediate storage, delivery and sales promotional activities.

Keywords: Mahabeej, Marketing strategy, Seed Marketing.

Introduction

Maharashtra State Seeds Corporation Ltd (MSSCL), popularly known by its brand name "Mahabeej" is one of the largest and leading State Seeds Corporation among all State Seed Corporations in India serving in the larger interest of farmers from three decades with farmer's faith, brand loyalty, quality assurance, dedicated service and sustainable contribution for upliftment of farmers with glorious achievements. Mahabeej has its own fully fledged R & D unit with expert team of Breeders since 1993 and has come out with some excellent hybrids in field as well as vegetable crops in order to fulfill the requirement of the farmers for superior quality research hybrids. Marketing strategy is an organizational process that provides competitive advantage to the organization in the market. It acts as a foundation stone of marketing plan, which consists of particular actions needed to implement marketing strategies. For example, an organization uses a low cost product to attract consumers. Once the organization has successfully built a good relationship through its low cost product, with customers, it can provide additional assistance to the customers for enhancing the customer relationships.

Materials and Methods

The marketing productivity research stream may be viewed as making two major contributions to the assessment of marketing performance. First, it has provided a managerially relevant conceptual model of the efficiency dimension of marketing performance similar to those that has been developed in other areas such as manufacturing. Second, marketing productivity analysis has focused attention upon, and greatly increased understanding concerning the identification and measurement of marketing costs and revenue.

Despite these contributions, there remain several significant problems with marketing productivity analyses that have severely limited the operational use of the approach. First, marketing productivity analysis assumes that marketing inputs and outputs can be economically and accurately assessed and that such measures will be stable over time.

Results and Discussion

Seed Affordability and Availability

The selected respondents in the study has been called for the prices of the seed and their availability in the season provided by the MSSCL in the state of Maharashtra. The response given for the said question is presented in the Table 1. It is found that 81 per cent farmers have said that MSSCL provide the seed on affordable rate and 14 per cent response for the non affordability of the seed provided by the MSSCL.

Table 1
Affordable Price of MSSCL Seed

| Affordable Price of MSSCL seed | Yes | % | No | % | Not Answered | % |
|--------------------------------|-----|----|----|----|--------------|----|
| | 90 | 81 | 15 | 14 | 06 | 05 |
| No. of respondent – 111 | | | | | | |

It is also observed that 85 per cent farmers have said that MSSCL provide the seed timely in season (Table 2). The availability of seed for the farmers to sow in the field is very important. If seed not

available in time it is very difficult to farmers to obtain the seed for sowing and delayed sowing results in reduction of yield. The 85 % farmers gave the positive response for availability of MSSCL Seed in market. So they get the seed available in time. Only the 8% farmers gave adverse response regarding the availability of seed for farmers. Only 7% farmers were not responded for availability of MSSCL seed for sowing during the season.

Table 2
Timely Availability of MSSCL Seed

| Timely availability of MSSCL seed | Yes | % | No | % | Not answered | % |
|-----------------------------------|-----|----|----|---|--------------|---|
| | 94 | 85 | 9 | 8 | 8 | 7 |
| No. of respondent – 111 | | | | | | |

Issues of Seed Packaging and Feedback

The issue of proper seed packaging and the distribution to the farmers is main concern for the seed company. The 70% of the farmers agree that the seed packing of MSSCL was proper (Table 3). They also responded that the required packing was made available by MSSCL. The MSSCL intelligence was doing study regarding type of packing required by farmers. As per the suggestion received from farmer the modification was done. Only 21% of the farmer responded that MSSCL packing in not proper. The 9% of the farmer was not given any opinion about packing of MSSCL Seed.

Table 3
Proper Packing of MSSCL Seed

| Proper Packing of MSSCL seed | Yes | % | No | % | Not answered | % |
|------------------------------|-----|----|----|----|--------------|---|
| | 78 | 70 | 23 | 21 | 10 | 9 |
| No. of respondent – 111 | | | | | | |

The suggestions regarding the proper packaging of the seed materials were collected from the respondents. It was observed that many of farmers are curious and knew about the packaging of the seed materials. Many respondents was gave the suggestion regarding change in packing of MSSCL Seed (32 %). They also suggested that packaging should be more attractive, not to use the plastic bag, packing must have good strength and transparent. The 59% farmers were satisfied with the present packing of MSSCL Seed. Whereas 9% respondent farmers had not given any response regarding suggestion of packing of MSSCL, Seed (Table 4).

Table 4
Suggestion Regarding Packing of MSSCL Seed

| Suggestion Regarding Packing of MSSCL Seed | Yes | % | No | % | Not Answered | % |
|--|-----|----|----|----|--------------|---|
| | 35 | 32 | 65 | 59 | 11 | 9 |
| No. of respondent – 111 | | | | | | |

MSSCL Seed Benefit and Guidance to Farmers

In present investigation response of the farmers regarding the benefit of MSSCL in term of the using seed on the yield and the support for the proper guidance for the quality seed has been collected. It is observed that 80% farmers replied that their crop yield was increased due to use of MSSCL Seed (Table 5). Only 10% of the farmers reported that their crop yield not increased yield due to use of MSSCL Seed and 10 % of the farmers was not responded for increase in yield due to MSSCL Seed.

Table 5
Increase in Yield Due to Use of MSSCL, Seed

| Increase in yield due to use of MSSCL Seed | Yes | % | No | % | Not answered | % |
|--|-----|----|----|----|--------------|----|
| | 89 | 80 | 11 | 10 | 11 | 10 |
| No. of respondent – 111 | | | | | | |

It is also found that on purchase of seed from the MSSCL dealers 73% farmers gets proper knowledge about seed (Table 6). The 30 % of the farmers said that MSSCL dealers not providing the proper knowledge about the seed on purchasing.

Table 6
Proper Guidance from Seed Dealer

| Proper Guidance from seed dealer to farmer | Yes | % | No | % |
|--|-----|----|----|----|
| | 81 | 73 | 30 | 27 |
| No. of respondent – 111 | | | | |

The availability of seed in the vicinity is place important role in the farming practices. The data regarding the seed availability in the vicinity time has been collected and placed in Table 7. The 68% farmers was easily get MSSCL Seed in vicinity. Vicinity it means that the seed availability in the same village or nearby 5-10 km away from farmer's village. Only 27% farmers will not get MSSCL Seed in vicinity and 5% farmers were not given any response about availability of seed.

Table 7
Availability of MSSCL Seed in the Vicinity

| Availability of MSSCL Seed in the vicinity | Yes | % | No | % | Not answered | % |
|--|-----|----|----|----|--------------|---|
| | 75 | 68 | 30 | 27 | 6 | 5 |
| No. of respondent – 111 | | | | | | |

Publicity and Advertisement of MSSCL Seed

The success of any seed company is based on the proper publicity and wide coverage of the seed among the farmers. The MSSCL is publicized and made various advertisements in the leading newspapers, TV channel, arranging visit of farmers, on farm training and the demonstration to the farmers. It is found that 68% respondents were known about publicity & Advertisement of MSSCL (Table 8). The 28% respondents were unknown about advertisement activities of MSSCL. The 4% respondents were not responded about known/unknown MSSCL advertisement campaign.

Table 8
Publicity & Advertisement by MSSCL

| Publicity & Advertisement by MSSCL | Yes | % | No | % | Not answered | % |
|------------------------------------|-----|----|----|----|--------------|---|
| | 75 | 68 | 31 | 28 | 5 | 4 |
| No. of respondent – 111 | | | | | | |

It is also observed that 80% respondents were having knowledge about other private seed company (Table 9). It is noticed that 10% of respondents were unknown about other private seed company and 10% respondent was not answered about knowledge of other seed company and their products.

Table 9**Farmer's Knowledge about other Seed Company**

| Farmers knowledge about other seed company | Yes | % | No | % | Not answered | % |
|--|-----|----|----|----|--------------|----|
| | 89 | 80 | 11 | 10 | 11 | 10 |
| No. of respondent – 111 | | | | | | |

Seed Quality Concern Issues

In present market survey data regarding the seed quality and issues were collected for the farmers in study area. The 75% respondent was taking care during purchase of seed (Table 10). The 17% respondent found that they were not taking any care during purchase of seed. The 8% respondent was not given any opinion about care to be taken during purchase of seed.

Table 10**Proper Care Taken at the time of Seed Purchase**

| Proper care taken at the time of seed Purchase | Yes | % | No | % | Not answered | % |
|--|-----|----|----|----|--------------|---|
| | 83 | 75 | 19 | 17 | 9 | 8 |
| No. of respondent – 111 | | | | | | |

The quality complaints received by the farmers have to solve by the any seed company. The data collected in respect of the quality complaint showed that MSSCL is providing the good quality of seed for the farmers. The 31% respondents indicate that they have faced the problem of quality problem from MSSCL Seed (Table 11). The 66% respondents were not facing any quality problem from MSSCL Seed. Whereas 3% respondents not given any response regarding quality problem from MSSCL Seed.

Table 11**Quality Complaints Received from MSSCL Seed**

| Quality complaints of MSSCL Seed. | Yes | % | No | % | Not answered | % |
|-----------------------------------|-----|----|----|----|--------------|---|
| | 34 | 31 | 73 | 66 | 04 | 3 |
| No. of respondent – 111 | | | | | | |

After receipt of Quality complaints 70% respondent was in agree that the quality complaints were attained by MSSCL with in time and solve it. The 23% respondent indicates that after receipt of quality problem it was not attained by MSSCL in time (Table 12). The 9% respondent not given any response about attending quality complaint by MSSCL.

Table 12**Attending Quality Complaint Grievances with in Time by MSSCL**

| Attending Quality complaint grievance with in time by MSSCL | Yes | % | No | % | Not answered | % |
|---|-----|----|----|----|--------------|---|
| | 78 | 70 | 23 | 21 | 10 | 9 |
| No. of respondent – 111 | | | | | | |

Conclusion

Farmers are more demanding high yielding variety of maize seed. The seed pricing policy for hybrid crops needs to revise and the gap between Pvt. seed companies and MSSCL seed should be narrowed. The present market share of MSSCL in shrirampur taluka is 65%. There is scope to increase the market share & up to 70 to 75%. As the educational level of farmers was in shrirampur taluka is increasing so farmers use of improved varieties in shrirampur taluka is increasing. Now day's farmers were quality conscious. It was also observed that 75% farmers were taking care during purchase of seed.

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