



**MARKET POTENTIAL AND MARKETING STRATEGIES FOR ORGANIC
PESTICIDES FOR VEGETABLE CROP IN NAVSARI AND VALSAD
DISTRICTS**

**UNDER THE GUIDANCE OF
Prof. B. N. Hiremath**

**SUBMITTED BY:
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Declaration

I **JAYKUMAR PATEL**, Post Graduate student of Information and Communication Technology in Agriculture and Rural Development 2010-11 batch, from Dhirubhai Ambani Institute of Information and Communication Technology (DA-IICT), Gandhinagar, Gujarat hereby declare that this project report titled, **“To Find out Market Potential and Marketing Strategies for Organic Pesticides in South Gujarat and Develop Information System for Rice, Sugarcane and Vegetable Crops.”** is an original study and has been carried out by me as a part of winter project under the guidance of Mr. K. M. Patel (Zonal Manager, Marketing) in Panshibao Wang Pvt. Ltd.

I further declare that no any part of this report has been copied from any source, or if taken, the original source has been given due credit in the content. I have worked for four months on our winter project as required under manual of policies of our institute.

Place:

Jaykumar Patel

Date:

Id: (201013011)



CERTIFICATE

TO WHOM IT MAY CONCERN

This is certify that **Mr. Jaykumar V. Patel** student of post graduate institute of DA-IICT (Dhirubhai Ambani Institute of Information and Communication Technology) Gandhinagar has satisfactorily completed his project work from 14/01/2012 to 20/04/2012 in Penshibao Wang Pvt. Ltd. Banglore.

He has undertaken the project of **“To Find out Market Potential and Marketing Strategies for Organic Pesticides in South Gujarat and Develop Information System for Rice, Sugarcane and Vegetable Crops.”** and has submitted the same to us. While during this project work we found that he is a sincere, enthusiastic and practical student.

We wish him all success in his future professional carrier.

Mr. K. M. Patel

(Zonal Manager)

Penshibao Wang Pvt. Ltd.



Acknowledgement

I thank **Mr. K. M. Patel** (Zonal Manager, Marketing) Panshibao Wang Pvt. Ltd. Who permitted me to undergo this winter internship in his well known organic pesticide company. A special thank mention to **Prof. B. N. Hiremath** Supervisor with whose assistance I could complete my winter training program.

I am thankful to **Mr. Harshad Barot** (Development Manager, Gujarat) Panshibao Wang Pvt. Ltd. for their full co-operation. I am grateful to without whose guidance's and support this training would not be possible. He provides me proper guidance related my project work.

I express my sincere gratitude to all distributors, retailers and farmers of South Gujarat area, for providing me valuable information during my field work. I am thankful to all, who helped me to complete this project.

Jay Patel



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CHAPTER I INTRODUCTION

Agricultural sector is one of the mainstreams of the Indian economy and it contributes about 20 per cent of our GDP. While the financial sector is doing a great job of supporting the Indian economy in all spheres, the manufacturing sector is taking the Indian economy to new heights. The remarkable increase in agricultural production over the last four decades is a characteristic feature of India. India occupies the second position in the world in farm output. It is one of the largest economic sectors and plays an important role in the development of India, on the socio-economic front (Anon., 2011a).

The pesticides, seeds, fertilizers and irrigation facilities are important points which are the causes of technological changes. Access use of chemical fertilizers and chemical pesticides has made adverse effect on climate, soil and soils beneficial microbial community, animal and humans. Now a day's people turn to organic pesticides from chemical pesticides due to awareness about hazardous effects of chemical pesticides.

There are stories in newspaper about people being ill after eating grains, in which cultivation process has used chemical pesticides. In last few years, the trend of using chemical pesticides and fertilizers has increased tremendously. Some chemicals have adverse effect on land as well as crop. Therefore, now agriculture scientists have come with idea of use of organic pesticides and fertilizers.

Now a day's market share of organic pesticides increases tremendously. Market Potential means total estimated sales revenue of all dealers and distributors in a market during a certain period. To get more specific market potential, we must need to know about competitors, their strength in market area, how much of their business in market area and that aspects are able to help for find out proper market potential.

Marketing strategies means strategies or techniques that integrate an organization's marketing goals. Generally marketing strategies drawn from market research, it focuses on the ideal product mix to achieve maximum profit potential. The marketing strategy is set out in a marketing plan and sales target.

1.1 Research & Development Status of Organic Pesticides

In terms of research publications, India occupies 2nd position with 443 papers, which accounts for 13.23 percent of the 3,348 global papers on organic pesticides. The share of India in organic pesticides related patents is only 3.44 percent of the global holdings. The average annual growth rate of global publication during the specified period is 41.1 percent while that of India is 37.4 percent. In terms of patenting, Indian condition appears to be very poor. India has so far secured only 19 patents in organic pesticide.

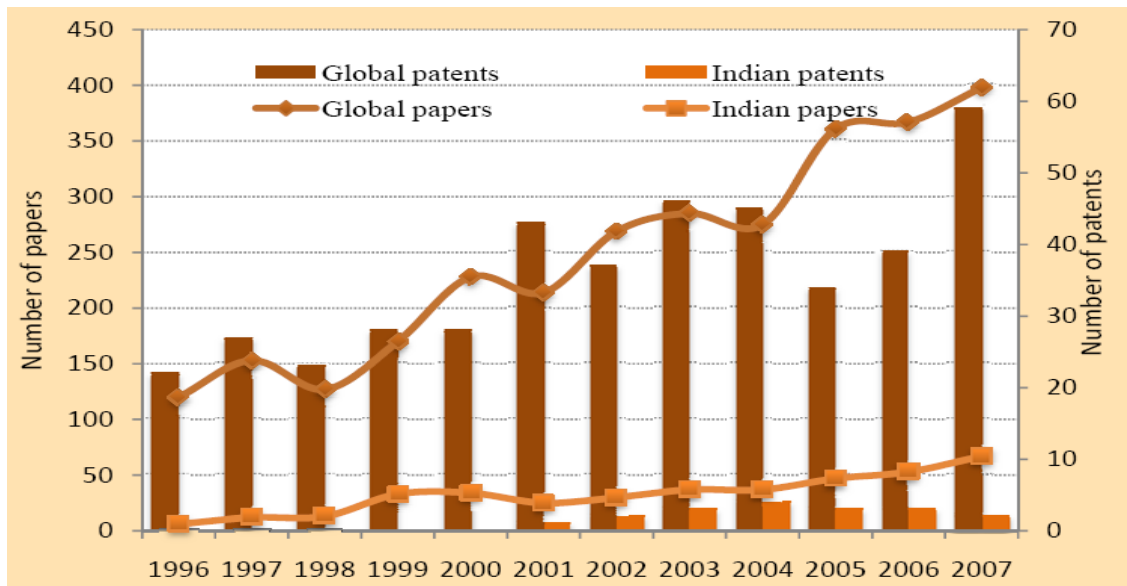


Figure 1.1: Trend of Organic Pesticides Research Output

Source: scopes; keyword-organic pesticides

1.2 About Peshibao Wang Pvt. Ltd.

Peshibao Wang Pvt. Ltd. is one of the largest organic pesticide producer companies in India. Company has imported pesticide's technical from Japan therefore, it is Japanese company. Company has produced wider range of organic pesticides with greater quality and government approved price. Company has better facilities for research and development activities also have well equipped plant bio tech lab and packaging unit.

Within a short span of its inception it has been able to offer high performance products to the farming community under the brand name 'Damman'. Damman ranges of products are highly popular with farmers in all the progressive agricultural states of India.

ORGANIZATIONAL STRUCTURE

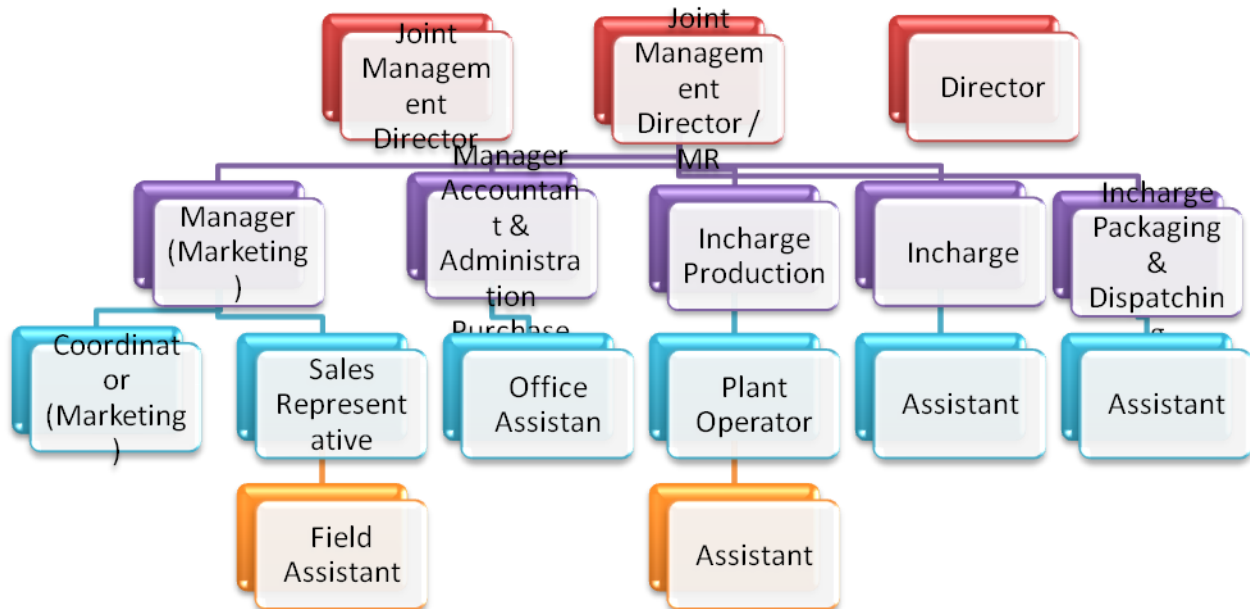


Figure 1.2: Organization Structure

Company Aim

Company believe in contributing to a better world through better products providing outstanding crops solutions of organic nature and in the process meet our commitments to our stakeholders. Company’s goal is to be one of the leading agricultural business entities with innovative organic solutions and brands for the grower and the food and feed chain.

Broad Objectives of the Company

Looking to the present plant protection problems like pesticides’ resistance and secondary outbreaks in the insect pests and plant diseases, increasing man-driven destruction of natural beneficial allies and current threats on an environment and human health.

1. Continuous watch on trouble shooting problems in plant protection.
2. Intensive literature survey on the work done in the past.



3. Research and development of new biological pest control agents for applications in the field under massive “LAB TO LAND” programme.

Product Overview

Segment	Product	Technical Content	Usage	Dose
Insecticide	Daman 47	platycladus orientalis	Effective in repelling lepidopteran & spodopteran insects.	1ml/1 lit water
	Bio R 303	pterocarya steroptera	Effective in repelling Remites, Leaf Miner & Thrips Insects.	1ml/1 lit water
	Appolo 007	stemona japonica	Effective in repelling mites, thrips, heliothis & dbm insects.	1ml/1 lit water
Fungicide	Demphomil	Bio-stimulant	Control of fungal disease like Downy Mildew, phytophthora & Pythium.	1ml/1 lit water
	Pogo	Orange peel & tea tree oil	Effective in controlling Downy & Powdery Mildew, Alternaria diseases.	1ml/1 lit water
	Wiltoo	Plant extract	Effectively used against fusarium & verticillium wilt.	1ml/1 lit water
	Abieia	quinolines, quinozoline group of alkaloids	Powdery mildew, downy mildew, leaf spot, anthracnose, paddy blast, and other foliar fungal infections.	1ml/1 lit water
Plant Growth Regulators	Seleo 001	Brown seaweed powder extract	Increases root growth & development, flowering, bloom set & fruiting	10gm/ 14 lit water
	Seleo R	Plant extract	Increases root growth & development, flowering, bloom set & fruiting	300gm/acre
	Daman +	N, P, K, B, Zn, Mn, Mo, CuSo4 and more than 20 types of	Incorporate drought resistance, promotes soil nutrient absorption & improves nutritional quality of final	3ml/14 lit water



		physiological active ingredients	product.	
	DSW2	Seaweed	Helps in correcting physiological disorders	1ml/1 lit water
	Okeo	Lignin	Helps in robust flowering, reduce flower dropping and improving fruit size and color, Fruit expansion, strong fruit setting and correction of deformed fruits.	1gm/14 lit water
	Dammati	various plant extracts	Improve soil aeration	2kg/acre
Chemical Booster	Razor	Natural plant yucca extract and surfactants	Increases the efficacy of pesticides, fungicides, herbicides and all chemicals.	3ml/14 lit water



CHAPTER II

RESEARCH CONTEXT

Navsari and Valsad districts from south Gujarat area has been covered under project area, and my head quarter is Navsari district.

2.1 About Navsari and Valsad District

Navsari district has four talukas of which Navsari, Gandevi, and Chikhli are major taluka. Valsad district is located in south Gujarat. The district has 4 taluka, of which the major ones are Valsad (district headquarter), Pardi and Umargam.

Table 2.1 shows that average total land holdings of Valsad and Navsari districts' farmers and area under vegetable crops. Generally in Valsad district Umargam taluka and in Navsari district Chikhli taluka's farmer having large number of acreage area under vegetable crop cultivation.

Table- 2.1: Taluka wise Average Area (acre) under Vegetable Crop in Navsari and Valsad Districts

Sr. No.	District	Taluka	Average Total Land Holding (Acre)	Area under Vegetable (Acre)
1	Valsad	Pardi	4.77	2.62
2		Umargam	12.1	9.94
3		Kaprada	4.2	1.94
4		Valsad	3.83	2.48
4	Navsari	Navsari	12.4	6.92
6		Gandevi	8.4	4.44
7		Chikhli	14.34	11.1

(Source: Penshibao Wang Pvt. Ltd. Yearend report 2010-11)

2.2 Problem Statement

Most of the farmers in this area are sugarcane, rice and vegetable growers. According to survey 70 percent area cover with sugarcane crop and another 30 percentage cover vegetables crop. Generally farmers cannot keep trust on organic pesticides because duplication happened in this pesticide segment. Because there is no government rules and regulation for maintain quality of organic pesticides.



CHAPTER III

THEORETICAL FRAMEWORK

There are many problems with farmers to use of chemical pesticides. Due to continuous use of chemical pesticides develop resistance among particular pests, high cost of cultivation and hazardous effects on human beings, plants and animals. This causes leads to use of organic pesticides. The research study mainly focused on percentage share of company in project area, what is the market potentiality in Navsari and Valsad district for organic pesticides and how organic pesticides are more beneficial then chemical pesticides.

Objectives

- To estimate market share of Panshibao Wang Pvt. Ltd's pesticide products.
- To Identify purchase behaviour and reasons for pesticide preferences of famers.
- To estimate market potential of Panshibao Wang Pvt. Ltd. and study the use of different pesticides in vegetable crops in Navsari and Valsad districts.

Research Methodology

The primary data was collected through survey. The information was collected through personal interview with the dealers, distributors and farmers using well structured questionnaires.

The secondary research would data collection from various sources such as company's official data, survey of state agriculture department, news articles and research papers.

Sampling Size

My project area is Navsari and Valsad district of Gujarat state. Each of the districts has five talukas means total ten talukas. Out of ten taluka three taluka were not covered during study I have covered twenty farmers from each taluka thus sample size is 140 farmers.

For calculation of market size, dealers/distributors divided into two categories.

'A' category dealers/distributors: Who are generating revenue of more than five lakh through selling of different chemicals for vegetable crop



‘B’ category dealers/distributors: Who are generating revenue of Less than five lakh through selling of different chemicals for vegetable crop

Table 5.2.1 shows that there are 21 dealers/distributors in which 16 are comes in ‘A’ category and other 5 are comes in ‘B’ category. Navsari has 8 ‘A’ category and 2 ‘B’ category and Valsad district has 8 ‘A’ category and 3 ‘B’ category dealers/distributors.

Table- 3.1 District Wise Number of Dealers/Distributors Surveyed

Particulars	Category A	Category B
Navsari district	8	2
Valsad district	8	3
Total no. of Dealers/Distributors surveyed (in each category)	16	5
Total no. of Dealers/Distributors surveyed	21	

Data Collection

Questionnaire containing both open ended and closed ended questions was used as the main research instrument. Questionnaires for distributors/dealers and farmers were prepared separately.

Data Analysis

It mainly focuses on the study of market share of company. It also deals with the market potentiality and scope to develop particular products of company. Secondary data like turnover of Panshibao Wang’s products through selling of different products in vegetable crop is obtained from dealers/distributors of our company.



CHAPTER IV

RESULT AND DISCUSSION

Market Share

Market share is the portion or percentage of sales of a particular product or service in a particular region that are controlled by a company. For finding out market share of company we must have to find out market size of the projected area.

Market Size means number of buyers and sellers in particular market. Market size can be calculated by two ways like from dealers/distributors point of view and from farmers point of view.

From Dealers/Distributors Point of View

Get the information related to name of different Pesticides, Fungicides and Plant Growth Nutrients (which is used for vegetable crop) sold in litres or kilograms along with market price at which farmers are getting. Take revenue generated by each dealers/distributors. For calculating market size dealers/distributors are divided into two categories A and B as discussed above.

Table- 4.1: Number of Dealers/Distributors in Each Category in Navsari and Valsad Districts

<i>District</i>	Category of dealers/distributors	
	<i>Category A</i>	<i>Category B</i>
Navsari	17	25
Valsad	18	17
Total	35	42

(Source: Panshibao Wang Pvt. Ltd. Yearend report 2010-11)

Table 6.1.1 shows that total number of A category dealers/distributors is 17 and 18 in Navsari and Valsad district respectively. Total number of category B dealers/distributors is 25 and 17 in Navsari and Valsad district respectively. Total number of A category dealers/distributors is 35 and category B dealers/distributors are 42 and total numbers of dealers/distributors in Navsari and Valsad districts are 77.



For calculation of market size of vegetable crop weighted average mean method is used and formula is as per below.

Market Size = Average revenue generated by category A dealers/distributors * Total no. of category A dealers/distributors + Average revenue generated by category B dealers/distributors * Total no. of category B dealers/distributors

Table 4.2: Market Size of Vegetable Crop in Valsad and Navsari Districts

Category	Navsari district		Valsad district	
	Category A	Category B	Category A	Category B
No. of Dealers/Distributors	17	25	18	17
Average revenue (Lakh)	15.24	3.02	23.27	3.63
Total revenue (Lakh)	259.08	75.5	418.86	61.71
Total revenue in each district (Lakh)	334.58		480.57	
Total revenue (Navsari & Valsad district) in Lakh	815.15			

(Source: Penshibao Wang Pvt. Ltd. Yearend report 2010-11)

Average revenue generated from vegetable crop by category A and B dealers/distributors is 15.24 Lakhs and 3.02 Lakhs in Navsari district respectively. On the other side, average revenue generated from vegetable crop by category A and B dealers/distributors is 23.27 Lakhs and 3.63 Lakhs in Valsad district respectively.

$$\begin{aligned} \text{Market Size} &= \{(15, 24,000 * 17) + (3, 02,000 * 25)\} + \{(23, 27,000 * 18) + (3, 63, 000 * 17)\} \\ &= \{259.08 \text{ (Lakh)} + 75.5 \text{ (Lakh)}\} + \{418.86 \text{ (Lakh)} + 61.71 \text{ (Lakh)}\} \\ &= \{334.58 \text{ Lakh} + 480.57 \text{ Lakh}\} \end{aligned}$$

Market Size = 815.15 Lakh Rupees (81.51 Million Rupees)

Thus, vegetable market size of Navsari and Valsad district terms of Pesticides used is around Rs. 8.15 crore or Rs. 81.51 million.



From Farmers Point of View

Calculate average cost (Rs. per acre) incurred by each farmer and multiply it with area (acre) under cultivation. It can calculate using following formula

Total area under cultivation of vegetable crop is 60,200 acres (24,080 hectares). Thus, total area under vegetable crop in which pesticides are used is 60,200 acres. Average cost of cultivation per acre incurred by each farmer is Rs. 1402. (Source: Directorate of Agriculture, Gujarat State, Gandhinagar)

Market Size = Average Cost of Cultivation per Acer * Total Area under Vegetable Crop

$$= 1402 \text{ (Rupees)} \times 60200 \text{ (Acres)}$$

$$= 844.00400 \text{ Lakh Rupees (84.40 Million Rupees)}$$

Thus, vegetable market size of Navsari and Valsad district terms of Pesticides used is around Rs. 8.44 crores or Rs. 84.40 million. Which is near about 8.15 crore calculated from dealers/distributors point of view.

Total sales revenue of various products of company used in vegetable crop means market size of vegetable crop is 8.15 crore. Table 6.1 shows that detail of sales revenue generated by company in that particular area.

Table 4.3: Turnover through Vegetable Crop in Navsari and Valsad Districts

Name of firm	Total Turnover of Company (Lakh)	Turnover from Vegetable crop (Lakh)	Percentage Share of Vegetable crop in Total Turnover
Rajeshree traders, Navsari	25	13.75	55
Jay traders, Jujwa	20	18	90
Agribusiness centre, Ambaj	20	18	90
Govind Fertilizers, Dharampur	3	1.2	40
Total	68	50.95	-

(Source: Panshibao Wang Pvt. Ltd. Yearend report 2010-11)



Calculated market size is around 8.15 crore. Company earns revenue of Rs. 50.95 Lakh through dealers/distributors in Navsari and Valsad district. (Table 6.1) Market share of this company in vegetable crop can be calculated using following formula

$$\begin{aligned} \text{Market Share of Company (percent)} &= \{\text{Turnover of company} \times 100\} / \text{Total Market Size} \\ &= \{50.95 \text{ Lakh} \times 100\} / 815 \text{ Lakh} \\ &= 6.25 \text{ percent} \end{aligned}$$

4.2 Farmer's Purchasing Behavior Analysis

Based on the well structured questionnaires interviews of dealers and farmers will be taken. From this farmers and dealers expectation from company, dealer requirements, farmers buying pattern, essential changes required in products etc. can be estimated.

4.2.1 Trend of Application

Table 4.2.1 gives detail information about farmers' trend or preference towards application of different chemicals and comparison between Navsari and Valsad districts in terms of trend of application.

Table 4.2.1: Comparison between Two Districts in Terms of Trend of Application

Trend of Application (% of Farmer)					
		Before Occurrence	After Occurrence	As per Dealer	See in the Neighbour's Field
Valsad	1st choice	42.5	42.5	15	
	2nd choice	2.5	44	42.5	
	3rd choice	12.5	2.5	46	39
Navsari	1st choice	43	53	7	
	2nd choice		48	52	
	3rd choice	20		45	35

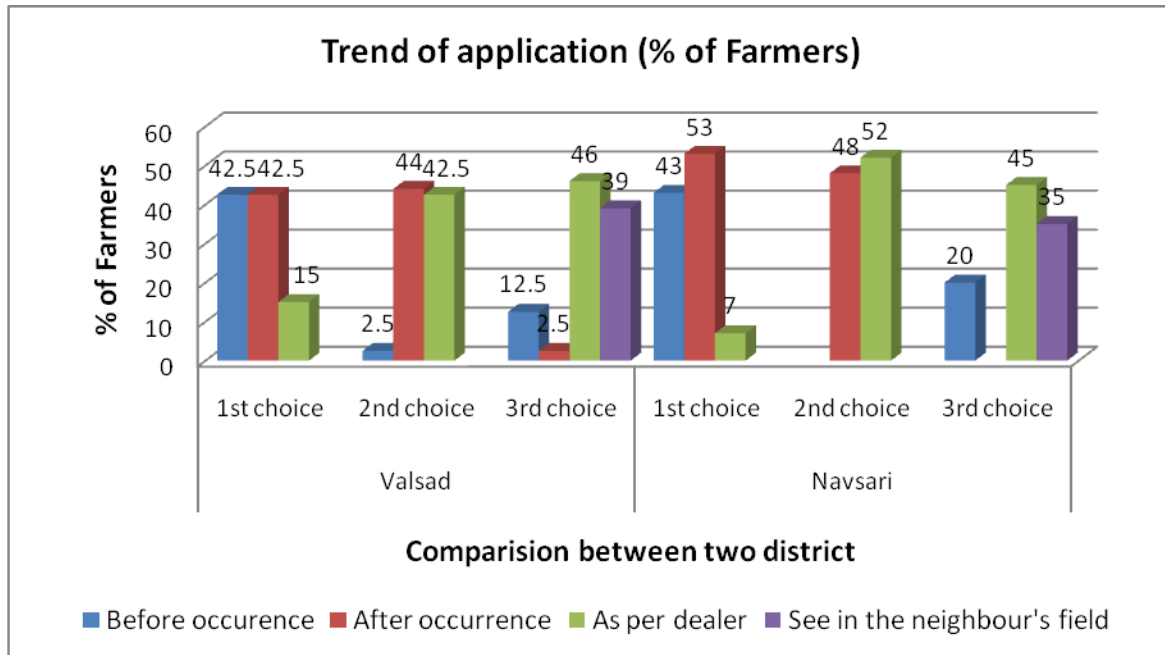


Figure - 4.2.1: Comparison between Two Districts in Terms of Trend of Application

Fig 4.2.1 shows that around 42 and 52 percent of farmers prefer to apply chemicals before occurrence of disease and after occurrence of disease in both Navsari and Valsad district.

4.2.2 Reasons Influencing Purchasing Decision for Farmers

Table 4.2.2 and fig 4.2.2 give detail information about 64 and 78 percent of farmers prefer product with less impurities in Valsad and Navsari district respectively. Around 31 and 12 percent of farmers prefer product with lower price in Valsad and Navsari district respectively.

Table 4.2.2 Reasons Influencing Purchasing Decision for Farmers

Reasons influencing purchasing decision (% of Farmer)						
		Reliability	Less impurities	Less price	Easily available	Market influence
Valsad	1st choice	5	64	31		
	2nd choice	51	26	6	10	6
	3rd choice	7.5	10	10	25	47.5
Navsari	1st choice	10	78	12		
	2nd choice	13	22	65		
	3rd choice	67		13	10	10

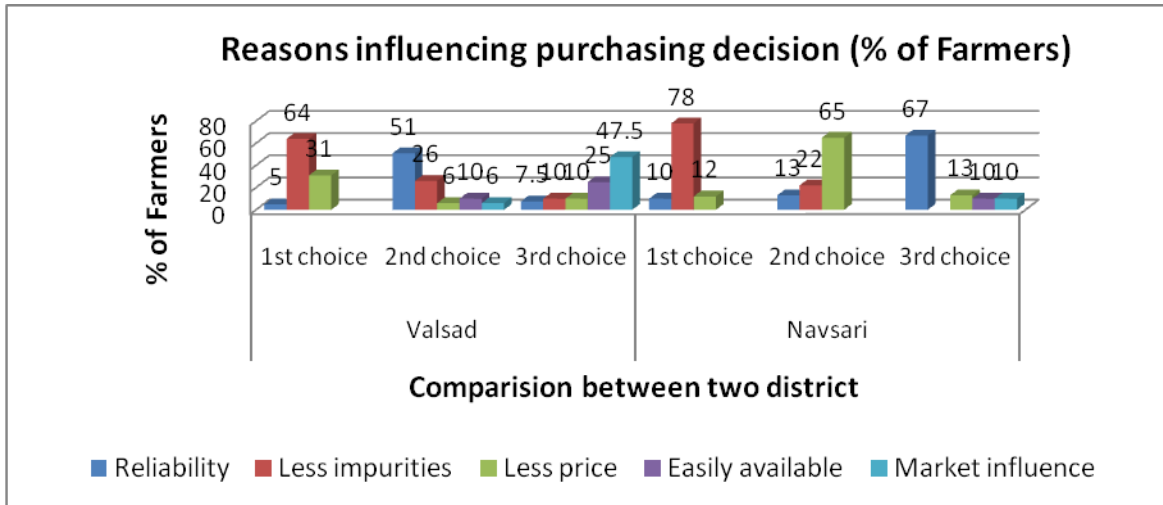
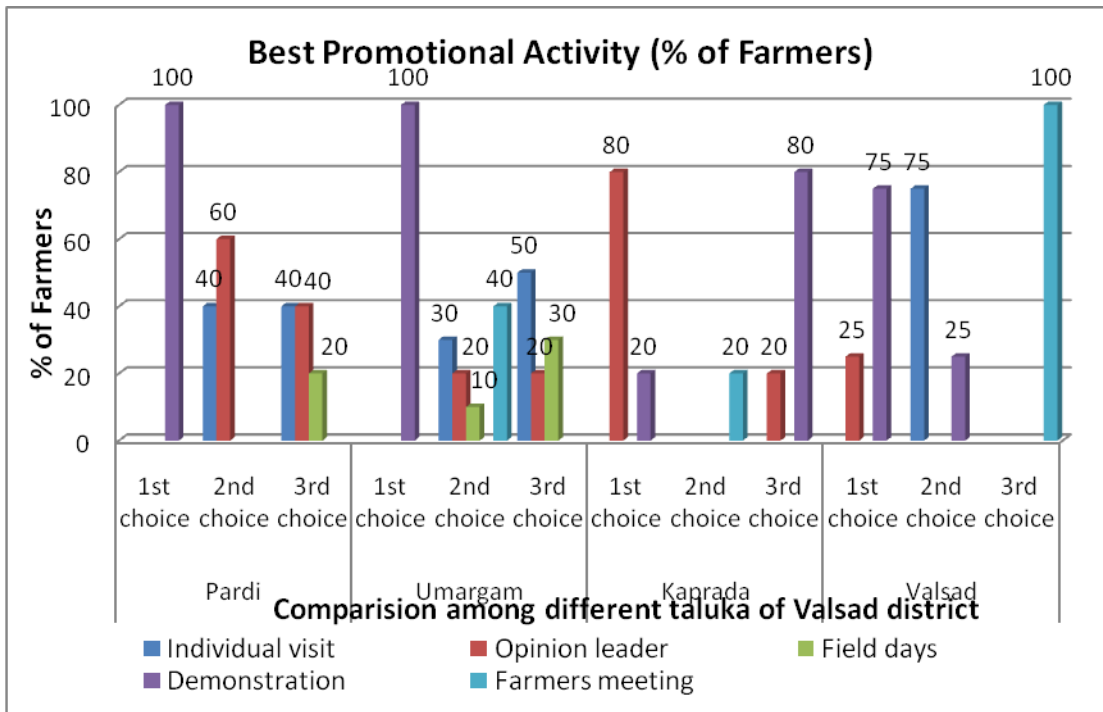


Figure - 4.2.2: Comparison of Farmers of Navsari and Valsad Districts in terms of Reasons influencing their Purchasing Decision.

4.2.3 Best Promotional Activity

It shows detail regarding their preference about best activity to promote any product.



Figure

4.2.3: Comparison of Farmers' Preference of Different Taluka of Valsad Districts in Terms of Best Activity to Promote Any Product

Figure 4.2.3 shows that 100 percent farmers prefer to see demonstration as best promotional activity in Pardi and Umargam taluka. In Valsad taluka 75 percent farmers prefer demonstration and 25 percent farmers take opinion from leader. In Kaprada taluka, 20 and 80 percent farmer prefer demonstration and opinion from leader as best activity to promote any product.

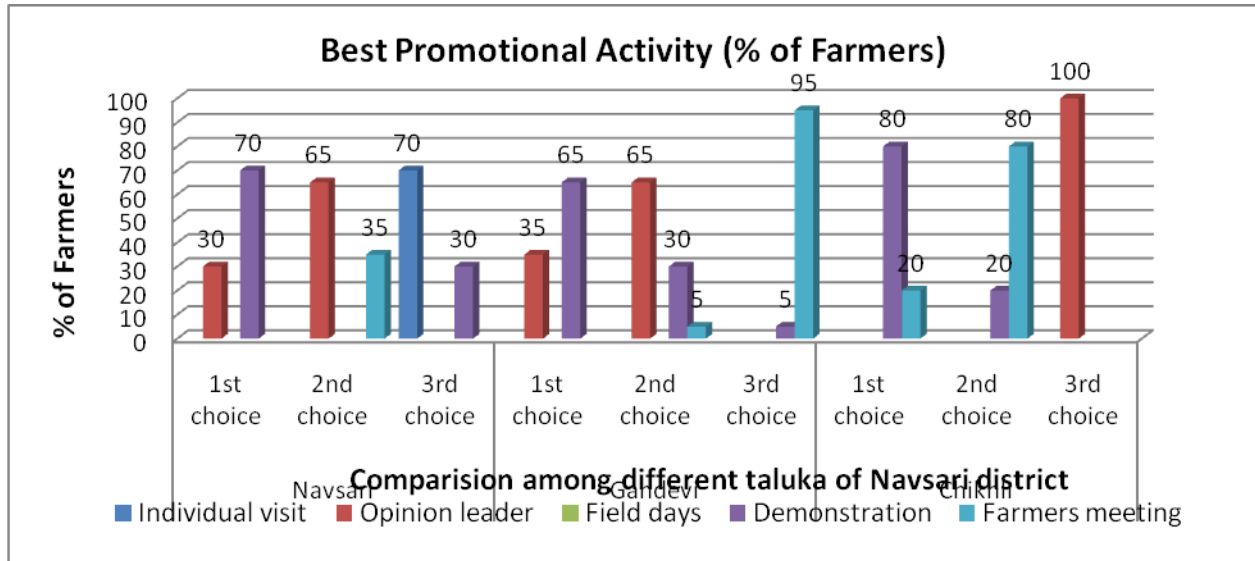


Figure 4.2.4 Comparison of Farmers' Preference of Different Taluka of Navsari Districts in Terms of Best Activity to Promote Any Product

Figure 4.2.4 shows that 70, 65 and 80 percent of farmers prefer demonstration as best activity to promote any product in Navsari, Gandevi and Chikhli taluka respectively. Around 30 and 35 percent farmers prefer opinion leader as best promotional activity in Navsari and Gandevi taluka respectively

Figure 4.2.5 shows that 74 and 72 percent farmers prefer demonstration as best activity in Valsad and Navsari district respectively. Around 26 and 21 percent farmers take opinion from leader in Valsad and Navsari district respectively.

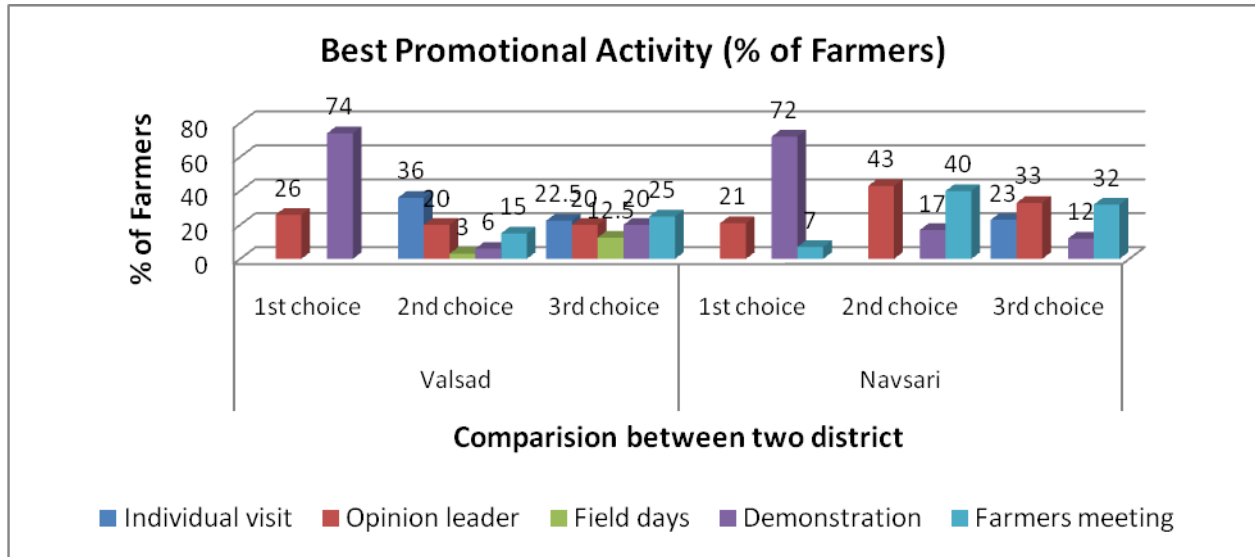


Figure 4.2.5 Comparison of Farmers of Navsari and Valsad Districts in Terms of Best Activity to Promote Any Product

4.2.4 Campaigning Best for New Product Launch

It gives detail information regarding farmers' opinion about best campaigning activity to launch new product in the market like jeep campaigning, video show, farmer meeting, leaflet and wall painting etc.

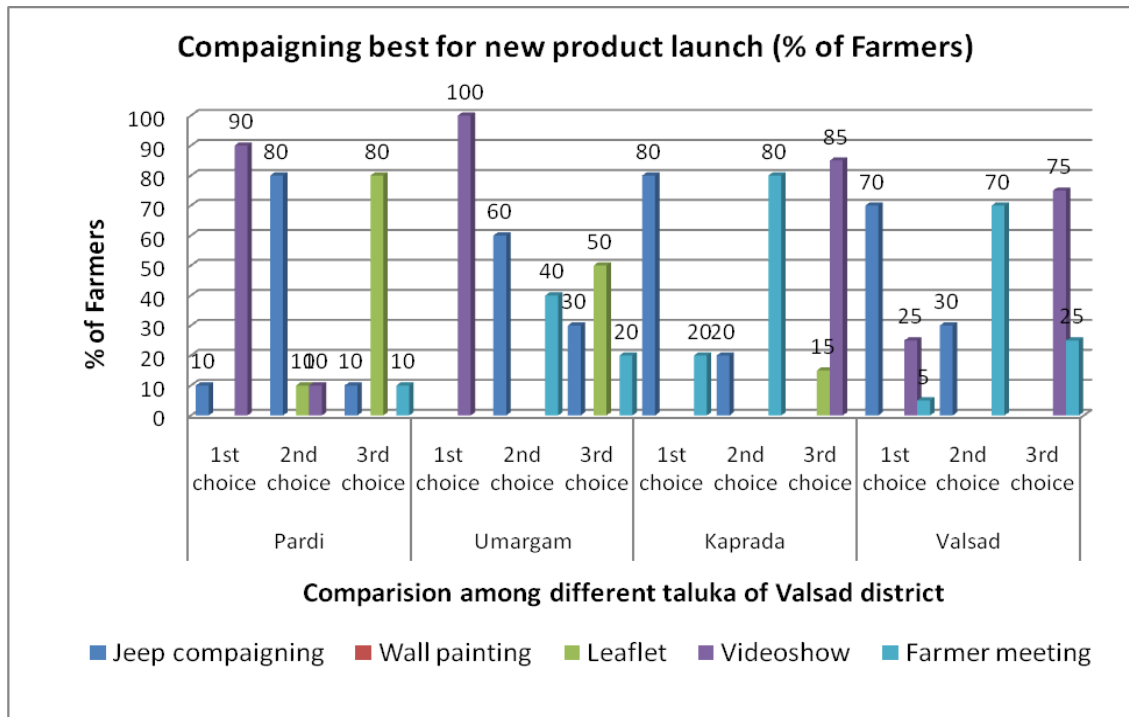


Figure 4.2.6 Comparison of Farmers’ Preference of Different Taluka of Valsad Districts in Terms of Best Campaigning Activity to Launch Any Product

Figure 4.2.6 show that 90 and 100 percent farmers’ opinion is video show is best campaigning activity to launch any product Pardi and Umargam taluka respectively. Around 80 and 70 percent farmers preference goes to jeep campaigning activity to launch new product in Kaprada and Valsad taluka respectively.

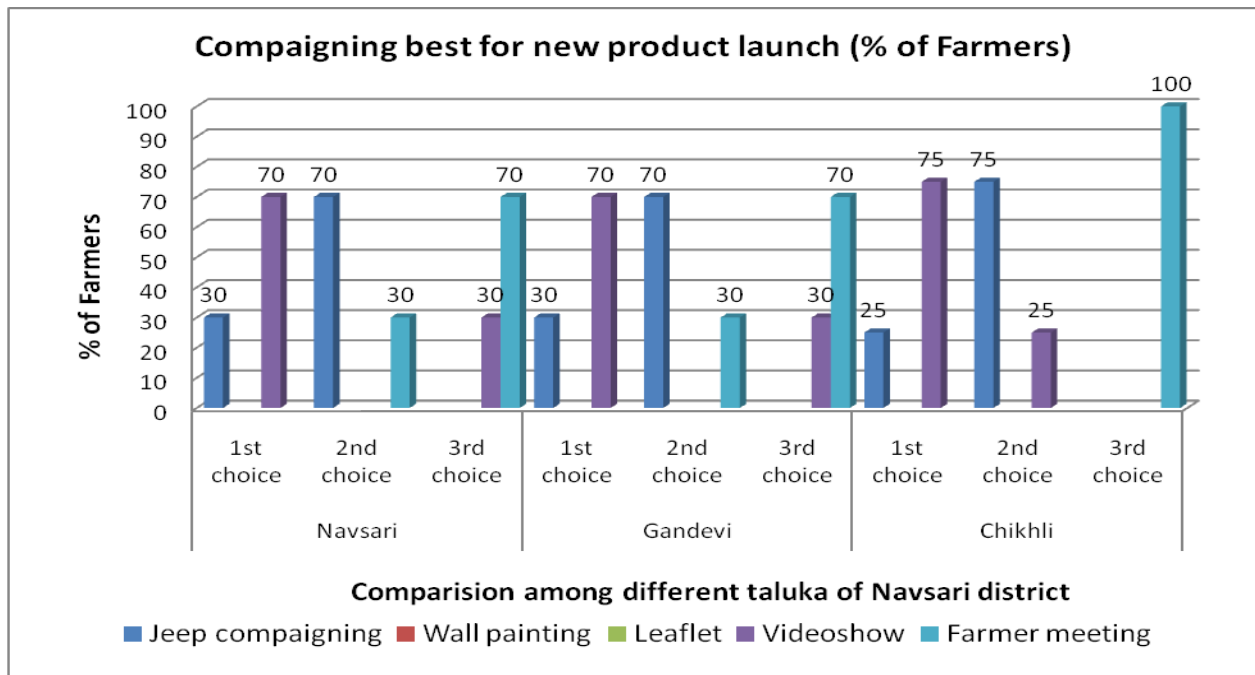


Figure 4.2.7 Comparison of Farmers’ Preference of Different Taluka of Navsari Districts in Terms of Best Campaigning Activity to Launch Any Product

Figure 4.2.7 shows that in both Navsari and Gandevi taluka 30 and 70 percent farmers prefer jeep campaigning and video show as best promotional activity to launch any product respectively. In Chikhli taluka 25 and 75 percent farmers prefer jeep campaigning and Video show as best promotional activity to launch any product respectively.

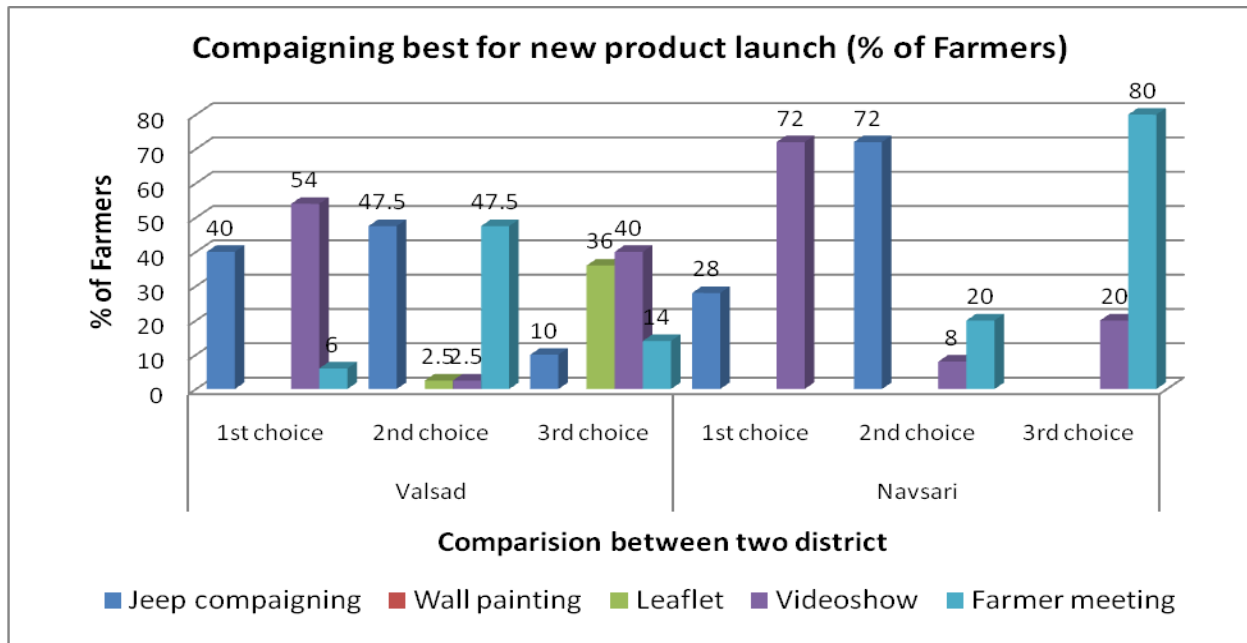


Figure 4.2.8 Comparison of Farmers of Navsari and Valsad Districts in Terms of Best Campaigning Activity to Launch Any Product

Figure 4.2.8 shows that 40 and 54 percent farmers prefer jeep campaigning and video show as best activity to launch any product in Valsad district respectively. In Navsari district 28 and 72 percent farmers prefer jeep campaigning and video show as best activity to launch any product in Valsad district respectively.

4.3 Market Potential of Penshibao Wang Pvt. Ltd. in Navsari and Valsad Districts.

Primary data were collected from dealers/distributors and after analyzing it, market potential is calculated using following formula

Market Potential = Total numbers of dealers/distributors * Estimated average revenue generated by each dealers/distributors

$$= 77 * 15.47 \text{ Lakh (2011-12 calculated data)}$$

$$= 1191.82 \text{ Lakh Rupees}$$

Thus, 11.91 corers of rupees is the market potentiality (2011-12) in south Gujarat area particularly Navsari and Valsad district in vegetable crop.



CHAPTER V

CONCLUSION

- Market size of vegetable crop from dealers/distributors point of view is around Rs. 8.15 crore (Rs. 81.5 million) and farmers point of view is 8.44 crore (Rs. 84.4 million).
- Market share of Panshibao Wang Pvt. Ltd. in vegetable crop is 6.25 percent in Navsari and Valsad districts of south Gujarat area. And market potentiality of vegetable crop in Navsari and Valsad districts is Rs. 11.91 crore
- Around 80 and 70 percent farmers of Umargam and Valsad taluka of Valsad district were applying chemicals before introduction of disease respectively and 65 percent of farmers of Chikhli taluka of Navsari district were applying chemicals before introduction of disease.
- 85 percent farmers of Kaprada taluka prefer to purchase product with lower price. Around 64 and 78 percent farmers of Valsad and Navsari district prefer to purchase product with less impurities respectively. Therefore, company should produce their product with economical price.
- Around 80 percent farmers' first opinion was demonstration as the best promotional activity in Valsad district. So, company should prefer demonstration and farmer meeting for promotional activity.
- 80 percent farmers' first opinion was jeep campaigning as best campaigning activity to launch new product in Kaprada taluka of Valsad district.
- Around 58 and 79 percent farmers of Valsad and Navsari district prefer to purchase product which can control disease effectively respectively.
- Vegetables are one of the main crops in Navsari and Valsad districts. Yellow vein mosaic virus and wilt are the main diseases of okra and aphid, jassids, whitefly and spodoptera are the main pest.



CHAPTER VI

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