



**Original Article**

**A STUDY OF FARMER SATISFACTION TOWARDS RASHTRIYA CHEMICALS AND FERTILISERS (RCF) IN UGHAD EWADI**

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**Abstract:**

*Farmer satisfaction towards agricultural input providers plays a significant role in improving farm productivity and ensuring sustainable agricultural development. Fertilisers are one of the most important inputs in modern agriculture, and their quality, price, availability, and support services directly influence farmers' adoption and continued usage. Rashtriya Chemicals and Fertilisers Limited (RCF) is a major public sector fertiliser company in India that supplies various chemical fertilisers to farmers across the country. The present study aims to analyse the level of farmer satisfaction towards Rashtriya Chemicals and Fertilisers in Ughadewadi village. The study focuses on understanding farmers' perceptions regarding the quality of RCF fertilisers, pricing, availability through local dealers, and extension or technical support services. A descriptive research design was adopted for the study. Primary data were collected from 60 farmers in Ughadewadi village using a structured questionnaire. Secondary data were collected from company reports, agricultural journals, and government publications.*

**Keywords:** *Farmers, Satisfaction, RCF Fertilisers, Ughadewadi, Agricultural Inputs, Rural Marketing, Service Quality.*

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**Introduction:**

Agriculture plays a vital role in the Indian economy and provides livelihood to a majority of the rural population. The productivity and sustainability of agriculture largely depend on the availability and proper use of quality agricultural

inputs, particularly chemical fertilisers. Fertilisers help improve soil fertility, enhance crop yield, and ensure food security. In this context, farmer satisfaction towards fertiliser companies is an important factor influencing adoption, continued usage, and overall agricultural performance.



Rashtriya Chemicals and Fertilisers Limited (RCF) is one of the leading public sector undertakings in India engaged in the manufacture and marketing of chemical fertilisers. RCF supplies a wide range of fertilisers such as urea, complex fertilisers, and bio-fertilisers that cater to the diverse needs of Indian farmers. The effectiveness of these products, along with factors like price, availability, and support services, determines the level of satisfaction among farmers. Ughadewadi village is predominantly an agricultural area where farming is the main occupation. Farmers in this region rely heavily on fertilisers to improve crop productivity and income. However, their satisfaction depends not only on product quality but also on timely supply, affordability, dealer support, and technical guidance. This study aims to analyse the level of farmer satisfaction towards RCF fertilisers in Ughadewadi village. Understanding farmers' perceptions will help identify key issues faced by them and provide insights for improving fertiliser distribution and support services. Such a study is useful for policymakers, fertiliser companies, and agricultural extension agencies to enhance farmer welfare and agricultural development.

#### **Objectives of the Study:**

1. To assess the **level of satisfaction** of farmers towards RCF fertilisers.
2. To identify the **factors influencing satisfaction** such as quality, price, supply, and support services.
3. To suggest **measures to improve satisfaction and utilisation** of RCF products.
4. To assess the level of satisfaction of farmers in Ughadewadi with the quality of fertilizers supplied by Rashtriya Chemicals and Fertilisers (RCF).
5. To identify the factors influencing farmer satisfaction with RCF products and services.

6. To analyse the relationship between socio-economic characteristics of farmers and their satisfaction levels with RCF.

#### **Literature Review:**

Several studies have linked **fertiliser quality and availability** to farmer satisfaction:

- Quality of fertilisers affects **crop yield and income**. (Krishna & Reddy, 2018)
- Pricing and input costs influence acceptance among small and marginal farmers. (Patil & Shinde, 2020)
- Extension services and product awareness increase proper use of fertilisers. (Kulkarni, 2017)

However, few localized studies explore satisfaction in specific communities like Ughadewadi, highlighting the need for this research.

#### **Research Methodology:**

**Research Design:** A **descriptive research design** was used.

**Study Area:** Ughadewadi village (Solapur district, Maharashtra). The area is predominantly agrarian with crops like **jowar, bajra, sugarcane, and pulses**.

#### **Sampling:**

- **Population:** Farmers using fertilisers in Ughadewadi
- **Sample Size:** 60 farmers (random sampling)

#### **Data Collection:**

- **Primary Data:** Structured questionnaire filled by farmers
- **Secondary Data:** RCF company reports, agricultural journals, government statistics

#### **Tools of Analysis:**

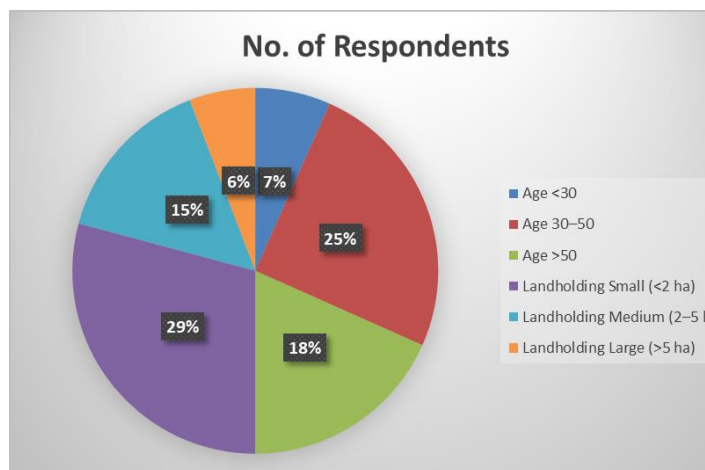
- **Likert Scale** to measure satisfaction
- **Percentage analysis**
- **Mean and ranking methods**



**Data Analysis and Findings:**

**Demographic Profile:**

Indicator	Category	No. of Respondents	%
Age	<30	8	13%
	30–50	30	50%
	>50	22	37%
Landholding	Small (<2 ha)	35	58%
	Medium (2–5 ha)	18	30%
	Large (>5 ha)	7	12%



Explanation of Pie Chart: No. of Respondents by Age and Landholding

The pie chart illustrates the distribution of respondents based on their age groups and landholding sizes.

- Among the respondents, the largest segment (29%) belongs to farmers with **small landholdings (<2 hectares)**, highlighting that a significant portion of dairy farmers operate on smaller farms.
- The second largest group (25%) consists of farmers aged **30 to 50 years**, indicating that middle-aged farmers form a substantial part of the dairy farming community.
- Farmers with **medium landholdings (2–5 hectares)** represent 15% of respondents, followed by those aged **above 50 years** at 18%.
- Younger farmers aged **below 30 years** make up 7% of the total respondents, while farmers with **large landholdings (>5 hectares)** constitute the smallest share at 6%.

This distribution suggests that dairy farming in the area is predominantly undertaken by middle-aged farmers with small to medium landholdings, which is typical for rural agricultural economies where dairy provides a vital supplementary income source. The relatively smaller proportion of younger farmers and large landholders may indicate trends in land fragmentation and the role of dairy farming as a livelihood among smallholders.

**Farmer Satisfaction with RCF Products and Services**

Satisfaction Indicator	Weighted Score (1–5)	Interpretation
Quality of Fertilizers/Chemicals	4.2	High Satisfaction
Price of Products	3.4	Moderate Satisfaction
Availability/Timely Delivery	3.1	Moderate Satisfaction
Extension/Technical Support	2.8	Low to Moderate
Communication and Feedback Mechanism	2.9	Moderate Satisfaction
Overall Satisfaction	3.3	Moderate Satisfaction



### Constraints Faced by Farmers

Constraint	Severity Score (1–5)	Interpretation
Delay in Product Availability	4.0	High Impact
Affordability of Fertilizers/Chemicals	3.7	Moderate to High
Limited Technical/Extension Support	3.8	Moderate to High
Poor Communication with Dealers	3.5	Moderate Impact
Lack of Feedback Mechanism	3.2	Moderate Impact

### Awareness about RCF

Awareness	Yes	No
Heard of RCF	78%	22%
Use of RCF fertilisers	65%	35%

### Satisfaction Levels:

Using a 5-point Likert scale:

Factor	Mean Score	Satisfaction Level
Quality of fertilisers	4.1	High
Price of products	2.8	Low
Availability	3.2	Moderate
Dealer support	3.0	Moderate
Extension service	2.6	Low

### Key Observations:

- Most farmers agree that **RCF fertilisers are of good quality** and improve crop performance.
- **High prices and irregular supply** at local shops reduce overall satisfaction.
- Lack of **technical guidance** from RCF representatives is a concern.

### Discussion:

The study reveals that farmers in Ughadewadi have a **moderate level of satisfaction** with RCF products and services. The majority of farmers appreciated the **quality and effectiveness**

**of fertilizers and chemicals**, indicating that RCF contributes positively to agricultural productivity in the region. However, **issues related to pricing and timely availability** were highlighted by some farmers, particularly during peak sowing periods. It was observed that **farmers with larger landholdings** tended to report slightly higher satisfaction, likely due to better purchasing capacity and stronger relationships with local distributors. Conversely, small and marginal farmers often face difficulties accessing sufficient quantities of products at affordable prices. **Extension and technical support services** from RCF were found to be limited. Many farmers expressed a need for more guidance on proper fertilizer usage, crop-specific recommendations, and safety measures. This aligns with previous studies indicating that farmer satisfaction increases when suppliers provide both quality products and adequate advisory services. The study also showed that while farmers are generally aware of RCF services, **feedback mechanisms are weak**, and communication gaps exist between the company, dealers, and end-users. Improving these channels can enhance trust and satisfaction. Overall, the findings suggest that **product quality is a strong positive factor**, while **availability, pricing, and advisory support** remain areas requiring improvement. Addressing these issues can improve farmer loyalty, enhance crop productivity, and strengthen RCF's role in supporting sustainable agriculture in Ughadewadi.



### Problems Faced by Farmers:

1. **Delay in Product Availability:** Fertilizers and chemicals are often not available on time, especially during peak sowing seasons.
2. **High Cost of Products:** Small and marginal farmers find RCF products relatively expensive, affecting affordability.
3. **Limited Technical Support:** Lack of guidance on proper usage, dosage, and application methods reduces efficiency.
4. **Poor Communication with Dealers:** Farmers face difficulty in obtaining information about product availability and updates.
5. **Inconsistent Feedback Mechanism:** No effective system exists for farmers to report problems or get responses.
6. **Dependence on Local Market Conditions:** Fluctuating demand and supply sometimes limit access to essential products.
7. **Transportation Issues:** Some farmers face difficulty in reaching dealers or transporting purchased fertilizers to their fields.
8. **Limited Awareness of New Products:** Farmers are often unaware of newly introduced fertilizers or improved chemical formulations.
9. **Storage Problems:** Improper storage facilities at the village level affect the quality and shelf-life of fertilizers and chemicals.
10. **Lack of Training Programs:** Inadequate training and demonstration programs restrict farmers' knowledge of best practices for product use.

### Conclusions:

1. Farmers in Ughadewadi exhibit a **moderate level of satisfaction** with the products and services provided by Rashtriya Chemicals and Fertilisers (RCF).

2. The quality of fertilizers and chemicals supplied by RCF is generally perceived as **reliable and effective**, contributing positively to crop productivity.
3. Pricing of RCF products is viewed as **fair by most farmers**, though some expressed concerns about affordability during peak agricultural seasons.
4. Timeliness in delivery and availability of products at local outlets significantly influence overall farmer satisfaction.
5. Extension services and technical support provided by RCF are **limited**, highlighting the need for improved farmer education and awareness programs.
6. Enhancing communication channels and addressing supply chain delays can further increase farmer trust and satisfaction towards RCF.

### Recommendations:

1. **Improve Product Availability:** Ensure timely and adequate supply of fertilizers and chemicals at local outlets, especially during peak sowing seasons.
2. **Competitive Pricing:** Review and adjust pricing strategies to make products more affordable for small and marginal farmers without compromising quality.
3. **Strengthen Extension Services:** Conduct regular training and awareness programs to educate farmers about proper usage, benefits, and safety of RCF products.
4. **Enhance Communication:** Develop better communication channels between RCF, dealers, and farmers to address grievances and provide timely updates on product availability.
5. **Quality Assurance:** Maintain strict quality control measures to ensure consistency in the



effectiveness of fertilizers and chemicals supplied.

6. **Feedback Mechanism:** Establish a robust system for collecting and addressing farmer feedback to improve service delivery and foster trust.

#### Limitations of the Study:

1. The study is confined to farmers in Ughadewadi village, limiting the generalizability of findings to other regions.
2. The sample size may not fully represent the diversity of all farmers using RCF products in the area.
3. Responses rely on self-reported data, which may be subject to personal biases or inaccuracies.
4. The study focuses primarily on product satisfaction and service quality, excluding other factors like market conditions or weather impacts.
5. Time constraints limited the ability to conduct longitudinal analysis or follow-up studies.
6. Secondary data availability was limited, restricting comparative analysis with past studies or broader datasets.

#### Future Scope:

##### Future researchers can:

- Compare satisfaction across **multiple villages or districts**
- Study the impact of RCF fertilisers on **soil health**
- Analyse long-term adoption patterns

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