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## A STUDY OF MARKETING POTENTIAL OF SPECIALTY FERTILIZERS IN SANGLI DISTRICT WITH SPECIAL REFERENCES TO IFFCO.

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**Mr. S.A. Kadam**

Assistant Professor,

Dept. of . Marketing Management,  
R.C.S.M. College of ABM, Sangli.

**Prof. Dr. U. M. Deshmukh**

Head of Department,

Dept. of. Production Management,  
SIBER College, Kolhapur.

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### **ABSTRACT:**

*The majority of the populace of India lives in rural areas and the foremost occupation in the villages is agriculture. Developments pertaining to different industries are being made on a massive scale to change the country's economy from an agrarian one to a industrial one. It is extremely important for the fertilizer industry India to have development in terms of technologically advance manufacturing process and innovative new-age products. The paper covers the analysis of data about the use of specialty fertilizers in targeted Sangli district area. The market potential for the water soluble fertilizers is high which shows the Fertigation is new innovative idea for agrarian peoples to induce their farm production.*

**Key Words :** *Specialty Fertilizers , Fertigation ,Market Potential.*

### **INTRODUCTION:**

India fertilizer industry is one industry with immense scopes in the future. India is primarily agriculture oriented country and its economy is highly dependent on the agrarian produce. The majority of the populace of India lives in rural areas and the foremost occupation in the villages is agriculture. Developments pertaining to different industries are being made on a massive scale to change the country's economy from an agrarian one to a industrial one. It is extremely important for the fertilizer industry India to have development in terms of technologically advance manufacturing process and innovative new-age

products. The first fertilizer manufacturing unit in India was set up in the year 1906 at Ranipat in Chennai.

In the present scenario, there are more than 57 large and 64 medium and small fertilizer production units under the India fertilizer industry. The main products manufactured by the fertilizer industry in India are phosphate based fertilizers, nitrogenous fertilizers, and complex fertilizers. The fertilizer industry in India with its rapid growth is all set to make a long lasting global impression.

The study particularly focused on the fertigation and consumption of fertigation in sangli district. The analysis will help to know fertigation in sangli district and as per this to make available particular fertilizer respective area different grades available in the market are 19:19:19 00:00:50 13:00:45,12:61:00 ,00:52:34. The market potential has been defined as the “maximum demand respond possible for a given group of customer with in a well –defined geographical area for a given product or service over a specified period of time under well defined competitive and environmental condition”.

Fertigation is the application of fertilizers, soil amendments, or other water soluble products through an irrigation system. Fertigation is used extensively in commercial agriculture and horticulture and is starting to be used in general landscape applications as dispenser units become more reliable and easy to use. Drip irrigation which reduces per water and nutrient application rates relative to sprinklers and Sprinkler systems increase leaf and fruit quality, other methods of application include lateral move, traveler gun, and solid set systems.

#### **STATEMENT OF PROBLEM:**

India is a agriculture based country more than 60% of the population is depend on agriculture for livelihood. Though, the production is high, but the productivity per hector is very low. On the main reason is low use of fertilizer and less awareness about speciality fertilizers. That's why it is important to study of Fertigation and also determined consumption of fertilizers.

**OBJECTIVES:**

1. To identify the Factors that Influence the demand for Speciality Fertilizers.
2. To Understand the Typical Potential User for Speciality Fertilizer.
3. To get the clear understanding of competitive conditions relevant to Speciality Fertilizers.

**RESEARCH DESIGN:**

The study was mainly conducted in three steps i.e. Survey, Data collection and Analysis of the data. The primary data collected from farmers and from dealers by using following methods:-a)Interview method b)Questionnaire (Structured Questionnaires).The secondary data collected from Information brochures of different fertilizer producing companies and by visiting Websites of companies and government agencies related to agriculture.

**Target Group:** Farmers (including Small, Medium, Big) and dealers. The study is focused on farmer's opinions about speciality fertilizers in the Palus, Tasgaon, and Walwa Taluka in Sangli district.

The collected data is categorized in a systematic way according to need of objectives and then simple statistical techniques like percentage, pie chart, graphs are made in use to analyze the data.

**RESULT AND DISCUSSION:****Table No.1: Land Holding**

Sr. No	Type of land holding	Size of land holding	No. of Respondents	Percentage
1	Marginal farmers	0 to 2.5 acre	51	45.53%
2	Small farmers	2.5 to 5 acre	35	31.25%
3	Medium farmers	5 to 10 acre	17	15.17%
4	Big Farmers	10 and above	9	8.03%
	<b>Total</b>		<b>112</b>	<b>100%</b>

After analysis of the data of 112 farmers on the basis of size of land holding of farmers in the sangli district, it is clear that there are 45.53% farmers

are marginal farmers, 31.25 % small farmers, 15.17 % medium farmers and 8.03 % big farmers. Percentage of marginal farmers are more because of fragmentation of land. There are many problems faced by the marginal farmers due to small size land holding. They have problem in the use of advance technology like drip irrigation system, land development, high tech used in the greenhouse like temperature control system etc.

**Table No.2: Company Preferences Given By Farmers**

Company Name	Respondent	Percentage
IFFCO	22	19.64%
DEEPAK	12	10.71%
RCF	37	33.03%
ZUARI	24	21.42%
GODAVARI	7	6.25%
OTHERS	10	8.93%
<b>TOTAL</b>	<b>112</b>	<b>100%</b>

Above table information shows that RCF is a market leader, having 33.03% market, Zuari and IFFCO having 21.42% and 19.64% market respectively. It will helpful to the company to analyze the reasons behind the potential of speciality fertilizers and competitors.

**Table No.3: Decision Criteria**

Criteria	Respondents	Percentage (%)
PRICE	43	38.39%
QUALITY	50	44.64%
PACKING	5	4.46%
BRAND	14	12%
<b>TOTAL</b>	<b>112</b>	<b>100%</b>

The table clears the analysis of purchase decision criteria of farmer. It shows that 44.64% farmers take a decision on the basis of quality of fertilizers. Whereas 38.39% are give more importance for prices of the fertilizers. The

results of speciality fertilizers are good. Hence farmers should give the preference to quality of fertilizers.

**Table No.4: Awareness of Liquid Fertilizer**

Particulars	Respondents	Percentage
YES	102	91.07 %
NO	10	8.92 %
TOTAL	112	100%

This table clears that farmers are well awarded about liquid fertilizers in the Sangli district. This shows actual information of speciality fertilizers to the farmers. Nearly 91% farmers are agreeing on usefulness of fertilizers. It leads to increasing demand of speciality fertilizers.

**TableNo.5: Criteria Used By Dealers and Retailers to Sale Fertilizers**

Sr. No.	Particulars	Respondents	Percentage
1	Demand	4	16%
2	Margin	9	36%
3	Marketing Policy Of Company	7	28%
4	Substitute For Demanded Product	4	20%
	<b>Total</b>	<b>24</b>	<b>100%</b>

Above table shows that criteria considered by dealers and retailers for sale. According to dealers and sub dealers, Margin (36%) and Marketing policy of company (28%) are two important factors those are responsible to made availability of the specialty fertilizers.

## **FINDINGS AND SUGGESTIONS**

1. It found that farmers are well aware about the use and importance of speciality fertilizers.
2. out of 112 farmers , the marginal farmers are highest i.e 45.93% it is found that it is due to fragmentation of land. This Farmers desires the highest production by using the speciality fertilizers.

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3. RCF , ZUARI and IFFCO are market leader in sell of speciality fertilizers.
4. A maximum farmer gives first preference to the quality of speciality fertilizers while purchasing.
5. It is found that the dealers and retailers selling strategy based mostly on the margin and marketing policy of companies.

## **SUGGESTIONS:**

### **Regarding Product:**

- ❖ Packing of speciality products must be neatly due to which small particles are not come outside. And packings should be attractive.
- ❖ Farmers mostly accepted the 1kg and 5kg packing.

### **Regarding Pricing Strategy:**

- ❖ Attractive cash discounts and allowances should be provided to the dealers and retailers.

### **Regarding Distribution Strategy:**

- ❖ Encourage distributor to maintain good customer relation mainly with retailers.
- ❖ Timely placement of material.
- ❖ Fulfill the complete demand of the retailer as per his advance booking

### **Regarding Promotional and Advertising Strategy:**

- ❖ Mouth to mouth publicity and good will of company plays vital role in promotion in the rural area, so proper care should taken while promotion of products
- ❖ Face to Face meeting with big farmers by sales person and technical persons will be highly beneficial for increasing awareness about the quality product.
- ❖ Trial plots should be organized in progressive farmer's field.
- ❖ Trial plot should be on roadside so that results can be seen by others farmers easily.
- ❖ IFFCO should arrange farmer fair during crop season and in that fair invite Scientists and Experts for company and its product publicity.

- ❖ Need of advertisement in Newspaper like Sakal, Lokmat, Agro- One etc.- advertisement should be quarter page and colored one so that visibility will be good.

### CONCLUSION:

Sangli District is one of the potential areas of Maharashtra where most of the farmers are engaged in farming of sugarcane and grape therefore there is large market potential for speciality fertilizers. Company can generate sales by proper marketing activities like advertising, sales promotion etc. The fertilizer promotion strategy in a free market economy has to be reoriented for achieving complete customer satisfaction. For improving agricultural productivity fertilizer industry will have to reorient its role in the following manner:

1. Focus has to be shifted towards low fertilizer consumption area.
2. Fertilizer sales points have to be upgraded to agro-input sales points cum service centres.
3. More and more involvement of dealers in promotional programme will become a necessity to achieve better customer satisfaction.

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