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Increasing awareness of Dhaanya brand among the farmer community in particular territory Ambikapur

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Abstract

Dhaanya's fast success in the market place and acceptance of its products is a result of the focused approach to develop products based on customer requirements in different growing conditions and the ability to successfully reach the customers on time with the quality tested products and effective support, post sales. Rice is the most important and staple food crop for more than two third of the population of India. The slogan, rice is life, is most appropriate for India as this crop play a vital role in our national food security and is a mean of livelihood for million of rural household. Considering the great scope of hybrid paddy marketing, many private companies are looking forward to enter in this market with powerful marketing strategies. Results emphasized on the Dhaanya Seeds Limited's availability, cost, and quality as competitors. Currently, "DHAANYA 748" is up against stiff competition in the Ambikapur district from the 27P31 variety. According to research, most farmers expressed average levels of satisfaction with respect to price, availability, and quality. Therefore, it is advised to enhance brand recognition, advertising, and extension efforts.

Keywords: Dhaanya brand, cost and availability, marketing competitors, staple food

Introduction

India is an agricultural country and its one-third population depends on agricultural sector directly or indirectly. Agriculture continues to be the mainstay of the India economy. Indian agricultural contribution to the national gross domestic product is about 18 per cent. Seed is a fundamental, crucial and yield enhancing input for sustained growth in farm production. The role of the seed sector is to ensure adequacy, seed quality and varieties diversity in agriculture. At present the use of hybrid seed is very low but awareness about the high yield and good quality product of hybrid seeds attracted the farming community to switch over to new varieties and hybrid seeds. The farmer's acceptance of modern technologies of farming and availability of hybrid seed in several regions is also positive indication for the growth of the seed industry. Rice is the most important and staple food crop for more then two third of the population of India. The slogan, rice is life, is most appropriate for India as this crop play a vital role in our national food security and is a mean of livelihood for million of rural household. Considering the great scope of hybrid paddy marketing, many private companies are looking forward to enter in this market with powerful marketing strategies. Many hybrid varieties have been released so far in India and among them the hybrids etc are cultivated on a large scale with the development of stable and widely adopted hybrids, large scale production technology is moving faster in present. Rice hybrids with a advantage of 15-20 percent over the check varieties have become popular in India, with enhanced productivity, hybrid paddy technology will enable farmers to get more yield from lees land, it means crop diversification develop the new hybrid seeds and better quality of product in coastal area and shallow low lands this technology will play a major role in significantly enhancing productivity of paddy in the country. (Renganthan, 1994) [4]. describe the significant relationship between farmers' exposure to mass media, radio, television and news print and their level of adoption in high yielding variety of seeds, chemicals, fertilizers, liquid and dust / granules plant protection. (Roy and Dutta, 2000) [5].

Observed the development and private sector ensure that the critical inputs, like quality seeds of recommended rice and wheat cultivators, pesticide and canal water necessary for productive rice wheat farming are timely available. (Tandon and Shindhe, 1993) [6]. reveal rice in India is being grown on normal as well as on problems soils. This can thrive on soil suffering from complex physio-chemical problems and nutrient disorders the major problems soil are the saline sodic alkaline calcareous soils acid red and lateric soils and the sulphate soils. The private companies have grown firstly, at present there are 60:40 ratio between the private and public sector. There are more than 200 private companies of which over 30 percent have global partners. In India, numbers of seed companies are established to introduce the hybrid seed of paddy and also some of them dominated in the hybrid seed market. When the Indian seed industry is compared with the global scenario, the estimated turn over (\$ 900 million), with world trade expected to reach us \$ 75 billion by 2020.

Development of hybrid paddy in India

Research programme was initiated during 1970 to develop hybrid paddy variety in the country; there was no success in this programme during the subsequent two decades. However the research programme was accelerated and identified from 1989 with a mission mode project. With this span of 5 years and more a dozen hybrids paddy varieties were developed from private and public sector. The first four hybrid paddy varieties were released in the country during 1994. Subsequently two more hybrid paddy varieties were also released. By the end of 2001, total 19 hybrid paddy varieties were released. At present there are more than 500 hybrid paddy varieties developed by different seed companies. So future of seed industries is very bright in coming years. Therefore the study was designed to increase the awareness of DHAANYA Brand in Ambikapur district with the following objectives:

1. To find out the competitors of Dhaanya Seeds
2. To study the availability of Dhaanya Seeds in particular territory(Ambikapur)
3. How to increase the awareness of "DHAANYA" brand among the farmer community in particular territory

Materials and Methods

Around 2 dealers from Ambikapur territory were also selected who deals the selected paddy, maize & vegetable crop seeds. The present study was an explanatory research with an objective to estimate the market potential and identifying relevant variables in decision making. As per the objectives of the project research methodology formulated was as below:

- 1) Company Profile and Product Information
- 2) The study area
- 3) Selection of respondents
- 4) The Data and method of collection
- 5) Data analysis

Company profile: Dhaanya's fast success in the market place and acceptance of its products is a result of the focused approach to develop products based on customer requirements in different growing conditions and the ability to successfully reach the customers on time with the quality tested products and effective support, post sales. Dhaanya introduces new and novel hybrids for each market in India after a systematic and objective evaluation of the hybrids in farmer field conditions. Dhaanya Seeds has the research support from

Metahelix through its centres in Bangalore, Hyderabad, Aurangabad and Ahmedabad. The seed production locations of Dhaanya seeds are located in Andhra Pradesh, Karnataka and Tamil Nadu; The seed drying facilities, seed conditioning plants and seed quality assurance laboratories are located at Hyderabad, Andhra Pradesh. Dhaanya Seeds has 18 stocking and regional centres in India, more than 1000 channel partners and 10000 retailers across India. Dhaanya Seeds has recently expanded its markets to Bangladesh, Thailand, Philippines, Vietnam and Indonesia

Company Product Field Crops > Paddy DRH 748

This is one of the highest yielding hybrids available in India. Popularity of this hybrid is associated with the prosperity of farmer due to better economics owing to very high yield. It matures in 135-140 days and having medium slender grain. This hybrid has very high number of productive tillers, long panicle and heavy grain weight. This hybrid has wide geographical adaptability and recommended for cultivation in low lands and with assured irrigation. In high management and favourable conditions DRH 748 can yield as high as 4 MT/Acre. The hybrid is recommended for cultivation in the states of Punjab, Haryana, Jammu, UP, MP, Bihar, Chhattisgarh, Jharkhand, Orissa, West Bengal, Assam, Andhra Pradesh, Maharashtra and Gujarat.



Fig 1: DRH 748 Hybrid Paddy-135-140 Days

DRH 775

This hybrid is recommended for upland rice cultivation with lesser water availability. DRH 775 offers higher yield with long panicles even in adverse condition of moisture stress and salinity. This hybrid is notified by Government of India. DRH 775 is a medium maturity hybrid having maturity of about 125-128 days and is tolerant to water stress and common diseases like leaf blast, neck blast diseases and tungro virus and pests like white backed Plant hopper (WBPH) and stem borer. DRH 775 also has excellent grain quality with long slender grain. The hybrid has recommended for upland and rain-fed rice growing areas of Haryana, Punjab, Jammu, UP, MP, Bihar, Jharkhand, Chhattisgarh, Orissa, Andhra Pradesh and Gujarat.



Fig 2: DRH 775 Hybrid Paddy-125-128 Days

DRH 813

This is an early maturing hybrid of about 105-115 days with the added advantage of excellent grain quality in medium slender category. DRH 813 is one of the highest yielders in its maturity segment, having medium slender grains. The hybrid is recommended for those markets where the farmers like to take up multiple crops in the growing season/s(Punjab, Haryana, UP, TN, Karnataka, AP), where the rice crop is cultivated in uplands under rainfed conditions(UP, Chhattisgarh, Jharkhand) and where the farmers prefer grain type similar to popular varieties (ADT43, ADT37, IR36).



Fig 3: DRH 813 Hybrid Paddy-105-115 Days

DMH 8255

8255 is an excellent hybrid for the Kharif (rainy) season. Maturing in 110-120 days, the hybrid performs well in rain fed as well as irrigated conditions. Apart from being a high yielder, the hybrid has very good stand ability, tight husk cover (good protection from insect and water damage) and stays green at maturity (good for fodder purpose). The grains are highly attractive and deep orange in colour, which fetch good price to farmers at the time of commercial sale.



Fig 4: DMH 8255 Hybrid Maize-110-120 Days

Selection of the Study Area

Ambikapur region of Chhattisgarh was selected purposively as it was assigned by sponsored organization for the study.

Selection of Respondents

After selection of district rajpur and ambikapur were randomly selected. From each 44 village that raised paddy crops were selected. In this way total 1717 farmers were selected for detailed study

The Sample Respondents Consist of

Distributors 2
Farmers 1717

Method of Data Collection and Sources

Primary Data

The primary data were collected from selected distributors, dealers and farmers with the help of pre tested questionnaire scheduled.

Secondary Data

Secondary data were collected from through company employees and individual contact.

Method of Analysis

The collected information and data from the various sources were systematically tabulated and analyzed by using simple arithmetic average and percentage method.

SWOT Analysis

Strength

- Their product is good.
- Product Quality is better than competitors.
- Farmer feedback among the dhaanya products is good.
- Products prices are low in the market.

Weakness

- Technical employee doesn't rich in a Bastar territory
- To need more employees
- Advertise using traditional methods.
- Sponsor public events.

Opportunity

- Bastar territory will have a big opportunity to develop of market.
- Bastar will have big market to hybrid paddy, maize, and vegetables.
- Big areas for cultivation maize and paddy
- Many farmers use scientific cultivation in vegetables.

Threat

- Lack of punctuality.
- Better dealer management

Results and Discussions

To achieve the first purpose of the study that is to estimate the competitors of DHAANYA product, the survey was done by using tested questionnaire among the population of Ambikapur and the results were found frame under the following tables:

Table 1: To find out the competitors of “Dhannya” in rice

S. No.	Company name	Product Name	Price/kg
1.	Bayer	6444	Rs.300
2	Syngenta	FRONTLINE	Rs.260
3.	Pioneer	27P31	Rs.299
4.	Dhaanya	748,775,834	Rs.275
5.	JK	401	Rs.270
6.	VNR	2355	Rs.220

Table 1 show that there are 5 competitors of DHAANYA IN RICE Brand. Two brands JK and VNR providing seeds in low cost as compared to the DHAANYA.

Table 2: To find out the competitors of “Dhannya in maize”

S. No.	Company name	Product Name	Price/kg
1.	Monsento	DIKALB	Rs. 180
2	JK	502	Rs.210
3.	Syngenta	NK	Rs.180
4.	Pionner	3501	Rs.265
5.	Dhannya	8255	Rs.210

Table 2 show that there are 4 competitors of Dhaanya in Maize Brand. All brands are providing seeds at higher cost as compared to the Dhaanya.

To study the availability of “Dhannya” in Ambikapur territory

Table 3: Sale Percentage of different seed companies in case of paddy

S. No.	Name of company	Baster Total share (ton)	Sale Percentage
1	Bayer	120	38.46%
2	Pioneer	70	22.43%
3	Dhaanya	62	19.87%
4	Syngenta	50	16.02%
5	JK	10	3.20%
	Total	312	100%

As the data have shown in the Table 3, it was found that two brands, Bayer brands and pioneer brands are strongest competitors as they are selling seeds in higher amount as compare to the DHAANYA brand and the sale percentage is also high as compare to the other brands in Baster, Ambikapur region.

Conclusion

The present study brings focus on the market evaluation of the available seeds to the farmers. It also lays emphasis on the competitors availability, price and quality of the Dhaanya seeds Limited. In present scenario at Ambikapur district “DHAANYA 748” is facing serious competition with 27P31 variety. It was found that most of the farmers had average level of satisfaction toward on the basis of price, availability and

quality respect hence, it is recommended to improve brand awareness, advertisement and extension activities.

Recommendation

- In the present study that a large number of farmers are not aware about “DHAANYA SEEDS” so Company starts more farmers meeting programme of the Hybrid Seeds.
- Seeds are not easily available in the market, so company make more distributor channel in the block.
- Company promotes their wholeseller for the advertisement of their products.
- Company Start Demonstration.
- Extension programmes should be improved.
- Advertising should be done exclusively for Hybrid Seeds in that area.

Company should use promotional activities like Farmer’s meeting, Retailers contact, Campaigning Poster, Banner and Pole-poster, Leaflets and Pocket calendar.

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