



Effective Market Promotional Activities of Rashtriya Chemical and Fertilizer Ltd. in Gujarat

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ABSTRACT

The present study was conducted to study the effective market promotional activities of Rashtriya chemical & fertilizer ltd. in Anand, Vadodara and Bharuch districts of Gujarat. Result was found that fertilizer distribution happens to the farmers through co-operatives (70%), company's outlet (20%), agro service centre (6%) and Private Dealer (4%). The study reveals that following promotional activity is used by all existing companies in the Gujarat region of our study and mostly soil fertility test (36%) is carried out and rest are seminar (15%), slide show (2%), consistency discount (14%), quantity discount (16), farmers training (8%), rural development (2%), and social responsibility (7%). The study reveals that RCF using lots of promotional activity in Anand, Vadodara and Bharuch district. As analysed, only soil fertility testing is mostly used by all companies, but remaining promotional activities are not much in use as well as not adopted by the farmers. A total of 80 farmers and 40 dealers have been surveyed in this study. Data has been collected through a structured questionnaire adopted in this project entitled. Market survey of fertilizer in different districts will help Rashtriya Chemicals & Fertilizers Ltd. to know the promotional activity done by RCF, and to find out different competitors engaging in promotional activity for fertilizer in Anand, Vadodara & Bharuch district available in market.

Keywords: Market promotional activities, Rashtriya chemical & fertilizer ltd, Sales turnover and Gujarat

Rashtriya Chemicals and Fertilizers Ltd. work with a vision of to be the number one leader in the Fertilizer Industry and a major player in global market. And mission of the company is to produce fertilizers and chemicals efficiently, economically and in environment friendly manner, to serve the farmers and other customers with quality products along with support services and to join hands in the growth of National economy. The main objectives of the Company are to produce and market fertilizers efficiently in an economically and eco-friendly manner, to maintain optimum levels of efficiency and productivity, to take up and implement the schemes for saving energy , to promote self-reliance in Company's

operations and to continuously upgrade the quality of human resources and promote organisational and management develop. One of the most significant achievements of the post independence period of our country has been the ability to achieve self-sufficiency in food grain production. Rapid growth and improvement of fertilizer industry is one of the big factors responsible for this achievement. Fertilizers are the basic nutrients supplied to the soil, which replenish the depletion or original deficiency of nutrients in the soil thereby ensuring proper soil health. Fertilizers are an essential input for increasing productivity of food grains and other agricultural crops. India is the third largest producer and consumer of fertilizers in the world.

Fertilizer demand has historically been influenced by changing and often interrelated factors such as population and economic growth, agricultural production, prices and government policies.

At present bio-fertilizers are procured by the State Agriculture Departments and distributed to the farmers at concessional rates. Maximum area, almost 90% has been covered in the states like Maharashtra, Gujarat, parts of Karnataka and Tamil Nadu, i.e. there is very high degree of awareness and also continued supports by the State governments which are mainly responsible for the adoption of this technology. Total Indian fertilizer market is 264.48 lacs MT 21.

MATERIALS AND METHODS

It was based on descriptive study. Eighty farmers from Anand, Vadodara and Bharuch Districts and forty dealers from Anand, Vadodara and Bharuch districts were selected for the study. Primary data was collected through personal interview and structured schedule with Farmers, Dealers and company persons. Secondary data was collected from Department of Agriculture, Internet, Books and Magazines, Allied research papers and Annual Reports. Tabulated analysis and graphical presentations have been used to meet the objectives of the research.

RESULTS AND DISCUSSION

To meet the objectives of project entitled “To study the effective market promotional activity of RCF in Anand, Vadodara & Bharuch district of Gujarat.” study was carried out as per the methodology explained in methodology. The feedback received from the respondents (farmers and dealers) were observed and analyzed. Various information was collected from the farmers, dealers and co-operative societies.

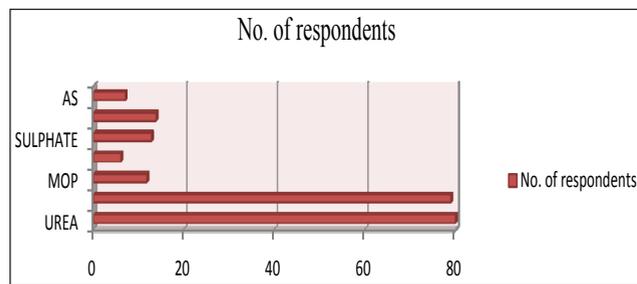


Fig. 1: Number of respondents

This figure shows that various type of fertilizer used in the market and various number of respondents for the particular fertilizer, in which Urea and DAP is mostly used.

Promotional activities for farmers in Anand, Vadodara and Bharuch district: The Effective Market of Promotional Activities of RCF, in Anand, Vadodara & Bharuch District of Gujarat State was recorded. It was found various promotional activities such as, Seminar is taken about 15%, Slide Show is just about 2%, Soil fertility testing is done about 36%, Consistency discount is given about 14%, Quantity discount is given about 16%, Farmers training is given about 8%, Rural development is done about 2%, and Social responsibility is about 7%. This is various promotional activities done in this entire three district of Gujarat region. Mostly the Farmer is well known about Soil testing as per the other promotional activities.

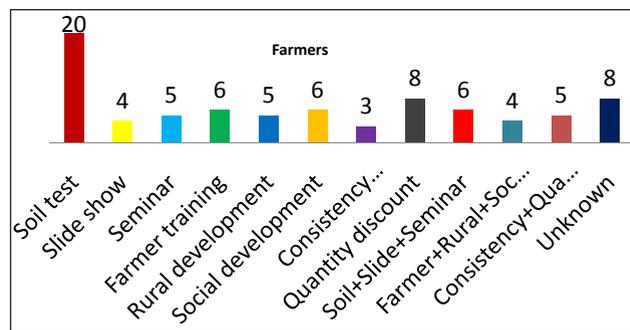


Fig. 2: Promotional activities For farmers in Anand, Vadodara & Bharuch district

Choice of fertilizer taken- The 70% of farmers purchase the fertilizer from Co-operative Society, only 6% of farmer purchase the fertilizer from Agro service centre, 20% of farmer purchase from the company’s own outlet & just 4% of the farmer purchase from private dealers. Mostly the farmer preferred the Co-operative society to purchase the fertilizer because the fertilizer purchase in co-operative society is available in cheaper rate to the farmer.

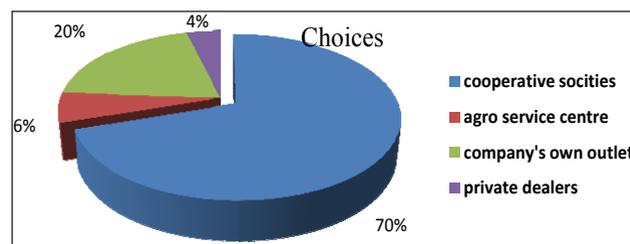


Fig. 3: Choice of fertilizer taken

As per fig. Shows RCF doing different promotional activities in these three district of Gujarat. Where 36% highest and 2% is lowest value both for soil testing, slide show & rural development respectively. These promotional activities not also promoting RCF but also increasing the sale of RCF in Gujarat state

As per our survey different data is in graphical representation are presented below district wise Anand, Vadodara & Bharuch respectively.

Anand Farmers and there Information

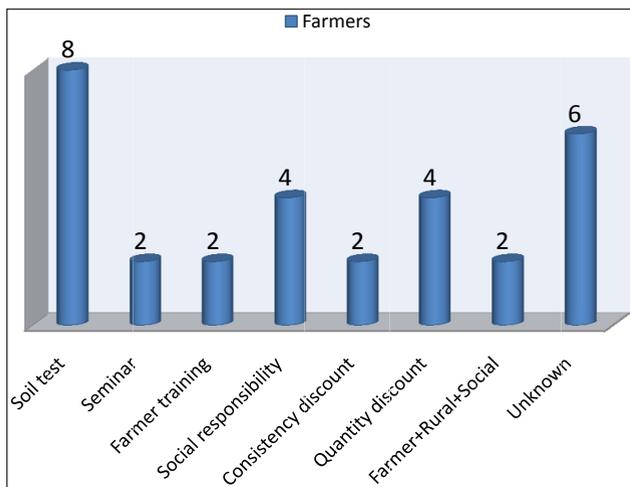


Fig. 4: Promotional activity for Anand district

Reason of Preference of fertilizer: As per the Price 8 farmer purchases the fertilizer, as per Quality 14 farmer purchase the fertilizer, according to availability 7 farmer purchase the fertilizer, according to name of company 2 farmers purchase the fertilizer. So most of the farmer prefers to purchase the fertilizer on the basis of the quality.

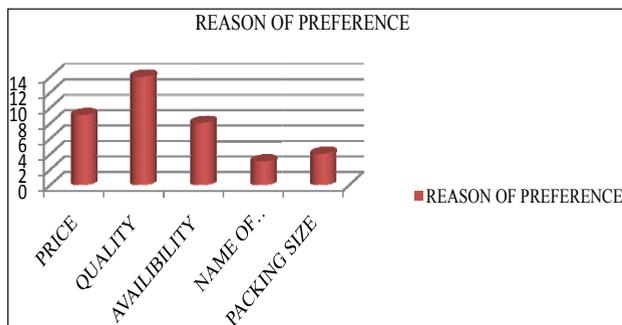


Fig. 5: Reason of Preference of fertilizer

Influence towards the Company: Mostly preference of the farmer toward purchase the fertilizer is according to past experience. Then next to that the

farmer is concerned by govt. Officials & then by the preference of the progressive farmer.

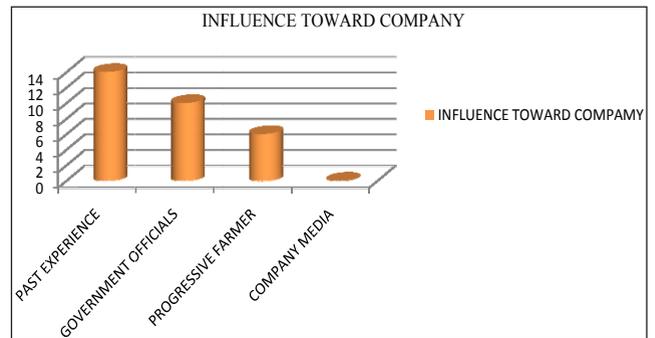


Fig. 6: Influence towards the Company

Crop taken in the field: The crop taken in Anand District of Gujarat State is mostly the tobacco. Next to tobacco the crop taken are Vegetables, Bajara & Rice. Next to this Banana is taken and then Groundnut and Castor is been taken in this District.

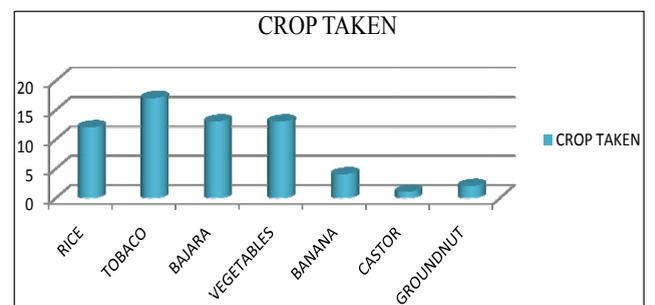


Fig. 7: Crop taken in the field

Fertilizer used: In Anand District most consumption of fertilizer is of IFFCO & GNFC because of good service and result of the fertilizer next to that are KRIBHKO & GSFC and then other fertilizer are used such as Nagarjuna, RCF, and Sardar etc.

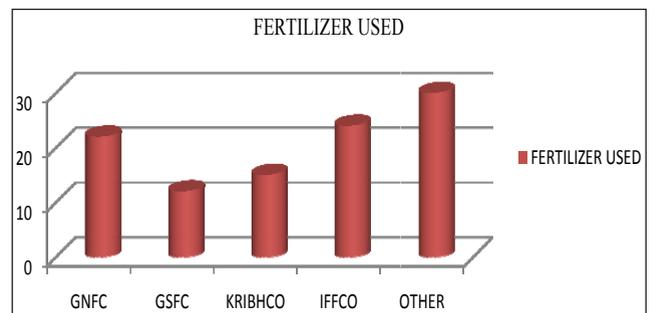


Fig. 8: Fertilizer used

Availability of Fertilizer: Near about 55% of the farmer get the fertilizer easily and remaining 45% of the farmers do not get the fertilizer easily.

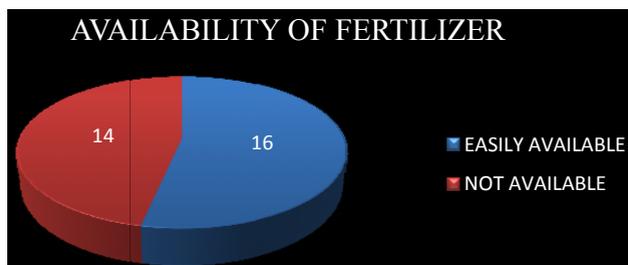


Fig. 9: Availability of Fertilizer

Anand Dealer and Retailer Information

Other commodity- In other commodity mostly the retailer & dealer sell seeds in large amount. Then after seeds the Agri Equipment are soled then after that pesticide cement & steel are soled in equal amount of Anand district of Gujarat state.

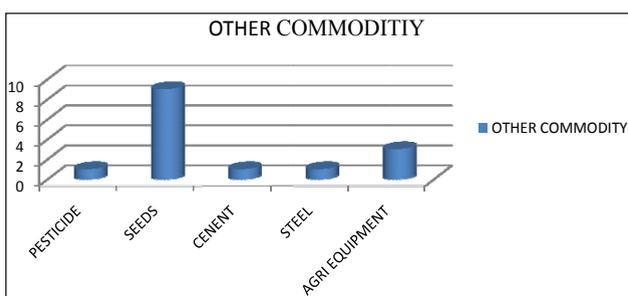


Fig. 10: Other commodity

Way of communication with company: In Anand district most all the dealer and retailer communicate with company with telephone. Next to telephone the retailer and dealer communicate with the company by post. The retailer and dealer do not use any other system to communicate with the company such as e-mail or any other system.

In Anand district mostly all the dealer and retailer handle the material manually. Also some retailer and dealer use computer system for the material handling.

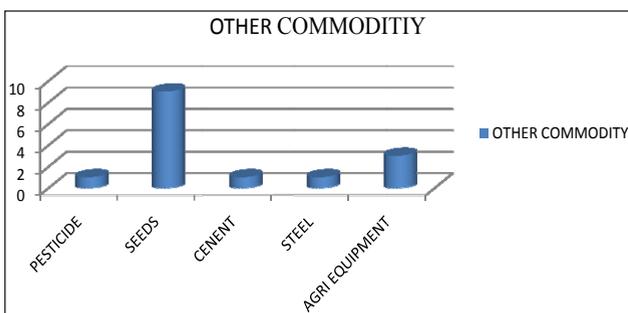


Fig. 11: Way of communication with company

Sales Turnover (Lakhs/Year): In Anand district the sales turnover of dealer and retailer is mostly between 25-50 lakhs. Next to that the sales turnover of retailer ad dealer is between 50-75 lakhs. Less than 25 lakhs are few dealer and retailer, there is no one dealer and retailer’s sales turn over more then 75 lakhs.



Fig. 12: Sales turnover (lakhs/year)

Feedback: In feedback of retailer and dealer of Anand district mostly there is shortage of fertilizer. Delivery of material is also late and promotional activity is very less. After analysing all the graphical representation we conclude that promotional activity is less in Anand region due to only co-operative stores. Where traditional pattern is following only, both farmers and dealer are unaware about the promotional activities of the company. As feedback shows that they have some problem with the company as we mention in the graphical representation.

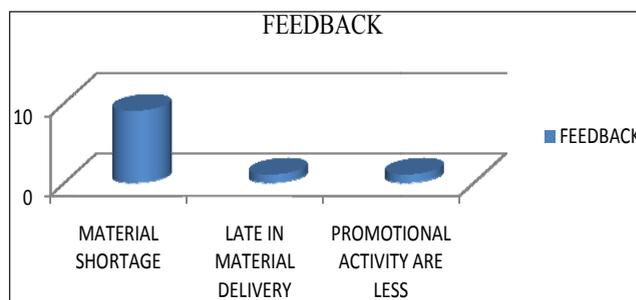


Fig. 13: Feedback

Vadodara Farmers and their Information: In Vadodara district of Gujarat state about 70% of farmer purchase the fertilizer from co-operative society. Then 20% of the farmer procure the fertilizer from company’s own outlet. Only 6% of the farmer purchases the fertilizer from Agro service centre & 4% of the farmer purchases the fertilizer from private dealer.

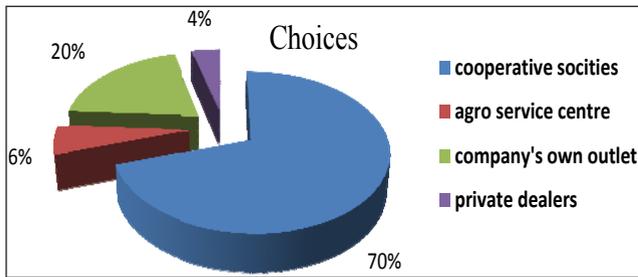


Fig. 14: Choice of point from where farmer buy fertilizers

Fertilizers used by the farmers-In Vadodara district mostly the farmer purchase the fertilizer of IFFCO & GNFC. Also other fertilizers are used in large amount such as RCF, Nagarjuna, GSFC, and KRIBHCO etc.

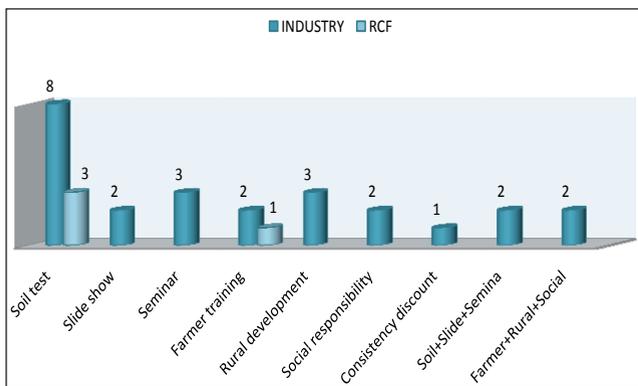


Fig. 15: Promotional activity for farmers in vadodara

Crop Taken: In Vadodara district the large amount of farmer take wheat crop. Next to that cotton & Bajara is taken. Rice and vegetable is taken in equal amount, castor and maize is taken in small quantity.

Reason for preferences of farmers: In Vadodara district the large amount of farmer purchase the fertilizer on the basis of quality. Next to that the farmer purchase the fertilizer on the basis of availability and then some of the farmers purchase the fertilizer on the basis of price. No farmer purchases the fertilizer on the basis of name of company or any other.

Influence towards the Company: In Vadodara district large amount of farmer purchase the fertilizer on the basis of past experience. Next to that the farmer purchase the fertilizer on the basis of guidance of progressive farmer and few farmer purchase the fertilizer by the preference of Government officials. The availability of fertilizer to farmer is about 65% & there is 45% of the farmer who do not get the fertilizer in a time. So, there is

large amount of shortage of fertilizer in Vadodara district.

Others commodity: In Vadodara district the dealer and retailer sell mostly the seeds in large amount. Pesticide is also selling next to the seeds & then Agro equipment cement and steel are soled by the retailer & dealer in Vadodara district.

Way of communication with company: In Vadodara district mostly all the retailer and dealer communicate with the company with telephone. Also some retailer and dealer communicate with the company by the post. And there is no other source used to communicate like e-mail or other source.

Effective measures for material handling: In Vadodara district the retailer and dealer most handle the material manually. Some retailer and dealer also use card system and few of them use the computer system for the material handling.

Feedback: In Vadodara district mainly there is problem of material shortage, also the delivery report of material is also late and there is less promotional activities. After visiting Vadodara district we found that due to availability of GSFC plant there farmer, dealer and retailer are more aware about the benefits provided to them by the company, like GSFC convey them regularly on the need of farmers. GSFC is very much dominant in this district.

Bharuch Farmers and their Information: In Bharuch district the large amount of farmer cultivate wheat, next to wheat there is cultivation of cotton. Sugarcane and banana is equally cultivated and maize, sorghum and pigeon pea is cultivated in fewer amounts.

Promotional Activity in Bharuch District For Farmers: In Bharuch district the fertilizer used by the farmer in large amount is GNFC & IFFCO. Next to this there is selling of GSFC & KRIBHCO in this district. Other fertilizer is also purchase by the farmer such as RCF, Nagarjuna etc.

Influence Towards Company: The farmer purchases the fertilizer on the basis of past experience, next to that the farmers purchase the fertilizer on the guidance of government officials. Some farmers are influence by the suggestion of the progressive farmer.

Reason for preference: Most of the farmer purchases the fertilizer on the basis of Quality. Next to Quality

the availability & price is observe by the farmer, less amount of farmer purchase the fertilizer on the basis of the name of the company.

Bharuch Dealer and Retailer Information: There are large amount of retailer and dealer whose annual income is between 50-75 lakh per year, also some retailer and dealer annual turnover is between 25-50 lakh per year. Below 25 and above 75 lakh turnover is of no one in Bharuch district.

Way of Communication: Most of the retailer and dealer communicate with the company by telephone and then by e-mail. There is no other source of communication is used by retailer or dealer

Other commodity: Other commodity sell by the retailer and dealer in large amount is seeds and then pesticide, Agri. product, Agri. equipment are sold in equal amount only steel and cement are sell in less amount.

Effective measure of material handling: Mostly the handling of the material is manually which is not cost efficient, some of them handle by computer system.

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