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Analysis of Marketing Status and Promotional Measures Followed by Hybrid Castor Seeds Companies in Banaskantha District

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ABSTRACT

Castor is one of the oldest cultivated crop and contributes to 0.15 % of the vegetable oil produced globally. The oil produced from this crop is the only commercial source of a hydroxylated fatty acid. The current study has been undertaken in Banaskantha district which has a large area and production under hybrid castor seed in North Gujarat. With the help of multistage sampling, four talukas were selected purposively viz., Dhanera, Tharad, Deesa, and Palanpur having the highest area under hybrid castor cultivation in the district. Total of 20 dealers and 120 castor growers were selected for the study. The study was mainly based on primary data, which were collected through personal interview methods with the help of a structured schedule. The study revealed that the largest market share was captured by Avani Seeds Ltd. company followed by co-operative societies and Western Agri Seeds Ltd. company. The majority of hybrid castor seed growers purchased hybrid castor seed from dealer's shop at the time of sowing with cash payment. Most of the castor growers purchased the seed according to dealers' and fellow farmer's suggestions. Most of the hybrid castor growers expected more field demonstrations from seed companies. It was recommended that the seed companies should give more emphasis on farmer's meetings, field exhibitions, and expert visits as a promotional activity and the companies should also make sure to provide quality seed of particular brand on time and in plenty quantity at a reasonable price. Seed companies should provide better knowledge and awareness for the farmers about the use of seeds and improved farming techniques.

Keywords : Marketing Status, Hybrid, Castor, Promotion and Seed Companies

INTRODUCTION

India occupies 19% of the world's oil seed area and 10% of world's oil seed production, making it one of the leading oil seed-producing countries across the world. However, the productivity in India is only 1067 Kg/ha as compared to the world level of 1773 Kg/ha. India is one of the significant oil seed growers and importers of edible oils. India's vegetable oil economy is the world's fourth-largest after the USA, China, and Brazil. Globally, India ranks first in the production of Castor, Safflower, Sesame, and Niger, second in Groundnut, Rapeseed, and Mustard, third in Linseed, and fifth in Soybean and Sunflower.

The castor bean (*Ricinus cummunis*) is considered native to Tropical Africa and is grown particularly in arid and semi-arid regions. It is grown in 43 countries of the world including Pakistan and it is cultivated

in more than 30 countries on a commercial scale. The major share of the world's castor production comes from a few countries like India, China, and Brazil. The supply of castor and its derivatives is showinga highly fluctuating trend. Any change in the production trend in any of these countries leads to a change in the level of world production. India is the biggest producer of castor seed (62.40 %) followed distantly by China (19.20 %) and Brazil (12.70 %).

Gujarat is the leading state in castor seeds production in India followed by Rajasthan and Andhra Pradesh. Gujarat contributed 75 % of the total production of castor seed in India in 2019-2020, followed by Rajasthan (15.00 %), Andhra Pradesh (06.00 %) and others (04.00%). In Gujarat, castor cultivation comes from 6 districts of North Gujarat, *viz.*, Mehsana, Banaskantha, Surendranagar, Sabarkantha, Patan, and Kutch. The present study aimed to analyze the marketing status and promotional measures followed by hybrid castor seed companies in Banaskantha district.

MATERIALS AND METHODS

As per the objective of the study, a purposive and multistage random sampling technique was chosen. At the first stage, four talukas, Tharad, Deesa, Dhanera and Palanpur from the Banaskantha district were selected on the basis of the highest area under castor seed cultivation. Then five villages from each selected taluka and six castor seed growers were selected from each selected village. Total of 120 hybrid castor growers and 20 dealers were selected as sample respondents for the study.

The primary data were collected through personal interviews of hybrid castor growers by using a well-structured schedule. Secondary data were collected from published materials and websites. Tabular, frequency, and percentage analysis and Garrett ranking technique were used for data analysis purposes.The market share of different hybrid castor seed companies were measured in terms of demand of various companies' hybrid castor seed at dealers' shop, and major companies preferred by the growers.

RESULTS AND DISCUSSION

1. Market share of different hybrid castor seed companies

1.1 Classification of major crop seeds available in dealers' shop

Multiple crops like pulses, oilseeds, and vegetables were cultivated in this region but all seed crops are available according to

Table 1: Classification of major crop seeds available in dealers' shop (n=20)

Sr.No.	Name of crop	Frequency	Percentage
1	Castor	20	100.00
2	Bajra	18	90.00
3	Cumin	18	90.00
4	Mustard	15	75.00
5	Cotton	12	60.00
6	Jowar	12	60.00
7	Groundnut	13	65.00

sowing season. The details of various seeds available in dealers' shops are presentedin Table 1.

In the dealer's shop highest seed crop availability is hybrid castor 100.00 %, whereas bajra and cumin seed availability are the same (90.00 %), followed by mustard seed (75.00 %), groundnut seed (65.00 %) and lowest availability of cotton and jowar seed was found 60.00 % respectively.

1.2 Different companies' hybrid castor seed available in dealers' shop

Dealers are keeping various companies' hybrid castorseedsin their shopsfor various reasons like farmers' demand for particular brands of seed, price of seed, marketing margin associated with seed,*etc.*Therefore, it is important to know which company's seed dealers are keeping in their shop. The data regarding hybrid castor seed availability in dealers' shops are presented in Table 2.

Table 2 : Distribution of dealer according to different companies' hybrid castor seeds available in shop (n = 20)

Sr. No.	Companies name	Frequency	Percentage
1	Western Agri Seeds Ltd.	18	90.00
2	Dantiwada Seeds Pvt Ltd.	12	60.00
3	Avani Seeds Ltd.	19	95.00
4	Sagar Laxmi AgriSeeds Ltd.	14	70.00
5	Gujarat Agro Seeds Corporation (GASCO)	10	50.00
6	Others	05	25.00

The results of the study revealed that almost all dealers have Avni Seeds Ltd.(95 %)Companyseed followed by Western Agri Seeds Ltd. (90%),Sagar Laxmi Agri Seeds Ltd. (70 %), Dantiwada Seeds Pvt. Ltd. (60 %) and Gujarat Agro Seed Corporation (GASCO seeds) (50 %), other companies seeds (like Ganesh Seeds Ltd., Utsav Seeds Ltd., Vasundhara Seeds Ltd., Banas Seeds Ltd. *etc.*), Moreover these results showed thatAvani Seeds Ltd., Western Agri Seeds Ltd. companies accounted majority of availability in hybrid castor seed. Bansal *et. al,* (2013), they were also reported that most of farmers were glued to one variety of hybrid castor seeds *i.e.,* Western Agri Seeds Ltd.

1.3 Sales of different companies'hybrid castor seeds by dealers

The earlier section of this study presented information regarding the various companies'seeds available to dealers. To corroborate the previous section's findings this section of the study showed the information regarding the ranking of different hybrid castor seed companies with respect to the total sales by dealers. The results revealed that Avani Seeds Ltd. was ranked first in hybrid castorseed sold by the dealers followed byWestern Agri Seeds Ltd., Sagar Laxmi Agri Seeds Ltd., Dantiwada Pvt. Seed Ltd., Gujarat Agro Seed Corporation (GASCO), and othercompanies (like, Ganesh Seeds Ltd., Utsav Seeds Ltd., Vasundhara Seeds Ltd., Banas Seeds Ltd.,*etc.*),hybrid castor seeds in the study area.

Table 3 : Ranking of different seed companies based on the highesthybrid castor seeds sold in selected markets (n = 20)

Sr. No.	Companies name	Rank
1	Avani Seeds Ltd.	1st
2	Western Agri Seeds Ltd.	2nd
3	Sagar Laxmi Agri Seeds Ltd.	3rd
4	Dantiwada Seeds PvtLtd.	4th
5	Gujarat Agro Seeds Corporation (GASCO)	5th
6	Other companies	6th

1. 4 Market share of hybrid castor seeds companies in selected markets

Market share is the percent of total sales in the market generated by a particular company. The market share of a particular company determines its reputation and dominance in the market. This study targeted to examine the hybrid castor seeds market share of different companies in the selected market and results are presented in Table 4.

Table 4 : Distribution of hybrid castor growers according to various hybrid castor seed companies based on purchase (n=120)

Sr. No.	Companies name	Frequency	Marker share (%)
1	Avani Seeds Ltd.	27	22.50
2	Western Agri Seed Ltd.	17	14.17
3	Cooperatives	35	29.16
4	Dantiwada Seeds Pvt Ltd.	15	12.50
5	Sagar Laxmi Agri Seeds Ltd.	11	09.17
6	Gujarat Agro Seeds Corporation	09	07.50
7	Others	06	05.00
	Total:	120	100.00

The results showed that the highest hybrid castor seed purchased volume accounted by Cooperatives (29.46 %) followed by Avani Seeds Ltd. *i.e.,* 22.50%,Western Agri Seeds Ltd. (14.17 %), Dantiwwada Seeds Pvt Ltd. (12.50 %), Sagar Laxmi Agri Seeds Ltd. (09.17 %), Gujarat Agro Seeds Corporation (GASCO, 07.50 %) and rest some of the others companies *i.e.,* 05.00 % (Vasundhara Seeds Ltd., Banas Seeds Ltd., Ganesh Seeds Ltd., Utsav Seeds Ltd. *etc.*). The study revealed that hybrid castor growers were mostly growing Avani Seeds Ltd. company hybrid castor seed, maybe because of the easy availability of seed and higher production.

1.5 Sources of purchase for hybrid castor seed by hybrid castor growers

The purchase decision of farmers to purchase the seed depends on a number of factors like proximity, quality, price, brand preference, and discount given by the seller. Hybrid castor growers' decision to purchase the improved seed is presented in Table 5. The result of the study displayed that about 2/3rd hybrid castor growers *i.e.,* 64.17 % have purchased hybrid castor seed from dealers shop and 29.16% of hybrid

castor growers purchased hybrid castor seed from cooperatives society, only a few of them *i.e.,* 05.00% of hybrid castor growers purchased hybrid castor seed from fellow farmers and relatives and very few *i.e.,*01.67 % purchased directly from the wholesaler. Most of the hybrid castor growers purchased the hybrid castor seed from dealers' shop may be because of the easy availability of hybrid castor seed in the proximity and credit facility given by dealers.

Table 5 : Distribution of hybrid castor growers according to source from hybrid castor seeds purchased (n = 120)

Sr. No.	Sources	Frequency	Percentage
1	Dealers shop	77	64.17
2	Cooperatives	35	29.16
3	Wholesaler	02	01.67
4	Others - farmers and relatives	06	05.00
	Total:	120	100.00

4.2.6 Source of purchase of hybrid castor seed for dealers

The dealers are purchasing seeds from various agencies and purchase also depends on a number of factors. This study analyzed various sources of hybrid castor seedfor dealers and the results are presented in Table 6. The result indicated that most of the dealers purchased (95.00 %)hybrid castor seed from wholesalers. Only a few of them *i.e.,* 05.00 per centof dealers made their purchase from the company.

Table 6 : Distribution of dealer's according to source from purchase (n = 20)

Sr. No.	Sources	Frequency	Percentage
1	Company	01	05.00
2	Wholesaler	19	95.00
	Total:	20	100.00

2. Major promotional measures followed by hybrid castor seed companies

2.1 Major factors considered by the hybrid castor growers in purchasing hybrid castor seeds

Farmers generally consider numerous factors while purchasing the seed. To account the factors hybrid castor growers undertaken to purchase the hybrid castor seeds various responses were collected from them and results are presented in Table 7. The results showed that 39.17 % of hybrid castor growers purchased hybrid castorseeds as per the dealer's suggestion followed by 18.33 % of farmers purchased hybrid castor seeds according to the advice of fellow farmers. Similarly, 13.33 % of hybrid castor growers purchased hybrid castor seeds based on media, whereas 12.50 % consulted the progressive farmer. Only 09.17 % of hybrid castor growers purchased the hybrid castor seeds based on their own experience and few of them*i.e.,*04.17 % followed other people who were working in agricultural department or

seed companies and rest *i.e.,* 03.33 % of them consulted marketing officer for taking decision regarding the purchase the hybrid castor seeds.

Table 7 : Factors consider by hybrid castor growers in purchasing of hybrid castor seed

(n = 120)

Sr. No.	Particulars	Frequency	Percentage
1	Dealer	47	39.17
2	Marketing officer	04	03.33
3	Fellow farmers	22	18.33
4	Progressive farmers	15	12.50
5	Media	16	13.33
6	Own experience	11	09.17
7	Others	05	04.17
	Total:	120	100.00

2.2 Promotional activities carried out by the companies

The results regarding promotional activities are presented in Table 8. The study showed that 70.83 % of hybrid castor growers responded that the company organized field demonstrations and 47.05 %of companies adopted radio and television for promotional purposes followed by (41.67 %) utilized social media platforms, and 36.67 % responded that the company organized farmer meetings. Whereas, hybrid castor growers sharedthat only 35.83 % and 21.60 % of companies leveraged the advertisement and exhibition for promotional activities, respectively, and very few farmers responded *i.e.,* 09.17 % regarding organizing other activities like free visits and industrial tours for farmers. The results of the study are in line with the findings of Sharma *et al*. (2009).

Table 8 : Promotional activities carried out by the companies as per hybrid castor growers

(n = 120)

Sr. No.	Particulars	Frequency	Percentage
1	Farmer meeting	44	36.67
2	Radio and Television	57	47.50
3	Field demonstration	85	70.83
4	Fair and exhibition	26	21.67
5	Wall painting, banner, poster	20	16.67
6	Social media	50	41.67
7	News Paper /Advertisement	43	35.83
8	Others	11	09.17

2.3 Dealer's suggestions for hybrid castor seeds to hybrid castor growers

Dealers are the most influential source of information regarding any agri-input marketing-related information. There sults revealed that 50.00 %of dealers suggested Avani Seeds Ltd. company hybrid castor seed to the hybrid castor growers followed by Western AgriSeeds Ltd., Sagar Agri Laxmi Seeds Ltd. and Dantiwada Seeds Pvt Ltd. company hybrid castor seed.

Table 9 : Dealers' suggestions for hybrid castor seed to hybrid castor growers

(n = 20)

Sr. No.	Name of Company	Frequency	Percentage
1	Western Agri Seed Ltd.	06	30.00
2	Dantiwada Seeds Pvt. Ltd.	02	10.00
3	Avani Seeds Ltd.	10	50.00
4	Sagar Laxmi Agri Seeds Ltd.	04	20.00
5	Others	01	05.00

2.4 Expectations of hybrid castor seed dealers from different seed companies

The expectations of hybrid castor dealers from different seed companies are presented in below Table 10. From the results it is reported that high yielding variety is the foremost expectation from the dealers and this finding is in accordance with the finding of Bansal *et. al,* (2013), they were also reported that most of (50 %) farmers preferred high-yieldingvariety seeds.

Table 10 : Expectations of dealers from different seed companies (n = 20)

Sr. No.	Expectations	Garrett's Score	Rank
1	High-yielding variety of seeds	54.80	I
2	Farmer satisfaction	54.60	II
3	Increasing margin	49.05	III
4	Bonus	46.75	IV
5	Easily and timely availability of seeds	45.60	V

Other expectations of dealers were observed as farmer satisfaction, increasing margin, bonus like tour and gifts from company and the last fifth expectation was easy and timely availability of hybrid castor seeds within the time.Kumar *et. al,* (2014) also reported that 72 per cent dealers suggested to release new varieties, and 42 per cent suggested to increase margin for dealers/distributors for improvement of market share of the company.

CONCLUSION

Based on the finding of the present study, it can be concluded that the majority of castor dealers have Avani Seeds Ltd. Company (95.00 %) hybrid castor seed followed by Western Agri Seeds Ltd. company (90.00) and the castor seed growers mostly grown Avani Seeds Ltd. Company's hybrid castor seed, may be because of ease in availability of seed and higher production. The highest hybrid castor seed purchased volume accounted by Cooperatives societies (29.46 %) followed by Avani Seeds Ltd. *i.e.,* 22.50 %, Western Agri Seeds Ltd. (14.17 %). Hybrid castor seed dealers' key expectations from the seed companies were reported as; high yielding variety, farmer satisfaction and increasing margin. The seed companies should give more emphasis on farmer's meeting, field demonstration and expert visit as a promotional activity. The seed companies should provide the quality seed at reasonable price with on time availability. Seed companies should also focus to

provide some promotional schemes against the case payment sales to reduce the problem of credit sales.

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