



Preseason Promotional and Extension Activities being Conducted by Research Seed Selling Seed Companies for the Hybrid Maize Crop

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

One of the most popular commercial seeds, maize generated Rs. 14.91 billion in income in 2016. The rise in ethanol production and increased usage of maize as animal feed are responsible for the increase in the crop. Currently, only around 25% of maize is used as food grain, with the remaining 75% being used for non-food purposes such as biofuels, animal feed, poultry feed, alcohol brewing, starch-based wet milling, and other industrial uses. However, the enhanced investment in maize by global seed companies would flow into India through technology transfer and Public-Private Partnerships in the next fifty years. The Exploratory research design was used for the present study. The study was conducted in Solapur district. Five tehsil were selected to conduct market

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research in Solapur district. In each tehsil 10 farmers and 5 Dealers were selected. The sample size was 5 leading markets of the district, 5 dealers per big markets and 10 farmers per big market i.e 50 farmers and 25 dealers. The research instrument used in this project was well defined structured questionnaire for Dealer and Farmer. The main objective of this study was to learn the pre-season promotional and extension activities being conducted by research seed selling seed companies for the hybrid maize crop. It is revealed from that, the promotional and extension activities taken by the hybrid maize seed companies for the hybrid maize seed for encouragement of farmers as well as dealers for purchase that seed. At that time 23 farmers responded to the demonstration plot, 10 farmers responded to the advertising, 13 farmers' response were to the campaigning and remaining 4 farmers response were to other activities taken by the companies. To make data analysis simple, simple statistical techniques like shares (percent), pie charts, and graphs were chosen once the data was systematically classified in accordance with the objectives.

Keywords: Pre-seasonal promotional extension activities; maize crop; seed marketing; hybrid seed.

1. INTRODUCTION

Over time, India's seed market has undergone changes. Indian agriculture previously employed seeds leftover from the previous crop. Nowadays, farmers' fields are dominated by high-tech seeds created by seed firms. The changing dynamics of agriculture both in India and around the world are at the basis of the phenomena [1]. Agriculture's production has decreased as a result of the threat of population growth, resource depletion, and climate change. Yield stagnation and yield loss are still very much a problem. India has its own share of issues, such as lesser technological penetration, declining land holdings, marginal farmers, a lack of mechanization, and a labor shortage, to name a few" [2].

"In 2018, the Indian seeds market reached a value of US\$ 4.1 Billion, registering a CAGR of 15.7 per cent during 2011-2018. It is further expected to grow at a CAGR of 13.6 per cent during 2019-2024, reaching a value of US\$ 9.1 Billion by 2024" [3,4]. Coupled with increasing domestic demand and demand for quality seeds in various foreign countries, mainly the South East Asian countries, seed industry in India is witnessing new paradigms of growth and development. The use of hybrid seeds has silently but consistently witnessed growth along with several other driving factors like increasing middle class and increasing disposable income, growth in the food processing sector, increasing seed replacement ratio and other allied factors [5]. Rising awareness among the farmers related to the benefits of using certified/ quality seeds has led to an increase in the demand for seeds over the past few years. This has resulted in an increasing willingness among the farmers to pay higher price for quality seeds" [6,7].

"Maize is one of the largest consumed commercial seed, accounting for Rs.14.91 billion of revenue in 2016. The growth in maize is attributed to its increased use as livestock feed and in ethanol production. Presently, approximately 25 per cent of maize is used as food grain, while remaining 75 per cent is used to meet nonfood demand, viz. bio-fuels, poultry feed, animal feed, 10 brewing alcohol, starch based wet milling industries and other industrial uses [8,9,10]. However, the enhanced investment in maize by global seed companies would flow into India through technology transfer and Public-Private Partnerships in the next fifty years" [11].

Keeping above fact in view, the present study was designed to analyze the pre-season promotional and extension activities being conducted by research seed selling seed companies for the hybrid maize crop with the following specific objective.[12,13,14,15].

1. To know the pre-season promotional and extension activities being conducted by research seed selling seed companies for the hybrid maize crop.

2. METHODOLOGY

The study was conducted in Solapur district. Five tehsil were selected to conduct market research in Solapur district. In each tehsil 10 farmers and 5 Dealers were selected. The sample size was 5 leading markets of the district, 5 dealers per big markets and 10 farmers per big market i.e 50 farmers and 25 dealers. The research instrument used in this project was well defined structured questionnaire for Dealer and Farmer. The Exploratory research design was used for the present study. The collected data is classified in a systematic way according to need of objectives

Table 1. Promotional and extension activities conducted by maize seed company

Sr. No.	Promotional activities	No. of respondents	Percentage
1.	Demonstration plot	23	46
2.	Advertising	10	20
3.	Campaigning	13	26
4.	Other activities	4	8
6.	Total	50	100

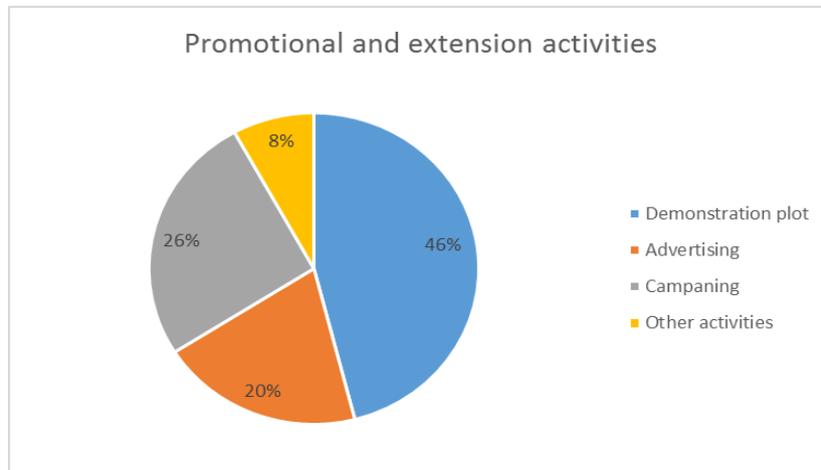


Fig. 1. Promotional and extension activities conducted by maize seed company

and then simple statistical techniques were adopted like Shares (percent), pie chart: graph etc. for easy analysis of data.

3. RESULTS AND DISCUSSION

The findings of the present study as well as relevant the discussion has been summarized under the following heads:

1. Promotional and Extension activities conducted by hybrid maize seed companies

From the table and pie chart, observed that, the promotional and extension activities taken by the hybrid maize seed companies for the hybrid maize seed for encouragement of farmers as well as dealers for purchase that seed. At that time response of the farmers was calculated which is shown in the table and pie chart. From the table 46.00 per cent farmers were gave response to the demonstration plot, 20 per cent farmers gave response to the advertising, 26 per cent farmers response comes for the campaigning and remaining 8 per cent farmers gives response to other activities taken by the companies. The hybrid maize seed companies conducted mostly the demonstration

plot and field campaigning as promotion and extension activities for increasing their seed sales.

4. CONCLUSION

As it was revealed from the study that the demonstration plots and field campaigning conducted as the promotional and extension activities to increases the seed sale.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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