Original Research Article

AN ECONOMIC ANALYSIS ON MARKETING AND BRAND AWARENESS OF RIFIT PLUS (HERBICIDE) IN GHAZIPUR DISTRICT OF UTTAR PRADESH

Abstract:
The present study entitled "An Economic Analysis on Marketing and Brand Awareness of Rifit Plus (Herbicide) in Ghazipur District of Uttar Pradesh ". It was founded that there are two marketing channels involved in marketing of Rifit Plus (Herbicide) in Ghazipur district of Uttarpradesh , (Channel 1- Producer- Wholesaler- Consumer) and (Channel 2- Producer- Wholesaler- Retailer – Consumer). The majorly preferred marketing channel by respondents in the study area is Channel 2. In channel 1, total marketing cost is Rs. 48, total marketing margin in channel 1 is Rs 120 marketing efficiency of channel 1 is 2.55% . In channel 2, total marketing cost is Rs.65,total marketing margin is Rs. 125, marketing efficiency of channel 2 is 2.37% .

Keyword: Marketing Channels, Marketing Efficiency, Marketing Cost, Marketing margin

INTRODUCTION

A herbicide is a substances used to kill unwanted plants. Selective herbicides kill certain targets while leaving the desired crop relatively unharmed. Some of these act by interfering with the growth of the weed and are often based on plant hormones. Herbicides used to clear waste ground are nonselective and kill all plant material with which they come into contact. Some plants produce natural herbicides, such as the genus Juglans (walnuts). Herbicides are widely used in agriculture and in landscape turf management. They are applied in total vegetation control (TVC) programs for maintenance of highways and railroads. Smaller quantities are used in forestry, pasture systems, and management of areas set aside as wildlife habitat. Herbicides have been alleged to cause a variety of health effects ranging from skin rashes death. The pathway of attack can arise from improper application resulting in direct contact with field workers, inhalation of aerial sprays, food consumption and from contact

with residual soil contamination. Herbicides can also be transported via surface runoff to contaminate distant surface waters and hence another pathway of ingestion through extraction of those surface waters for drinking. Some herbicides decompose rapidly in soils and other types have more persistent characteristics with longer environmental half-lives. Herbicide residues have been found on food for human consumption, mostly from post-harvest treatments. Some herbicides are dangerous to human health, such as vinclozolin, which has now been removed from use. Herbicides, also commonly known as weedkillers, are substances used to control unwanted plants. Selective herbicides control specific weed species, while leaving the desired crop relatively unharmed, while non-selective herbicides (sometimes called total weedkillers in commercial products) can be used to clear waste ground, industrial and construction sites, railways and railway embankments as they kill all plant material with which they come into contact. Apart from selective/non-selective, other important distinctions include persistence (also known as residual action: how long the product stays in place and remains active), means of uptake (whether it is absorbed by above-ground foliage only, through the roots, or by other means), and mechanism of action (how it works). Historically, products such as common salt and other metal salts were used as herbicides, however these have gradually fallen out of favour and in some countries a number of these are banned due to their persistence in soil, and toxicity and groundwater contamination concerns. Herbicides have also been used in warfare and conflict. Rifit Plus is a pre- and early post-emergence herbicide that offers effective control of annual grasses, some sedges and broadleaf weeds in transplanted and dry-sown flooded rice. It is pre emergence herbicide for paddy, apply after 3DAT. Fast DSA formula, green label, control monocotyledon and dicotyledon weeds. Establish in 2016 after the greater success of rifit, but company wants to establish advance product in market and then Rifit Plus comes in market with new DSA formulation.

RESEARCH METHODOLOGY:

- **Selection of the District:**

There are 75 District and 18 division in Uttar Pradesh state. Out of these Ghazipur district of Uttar Pradesh was selected for the present study on the basis of maximum area under Paddy cultivation,

- **Selection of Block:**

There are 16 block in the district. Out of these Mohammadabad was selected purposively for the study.

- **Selection of Villages:**

A complete list of all villages of Mohammadabad block was obtained from the block developmentoffice. Thereafter these villages was arranged in ascending order on the basis of area of padddy Cultivation . Thus, out of total villages 5% villages was selected randomly for the present study.

- **Selection of Farmers:**

From the selected village, list of all the paddy cultivators was obtained from the block development office in each selected village. Ascending order on the basis of size of their land holding for the selection of cultivators from families was listed and 10% farmers from each village were randomly selected and then the selected farmers were classified into five sizes of groups.

Table 1: Selection of Respondents:

District	Block	Villages	Respondents					Total
			Marginal	Small	Semi-medium	Medium	Large	
Ghazipur	Mohammadabad	A.M. Gandhpa	7	6	3	3	1	20
		Aalapur	4	7	6	5	3	25
		Abadan Urf Baran	1	3	4	10	3	21
		Abbas Nagar	1	11	4	5	2	23

- **Analytical Tools**

Mean

$$m = \frac{\text{sum of the terms}}{\text{number of terms}}$$

Marketing Efficiency

(Net price received by producer's – Consumer price)

Total marketing cost

Marketing Cost:

Marketing Cost (MC) = $\frac{\Delta TC}{\Delta Q}$

Marketing Margin

Marketing Margin= Producer price – Raw Material

RESULTS AND DISCUSSION

Table 2: Brand Awareness of Rifit Plus:

Sr. no.	**Attributes**	**Number**	**Percentage**
1.	Have not heard about it	30	25%
2.	Have heard about it but never used	41	34%
3.	Seen result in other farmer field	25	21%
4.	Used it	24	20%
	Total	120	100%

Table 2: Reveals that By interviewing and observation it was seen that out of 120 farmers 34% farmer have heard about it but never used, 25% have not heard about it, 21% seen result in other farmer field, 20% used it.

Table 3: Reveals the marketing cost, marketing margin and marketing efficiency of the product in channel-I.

Channel I - Producer- Wholesaler- Consumer

S. No	Particulars	Value in Rupees
		Rs
1.	Producer sale price to wholesaler	380
2.	Cost incurred by the producer	
i	Packing cost	8.00
ii	Packing material cost	8.00
iii	Transportation cost	5.00
iv	Market cost	5.00

v	Labour cost	05.00
vi	Loading and Unloading cost	05.00
vii	Miscellaneous charges	12.00
	Total cost (i-vii)	**48.00**
3.	**Margin of Producer**	**70.00**
	Margin of Wholesaler	**50.00**
4.	Net price received by producer	332
5.	Wholesaler sale price to Consumer	430
6	**Marketing cost**	48
7.	**Marketing Efficiency**	**2.55%**
8	**Market margin**	**120**

Table 3: Reveals that the marketing price of the Rifit Plus channel -I , supplied by the producer was Rs.380 and the net price received by producer Rs.332. Meanwhile, the cost incurred by the producer in marketing is Rs. 48, and Rs.70 as profit per bottle of Rifit Plus . Simultaneously, the wholesaler purchased the Rifit Plus from the producer as Rs.380/ bottle, with Rs.50as profit, by which the final selling price of the Rifit Plus was Rs. 430/bottle. Finally, the selling price of the Rifit Plus to the consumers was Rs.430/bottle. Eventually, the total marketing margin in channel 1 isRs.120 the marketing cost was Rs.48, the marketing efficiency was 2.55%.

Table 4: Reveals the marketing cost, marketing margin and marketing efficiency of the product in channel-II.

Channel II- Producer –Wholesaler – Retailer – Consumer

Sr. No	**Particular**	**Value in Rupees /Bottle**	
1.a	Producer sale price to wholesaler	380	
b	Marketing cost incurred by producer	48	
c	Margin of producer	70	

d	Net price received by producer	332	
2.	Sales price of Wholesaler to Retailer	427	
a.	Cost incurred by the Wholesaler		
I	Loading & Unloading charges	2	
Ii	Carriage up to shop	3	
Iii	Weighting charges	3	
Iv	Town charges	4	
V	Transportation	3	
Vi	Losses & Miscellaneous charges	2	
b	**Total Cost (i-vi)**	**17.00**	
	Margin of wholesaler	30	
3	Margin of Village Merchant/Retailer	25.00	
4.	Consumers paid price	452	
5.	**Total marketing cost**	**65.00**	
6.	**Total marketing margins**	**125**	
7.	**Marketing Efficiency**	2.37%	

Table 4: Reveals that the marketing price of Rifit Plus supplied by the wholesaler was 427 , the cost of marketing incurred by the wholesaler is Rs. 17 and the profit margin of wholesaler Rs. 30.00 . finally the selling price of Rifit Plus from retailer to consumer is Rs. 452.00 and the profit margin of retailer is Rs 25 and thus the final price for consumer is Rs. 452. Eventually, the marketing cost was Rs.65 ,total marketing margin in channel 2 is Rs. 125 the marketing efficiency was 2.37%.

CONCLUSION:

In current scenario and future Herbicides have bright future because every year the consumption of herbicides is increasing day by day. Farmers depend on the Herbicides that show the increasing demand of the Herbicides. Farmers not waste time on the field they want easy solutions for any problem of field therefore they use herbicides efficiently. Due to the use of Herbicides and PGR farmers yield more crops so they not stop to use the Herbicides & PGR. Herbicides less time taken, quick action on the target weed. Maximum farmers use the excess quantity of the Herbicides but some farmers say that excess use of Herbicides is harmful for the field and they use Herbicides only when it was very easy essential for the

crop. According to farmers without Herbicides in this time crop growing in effective manner is not possible because in every stage of the plant`s different type of soil, leaf and stem are attacked, so Herbicides are important for farming purpose. Every farmer wants high yield from a low investment, for the high yield-they uses PGR`S. PGR provides the all-micro nutrients to the plant and also regulates the growth of the respective plant.

Ghazipur is one of the important districts in Paddy production. And the paddy growers use the agrochemicals of different companies like Syngenta, Dow, Bayer, Sumitomo, Dhanuka, UPL etc.

Overall, Syngenta performance is good but it needs to carry out more effective promotional activities in Mohammadabad district. Syngenta is having a good opportunity to capture more market in district by increasing its promotional activity and focusing on new products. Syngenta enjoys good brand image and has got reputation for services in the region. It needs to capitalize on these strengths by effective promotion for increased market share and sales.

REFERENCE

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