

Original Research Article

**STUDY ON BRAND PROMOTION OF PRE-EMERGENCE HERBICIDE IN
KURUKSHETRA DISTRICT OF STATE HARYANA**

Abstract:

The Present study was conducted in the year 2022 with a sample of 100 Rice farmers in Block of Pipli district of Kurukshetra. The study reveals that the market share of Syngenta India Ltd. was found to be on the top rank in the district. The market share and key existing competitors of Rifit Plus herbicide was found to be Top Star, Sokusai Plus, Pretigan, Milfast, Butaveer. A total quantity sale (Litre) in the district of all the herbicides was 26,500 litres. The lowest market share was found to be of Butaveer ranking on 6th position among all other competitors.

Keywords: Market Share, Key-existing Competitors, Brand Awareness, Customer Perception

Introduction:

Agriculture is the backbone of Indian Economy. Ensuring food security for more than 1.23 billion Indian population with diminishing cultivable land resource is a herculean task. Paddy (*Oryza sativa*) is the major staple food for a large population of world's population especially in South and East Asia, 65% of the Indian population's major staple food is Paddy. Major share of paddy is cultivated during Kharif season. India has the largest area followed by China and Indonesia. In respect of production, India ranks second with 131 million tons of paddy next to China. Major paddy growing states in India are Andhra Pradesh, Bihar, Uttar Pradesh, Madhya Pradesh, Punjab, Haryana and West Bengal. West Bengal has the highest paddy production followed by Uttar Pradesh and Punjab. (Agriculture statistics at a glance 2018). Paddy is grown in different environment, depending upon water availability. Generally, paddy does not thrive in a waterlogged area. Yet it can survive and grow herein and it can also survive flooding. Paddy cultivation is well suited to countries and regions with low labour costs and high rainfall. However, paddy can be grown practically anywhere, even on a steep hill or mountain area with the use of water controlling terrace system.

The problems of weeds and methods of controlling them have been with farmer since the early days of agriculture. The relatively labour-intensive and less effective methods of the pre-agricultural revolution era were replaced by the concept of crop-rotation and prophylactic measures. The improvement in the implements of mechanization and the introduction of tractor further increased farmer's ability to reduce crop-weed competition. Herbicides, also commonly known as weed killers, are pesticides used to kill unwanted plants. Selective herbicide kills specific targets, while leaving the desired crop relatively unharmed. Herbicides demand in India is rising sharply and could be double in next three years, as an acute labour shortage makes them a cheaper option and paddy farmers to grow crop with extra care. Herbicides, in the broad action spectrum, are and will be essential tools in

weed management, even for those with a great number of resistant weeds. Herbicide sales in India was about ₹45 billion (fortyfive billion rupees) in 2021. Herbicide sales help many companies increase their profit. A company increases sales of product by Brand Promotion. Brand Promotion is a common marketing strategy intended to increase product awareness, customer loyalty, competitiveness, sales and overall company value. A primary objective with this strategy is to increase brand awareness, which is a measure of whether people know about a company's product, services and philosophies.

Material and Method:

- **Selection of the District:**

There are 22 District Haryana state. Out of this Kurukshetra district of Haryana was selected for the present study as Kurukshetra district is known as the 'Paddy Bowl of India'.

- **Selection of Block:**

There are 7 blocks in the district. Out of these Pipli was selected purposively for the study.

- **Selection of Village:**

A complete list of all villages of Pipli block was obtained from the block development office. Thus, out of total villages 10% of villages were selected randomly for the present study.

- **Selection of Respondents:**

From the selected village list of all the Paddy farmers obtained from the village development office in each selected village. 100 farmers were considered as respondents for the present study. The selections were done by using simple random sampling method for the purpose of the study.

- **Analytical Tools**

1. **Garrett Ranking:**

Garrett's Ranking Technique is applied to study the preference, change of orders of constraints and advantages into numerical scores.

(Garrett and Woodworth, 1969):

Percentage position = $[100 (R_{ij} - 0.5)] / N_j$

Where,

R_{ij} = rank given for i^{th} problem by j^{th} individual

N_j = number of problems ranked by the j^{th} individual

2. Percentage Formula:

The percentage formula is used to find the share of a whole in terms of 100. Using this formula, you can represent a number as a fraction of 100.

$$\text{Percentage} = \left(\frac{\text{Value}}{\text{Total Value}} \right) \times 100$$

$$\% \text{increase} = \left[\frac{(\text{New number} - \text{Original number})}{\text{Original number}} \right] \times 100$$

3. Market Share Formula:

$$\text{Market Share (\%)} = \frac{\text{Company Sales}}{\text{Total Market Sales}}$$

RESULT AND DISCUSSION

The result is a presentation of the findings of the given study, purely based on the objective:

- To assess market share of Rifit plus and other competitors in pre-emergence herbicide.

Table 1: Main Competitors and Market Share of Paddy Herbicides in Kurukshetra District

Sr. No.	Trade Name	Manufacturer	Quantity Sales (Litre)	Market Share (%)	Rank
01	Rifit Plus	Syngenta	15,000	56.5%	1
02	Top Star	Bayer	2,250	8.5%	4
03	Sokusai plus	IFFCO-Mc	3,300	12.5%	2
04	Pretigan	Adama	1,930	7%	5
05	Milfast	IIL	2,300	9%	3
06	Butaveer	Chambal Fertilizer	1,720	6.5%	6
	Total		26,500	100	

The Syngenta company is in competition with both national and multinational companies like Bayer, UPL, IFFCO-Mc, Adama, IIL, Chambal Fertilizer, Pesticide India, etc are some of the major competitors. These companies with early entry in business of Herbicide have large customers base

and were able to capture more market share. **Table 1** reveals that the highest market share i.e., 56.5% was found in Rifit Plus of Syngenta India. The IFFCO-Mc was the biggest competitor with the product Sokusai Plus contributing with 12.5% of market share and with 2nd rank followed by IIL company with product Milfast having market share of 9% ranking 3rd. The other competitor like Bayer (Top Star) with 8.5% share ranking 4th, Adama (Pretigan) with 7% of market share and ranking 5th, Chambal Fertilizer (Butaveer) with 6.5% ranking 6th.

CONCLUSION:

Agriculture is the backbone of Indian Economy. After China and Indonesia, India has the largest area. In terms of production, India ranks second with 131 million tons of paddy next to China. Andhra Pradesh, Bihar, Uttar Pradesh, Madhya Pradesh, Punjab, Haryana and West Bengal are the major paddy growing states in India. Herbicides, commonly known as weed killers, are and will be essential tools in weed management, even for those with a great number of resistant weeds. Herbicide sales help many companies increase their profit.

The market share of Herbicides in Kurukshetra district of Syngenta India Ltd. Company is about 15,000 litres. There are many competitors for the herbicide (Rifit Plus) in Pipli block of Kurukshetra district and the Syngenta (Rifit Plus) is the major player ranking on number 1 position followed by IFFCO-Mc (Sokusai Plus) 2nd ranking. IIL (Milfast rank on 3rd and other competitors like Bayer (Top Star) ranking 4th, Adama (Pretigan) and Chambal (Butaveer) on 5th and 6th position respectively.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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