



“MARKETING AND EXTENSION OF BREVANT27P36 , DPS-VIRAT AND STARTER OF DEHAAT IN RANCHI DISTRICT OF JHARKHAND”

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ABSTRACT

The low crop yields, increasing costs of cultivation, and the low price realisation have been important concerns in smallholder agriculture like that of India. Here the dehaat company provide them hybrid seeds at low cost and starter which is a organic fertilisers which not only improve the soil texture but also improve the productivity and productions of paddy, wheat, vegetable, etc. The marketing of Dps-virat and starter has not only help them in increasing the production but also help them in increasing their income. This paper examines the effectiveness of marketing strategies and extension of the Dehaat product (Dps-

virat, Brevant-27p36 and starter) in centre.nchi district of Jharkhand. The functioning of the Dehaat centres (outlets) and the farmers uptake of it shows that the new channels can lead to more informed farmer level input use and realisation of higher prices in the smallholder context. A lot of effort and marketing strategies need to be done to aware about the insurance provide by the dehaat to the farmers, by buying dehaat product from the dehaat centre. My studies examine the marketing strategies of dehaat and the working of DC in taking step to inform the product of dehaat to the farmers.

INTRODUCTION

Green Agrevolution Private Limited (DeHaat) is a technology driven platform that offers end to end agriculture solutions or services to the farmers following physical model connecting the farmers to the suppliers and buyers on a single platform. The company has its roots from Vaishali district of Bihar . Mr.Shashank Kumar is the founder and CEO of Green Agrevolution Private Limited . This startup is working from 2012 for the all-round Welfare of the farmers of the country. Currently it is operating in various states of India like Uttar Pradesh, West Bengal, Maharashtra, Rajasthan, Jharkhand etc. DeHaat is a company that is providing the farmers with the facilities starting from the agri-inputs to the final marketing of the agri-outputs of the farmers. DeHaat works by operating DeHaat centers across the blocks of the district of States. They have their centers located one in number across a radius of 4 km. There is a nodal manager in each district under which a Business Development Manager is working . Under the area business manager and Business Development Manager there are a group of sales Officers who are working at the ground level for the achieving the targets and meeting the company needs for the betterment of the farmers and the organization.

DeHaat™ is one of the fastest-growing start-ups in the Agri Tech sector and one of the very few companies providing end-to-end solutions and services to the farming community in India. They are building AI-enabled technologies to revolutionize supply chain and production efficiency in the farm sector. Currently, it is operating in Bihar, UP, Odisha, and WB - with 1 million+ farmers in his service network and his goal is to bring our services to 5 million farmers by 2024.

•Farmer: Dehaat team build farmer facing solutions like Android App which will enable farmers to get personalised advisory, purchase raw material, sell produce, access to formal system of credit and insurance, as well as learn best practices. •Franchise: This team build solutions catering to our network of microentrepreneurs to enable them to do better sales and purchase transactions, inventory management, generate leads, sales and purchase forecasting, compliance filings, as well as access to financial products like credit. •Marketplace: This team targets the institutional players who buys farm outputs to allow them to get a clear picture of availability of products, yield forecasts, traceability of produce, as well order placement and fulfilment. •Farmbook: Dehaat's effort to bring the farmer community on a platform where they can not only learn the best practices from experts but also enable them to share their own innovations. Farmers can be introduced to various government schemes, etc.

Objectives of the study

- 1.To aware farmers about features of Dps-virat and brevant 27p36.
- 2.To aware people about Starter™ for hybrid paddy & other crops.
- 3.To identify the problems related to paddy seed purchase by the farmers.

LITERATURE REVIEW

Aditi Khan & Arunava Sengupta:

The study of " An Economic Analysis on Integrated Farming System Model of Burakocha village in Angara block of Ranchi District, Jharkhand" was conducted in January 2018 to June 2018.Through the survey, it was known that more than half of the villagers were literate but education standard was very poor. Farmers of this village practiced organic agriculture besides they were also involved in lac cultivation. They also reared livestock. In this village, most of the 72% farmers were of small and marginal categories with land holding below 2.5 acres. Villagers were interested in new governmental schemes and were interested to accept new farm production technologies. Divyayan Krishi Vigyan Kendra (DKVK) intervened in the year 2017 and transformed it to organic village with a well-planned implementation strategy. Their farming income was low because of improper water and pest management, lack of marketing facilities and use of low quality seed. It was necessary to overcome these hurdles and also to make the farmers adopt the best and most profitable farming system model for a strategy on sustainable livelihood through increased farm income.

Sudeep Kumar, Ankita Choudhury:

Enhancement of livelihood activities through non-timber forest products: A study in Jharkhand's Ranchi and Simdega districts-Non Timber Forest Produces (NTFPs) provide about 40 percent of total official forest revenues and 55 percent of forest-based employment in India and thereby act as a critical component for sustenance (Tewari & Campbell, 1995). Although Jharkhand is having a rich agricultural resource base its rural people still search for alternative livelihood opportunities. For smallholders, agriculture is passing through a difficult phase due to the increasing frequency of unseasonal and extreme weather events creating difficulties in managing risk, thereby leading to livelihood insecurity. NTFPs act as a subsidiary source of income for rural dwellers. This paper examines the collection, processing and marketing of NTFPs, and attempts to analyze the differences in rates obtained and the number of people involved in the NTFP business.

Sarah Jewitt Unequal Knowledges in Jharkhand, India:

De-Romanticizing Women's Agroecological Expertise: Taking the Jharkhand region of India as a case study, this article uses empirical data to intervene in 'women, environment and development' and ecofeminist debates regarding women's environmental knowledge. The article first outlines the adoption of gender/environmental issues into development planning and considers the dangers of overestimating women's agroecological knowledges and assuming that they can easily participate in development projects. It then highlights the local complexities of environmental knowledge possession and control with reference to gender and other variations in agricultural participation, decision-making and knowledge transfers between villagers' natal and marital places. Particular emphasis is placed on the economic, sociocultural and 'actor' related factors that supplement gender as an influence on task allocation, decision-making, knowledge distribution and knowledge articulation. The article concludes that given the socio-cultural constraints women face in accumulating and vocalizing environmental knowledge, simplistic participatory approaches are unlikely to empower them. Instead, more flexible, site-specific development initiatives (coupled with wider structural change) are required if opportunities are to be created for women to develop and use their agroecological knowledges.

Sanjay Kumar, Sanjay Kumar Singh

EFFECTS OF HYBRIDISATION ON SECONDARY CHARACTERISTICS OF RICE PLANTS:

Concern over feeding the growing population placed increase in yield of cereal crops as the non-compromising priority for the scientific community. This has led to a neglect of secondary characteristics of the plants, which are equally important and desirable. The use of hybrid seeds also raises concerns regarding the inputs required and their overall effect on human health, the soil and environment. In this study, 26 farmers in Bero and Angara blocks of Ranchi district, who were growing hybrid and traditional varieties of paddy, were interviewed. The study assesses the effects of rice hybridization, and shows how it has deleterious effects on the quality of straw, taste of food, storability of cooked food and nutritional content.

Parth Sarthi Ritesh Kumar Commercial agriculture:

Maximizing profit or Maximizing Risk-Unarguably, agriculture is the backbone of our country. The study has tried to find out the dynamics of commercial agriculture and its impact. It shows the promotion of crop diversification and shift from subsistence farming to commercial farming. Commercial farming is market oriented and driven by external agencies. It has made allow the use of hybrid seeds and other chemicals, which has enhanced the profit of the farmers. It has also led to genetic erosion, pest resurgence, excessive use of

chemical & water depletion, which as hazardous effect for the biodiversity.

ML Singh

Agricultural economy of Jharkhand region:

Constraints and potential-Despite endowed with rich minerals, the economy of Jharkhand region is predominantly agricultural with 71 % of its population dependent on agriculture for their livelihood and 43 % of income being delivered from agriculture. Agriculture of this region is characterised by its slow productivity and a quasi-stagnation of its growth rate over a long period. The region has suffered due to neglect of investment in rural infrastructure like irrigation, rural roads, rural electrification, market improvement etc. It has no adverse geo-physical conditions, soil, topography ground water, rivers as many other regions of our country have, yet the latter have achieved high productivity and growth rate of agriculture by harnessing their resources. The potential of Jharkhand region for agricultural development remains largely untapped.

Varsha Kumari & OP Mishra

Adaptation Behaviour of Farmers with respect to Climate Change in Ranchi, Jharkhand: Farmers are adopting many adaptation strategies out of which agroforestry, crop diversification and exchange of crop seed were most commonly practiced adaptation strategies. However, lower interest in adaptation strategies like afforestation, use of crop shed or greenhouses, processing of crop to minimise post harvest losses was observed. Even after adopting various adaptation strategies they are lacking at various places due to various reasons like poor knowledge, skill and resources. So, an integrated, well planned and area specific strategies should be developed to help the farming community.

Mangold and Faulds (2009)

Are of the view that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers; while in a non-traditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications mix whereby a high authority of control is present. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. The purpose of social networking sites is to facilitate the talks between biggest fans of the organization. Methods by which this can be accomplished include providing consumers with networking platforms, and using blogs, social media

tools, and promotional tools to engage customers. Providing information to the consumers regarding product of their company closely bounds the customer to the company.

Ates Bayazit Hayta (2013)

In their research paper “A study on the of effects of social media on young consumers' buying behaviour's” determines the effects of social media networks on purchasing behaviours of young consumers. The study results indicate that social media tools directly effects the purchasing behaviours of consumer, depending upon their age group and educational status.

RESEARCH METHODOLOGY

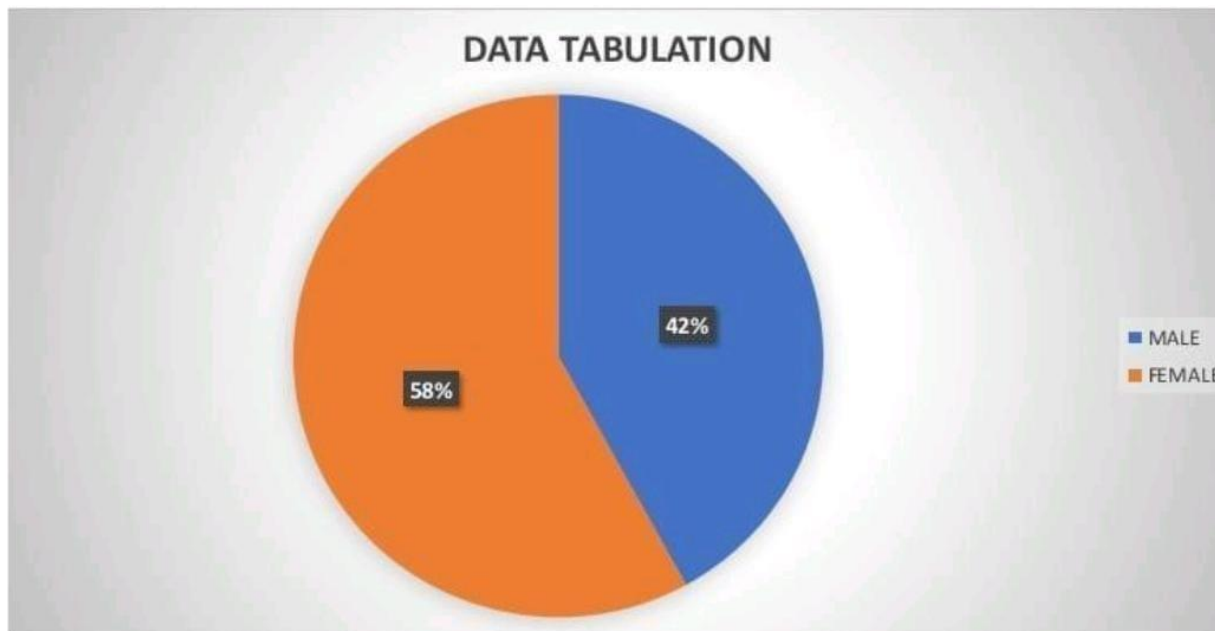
We selected ranchi region as our study area and Descriptive research was carried out in this project.

Source of data

Primary Data

The primary data was collected by survey method with the help of specially designed schedules by conducting interview from the sample respondent. Secondary Data

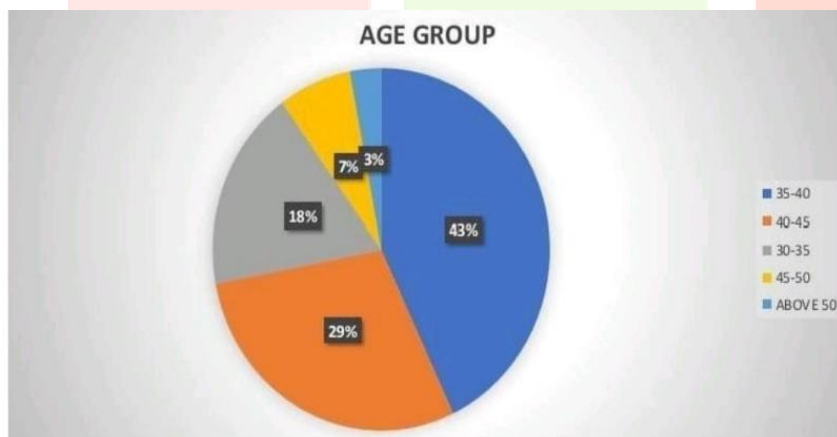
Secondary data was collected from the books ,periodical ,journals , office records ,papers ,company records ,internet



CONCLUSION :

The above data interprets that females are active/prominent members in agricultural activities in Ranchi District.

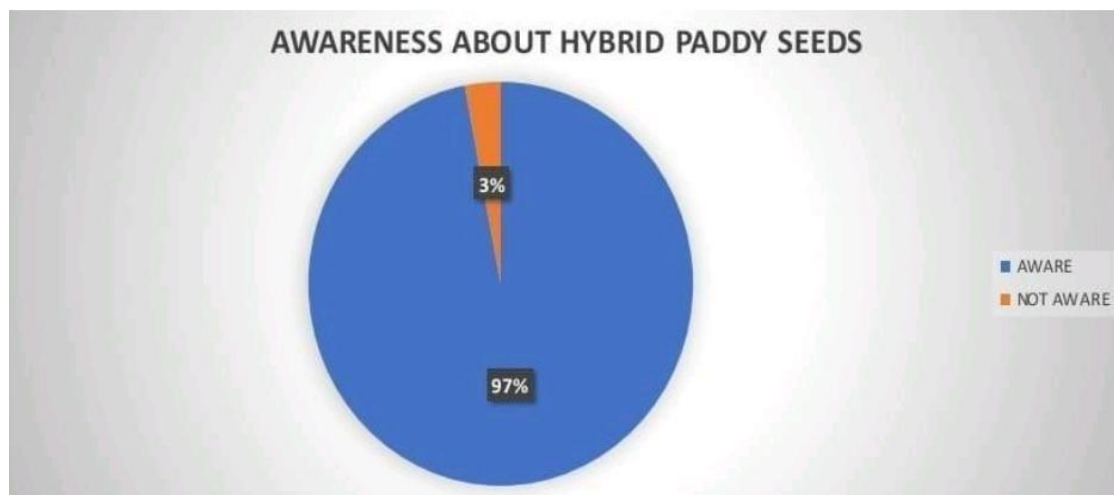
AGE GROUP



CONCLUSION:

43% of respondents belongs to age group of 35-40, 29% belongs to age group 40-45, 18% belongs to age group of 30-35, 7% belongs to age group 40-45 & 3% belong to age group above 50 years.

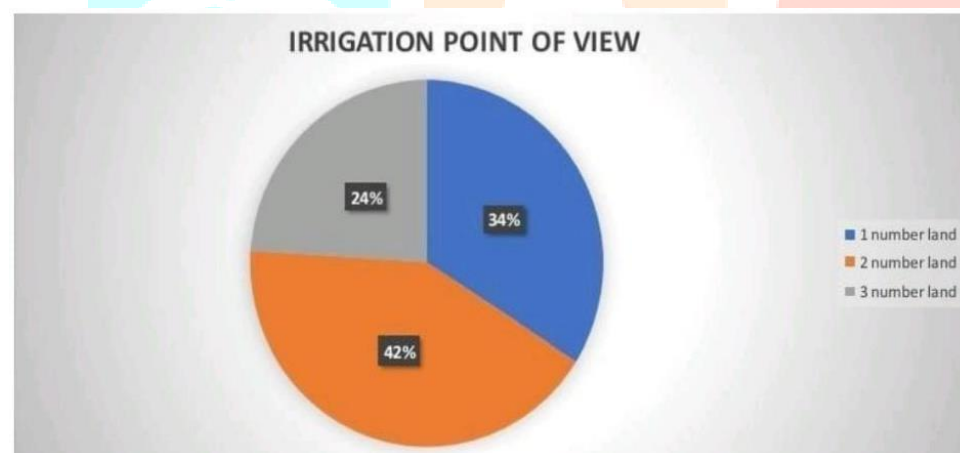
AWARENESS OF HYBRID PADDY SEED :



CONCLUSION :

Majority of farmers are aware about Hybrid Paddy seeds in Ranchi District. 97% of the farmer are aware about the hybrid paddy seeds whereas 3% did not know about the hybrid

IRRIGATION POINT OF VIEW:

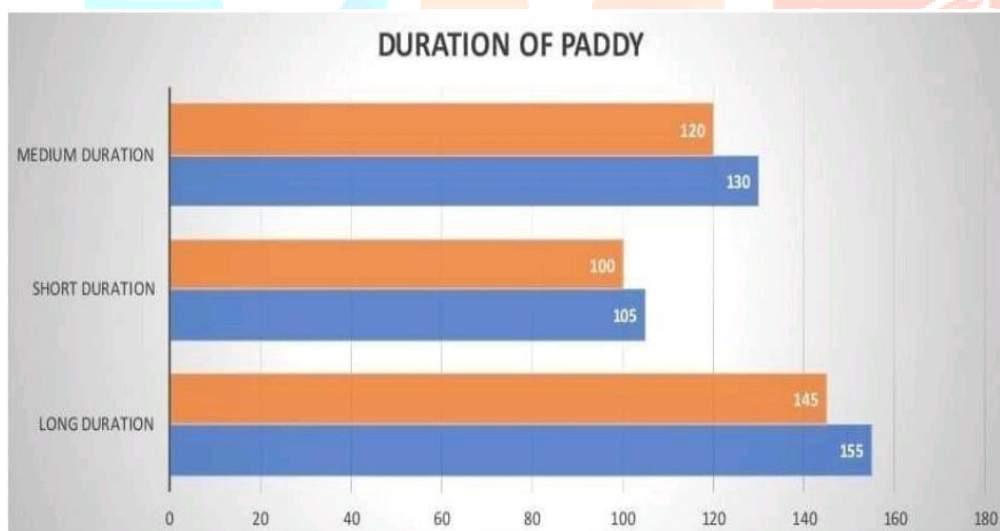


CONCLUSION :

Majority of farmers prefer to grow 2 number land varieties where medium water is required for paddy. 1 number land are those where water is sufficiently present but this type of land is present in less quantity and 3 number land are those where less water is present.

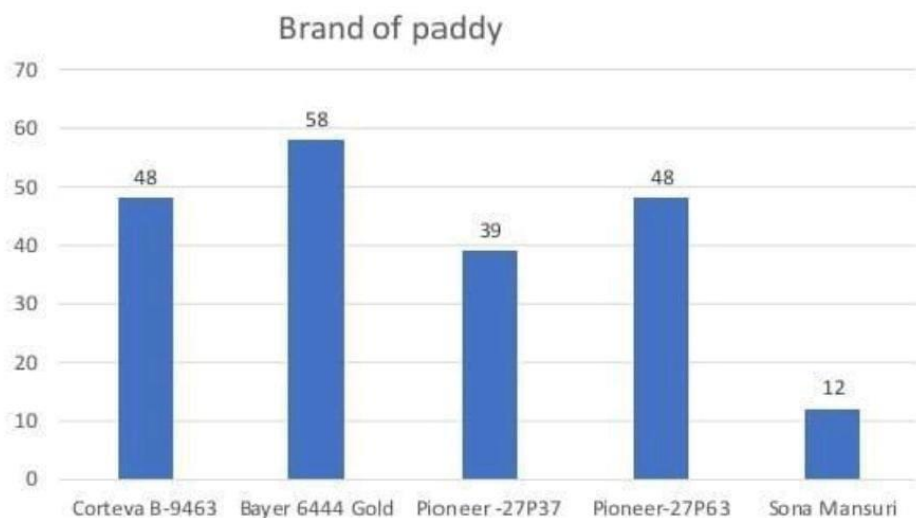
BREEDING POINT OF VIEW :**CONCLUSION :**

Most of the respondents prefer Hybrid Seeds in Ranchi District. This interpretation opens a huge marketing opportunity for hybrid seeds of paddy.

DURATION OF PADDY :**CONCLUSION :**

137 people responded to Medium duration rice that is 120-130 days. Hybrids have the same period ranging from 115-125 days. This data indicates that marketing penetration of hybrid seeds can be quite good in the Ranchi District.

BRAND OF PADDY :

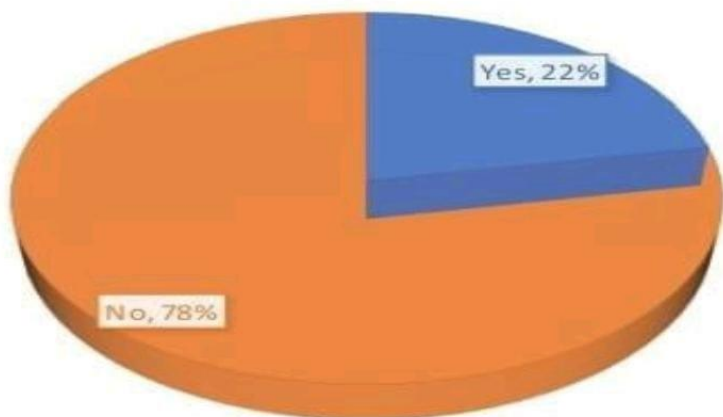


CONCLUSION :

Here the bar graph indicates that pioneer 27p37, 27p31 and Kaveri468 Gold is an eminent choice of farmers in case of hybrid paddy seed. Bayer arise 6444 has emerged as prominent brand in Ranchi District. Dps-virat and brevant-27p36 will face tough competition in market penetration against pioneer 27p37 and 27p31.

CROP INSURANCE AWARENESS :

CROP INSURANCE AWARENESS



CONCLUSION :

Most of the farmers are not aware about crop insurance schemes in this region. Only 22% are aware regarding crop insurance in Ranchi district.

METHOD OF PLANTING :



CONCLUSION :

In Ranchi District, rice is mainly grown by transplanting method. 79 % of the respondents responded positively for transplanting method. Remaining farmers prefer direct seeding method .

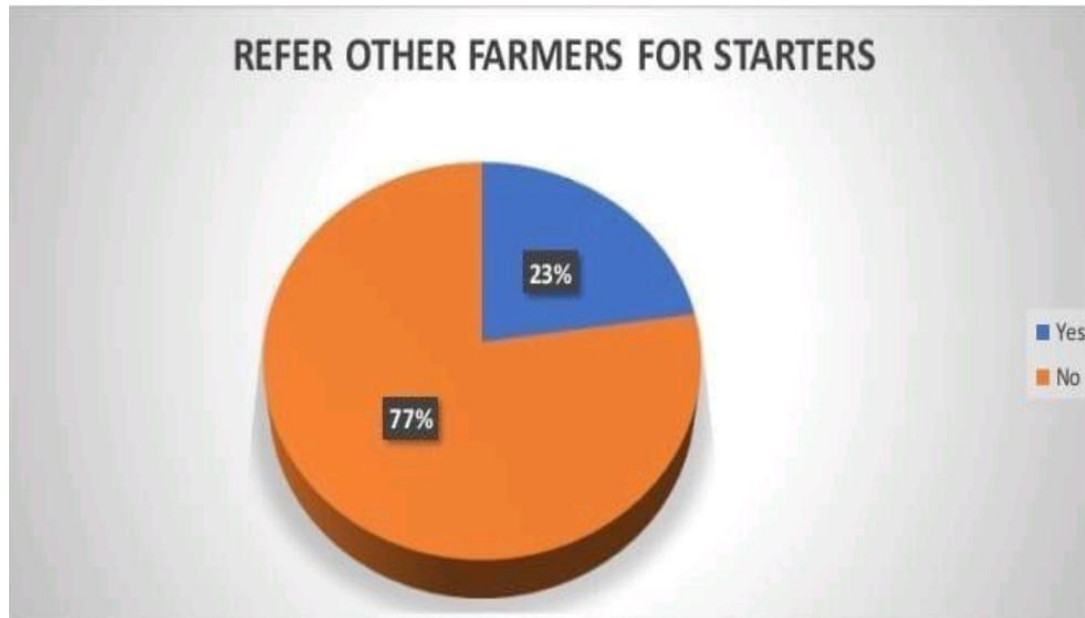
AWARENESS OF STARTER :



CONCLUSION :

Most of the farmers are not aware of Starter™. Maybe they are aware of zyme. But there are considerable proportion of farmers who knows about Starter™.

REFER OTHER FARMERS FOR STARTER :

**CONCLUSION :**

Most of the the farmers want to refer & use Starter™ for their paddy. This shows that farmers are becoming aware regarding use of starter

LIMITATION OF THE STUDY :

The limitations of this study was that response gathered were only gathered from the farmers of Ranchi district of Jharkhand

SUGGESTIONS :

1. More workforce is required More no. of workforce should be engaged for promoting and marketing of the product of Dehaat. So that the they can reach to the maximum farmers in limited time.

2. Proper information to Dehaat Centre-Dehaat Centre should be informed earlier about the product and scheme so that they can best utilize their experience in selling to the farmers.

3. Field inspection- Agriculture and farm solutions to the farmers need a high skilled person who has the ability

and knowledge to deliver the best possible solutions to their farm problems.

4. Sales executives must focus on the farmer and coordinate with the dehaat Centre to increase the awareness and sell of the dehaat product and scheme.

5. The burden on Dehaat center for selling of the products of dehaat should be removed and try to reach out to the maximum no. of farmers.

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