



STUDY ON BRAND PROMOTION OF PROPICONAZOLE (FUNGICIDE) IN KADAPA DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The present study aims to examine the brand promotion of PROPICONAZOLE in KADAPA region. SYNGENTA, is the Indian subsidiary of group and is now in the process of establishing its operations in India. SYNGENTA India has established its own Research and development center in India to support global activities and to engage in research activities to bring in new technologies and more agrochemicals for the Indian farmers. There were many promotional activities use by company like farmers meeting, media, demonstration, free sampling, wall painting/poster/banner, pamphlets, campaign. From these promotional activity company is using more as a pamphlet followed by demonstration. Where company using less as a media for promotion of new products. According to farmers view by use of free sampling and farmers meeting, company will easy to promote their products. There were some expectations of farmers from the company like reasonable price, good quality, improve promotional activity, easily available, demonstration, expert visit etc.

KEYWORDS: Brand Promotion, Kadapa District, Farmers, New Technologies-----

INTRODUCTION

Fungicides are biological organisms or biocodial chemical compounds that are used to eradicate parasitic fungi or spores. A fungistatic hinders them from growing.

In agriculture, diseases can seriously harm crops, leading to significant losses in yield quality and profitability. The majority of retail-available fungicides are offered in liquid form.

Powdered fungicides are extremely hazardous and typically include 90% sulfur. In India, crops are affected by over 200 major pests, 100 plant diseases, hundreds of weeds and other pests like nematodes, harmful birds, rodents and the like. About 4,800 million rats cause havoc in India. Approximately, 30% of Indian crop yield potential is being lost due to insects, disease and weeds which in terms of quantity would mean 30 million tons of food grain. The value of total loss has been placed at Rs 50,000 million, represents about 18% of the gross national agriculture production.

India is the 4th largest producer of agrochemicals after USA, Japan and China. India is the second largest producer of agrochemicals in Asia. India exports agrochemicals of about Rs. 2,800 crores. Total agrochemical market in India Rs. 4.500 crores. Per hectare consumption of fungicide is low in India at 381 grams when compared to world average of 500 grams. The Indian Agrochemicals Industry can be broadly divided into three categories, Multi-National Companies, Indian companies including the Public Sector companies and Small Scale Sector Units. Besides, about 60 Indian companies in the organized sector manufacturing agrochemicals, there are around 10 multi-national companies operating in the country. In India, there are about 125 technical grade manufacturers (10 multinationals), 800 formulators, over 145.000 distributors. 60 technical grade fungicides are being manufactured indigenously. Technical grade manufacturers sell high purity chemicals in bulk (generally in drums of 200-250 Kg) to formulators. Formulators, in turn, prepare formulations by adding inert carriers, solvents, surface active agents, deodorants etc. These formulations are packed for retail sale and bought by the farmers. The agrochemicals market in India is Rs.4500 crores.

Propiconazole is a fungicide and microbial agent that is manufactured by Syngenta. It was originally intended to protect grass being grown for seed. Following its introduction in 1981, the United states Environmental Protection agency (EPA) expanded its applications to include protecting ornamental plants, turf, and food crops. Additionally, propiconazole can be used as a preservative for woods, paints, adhesives, paper and textiles. This yellow-colored, odorless liquid falls under triazole category of fungicides, meaning that it stops fungal cellular growth by binding with and inhibiting demethylation. Propiconazole is commercially available in various forms, most notably as an



emulsifiable concentrate, ready-to-use liquid, flowable concentrate, liquid soluble concentrate, and wettable powder. Tilt is a broad spectrum systemic fungicide and by its curative and protective action, controls the plant diseases very effectively. Tilt controls the disease for a longer period of time. Tilt gives better grain quality because it controls disease at critical stage. 7 8 With benefits like quick rain fastness and tank-mix flexibility, Tilt fungicide is an economical tool that provides full-season disease control on wheat, barley, stone fruits, tree nuts and vegetables. Tilt stops fungal growth before it can sporulate and moves systemically to protect new growth.

OBJECTIVE OF THE STUDY

1. To work out the brand promotion strategy of Propiconazole in study area.

METHODOLOGY

SAMPLING DESIGN

Stage-1:-

Selection of District:- Selection of district was formed the first stage of sampling in Kadapa district of Andhra Pradesh state was selected for the present study.

Stage-2:-

Selection of block:- There are 51 blocks in Kadapa district. The study was conducted under different markets of Kadapa district. From this 5% of blocks was selected purposively.

Stage-3:-

Selection of villages: Out of the selected blocks, 5% of the villages was selected purposively having highest area of Paddy and Groundnut farms from Kadapa district for collection of data.

Stage-4:-

Selection of respondents:- The respondents for the study consisted of consumers belonging to different income groups having different occupations, 10% of farmers were selected randomly from each village.

STATISCAL METHODS

Tabular Analysis was used to compare the relation between two variables i.e., age, gender, occupation was compared with factors influencing the purchase intention of consumers for organic foods. It is also known as cross tabulation.

Standard deviation: It is used to find out the variation in the score in the dependent variable and for categorization of the respondents.

$$\sigma = \sqrt{\frac{\sum(X - \mu)^2}{N}}$$

X – The Value in the data distribution

μ – The population Mean

N – Total Number of Observations

GEOGRAPHICAL AREA

Kadapa District of Andhra Pradesh state has been selected for the present study as the researcher is familiar with the study area. The district is said to be the heart of the Rayalaseema as it is centrally located and well connected with the 4 districts of Rayalaseema. The District has a glorious history and a rich cultural heritage. It is identified as a part of Dandakaranya through which the Lord Rama and his consort Sita wandered during their exile. Holy rivers like Penna (Panakini), Papaghni, Chitravati, Mandavya cut across the District giving the land sanctity of their own. Kunderu, Sagileru are the chief Northern tributaries to Penna and Cheyyeru, Papaghni and Chitravathi are the Southern tributaries. The total geographical area of the District is 15,379 Sq.Km with 3 Revenue Divisions and 51 Mandals. And has Two (Kadapa & Rajampeta) Parliamentary Constituencies and Ten (Kadapa, Pulivendula, Mydukur, Proddatur, Jammalamadugu, Raychoti, Kodur, Badvel, Rajampet & Kamalapuram) Assembly Constituencies. The climate conditions of the district are of extreme kind with a hot summers and cold winters and may be classified as tropical. The period starting from April to June is the hottest.

Topography: Latitude: 14.4673o N Longitude: 78.8242o E

Rainfall: The average normal rainfall is 700 mm.

Soil: Mostly there are two types of soils: black soil (47%), red soil (53%).

Availability of mineral sources: Gold, Low-grade iron ore, coal, lead-zinc.



RESULTS AND DISCUSSION

For the improvement of the marketing value of any product, the companies apply different types of the marketing strategy to reach last consumer of the market. There are different types of the promotional strategy` which were used by Syngenta company for the marketing of the Reno fungicide product which given below.

S. No.	Particulars	TILT (PROPICONAZOLE) (Fungicide)
1.	Sales promotion	50%
2.	Advertising	60%
3.	Sales team	50%
4.	Consulting marketing	40%
5.	Sponsorship	45%
6.	Use of digital means	65%

Marketing strategy is a very important strategy to reach the consumer and it is also improve the market value of the product. After the observation of the response of the company it found that sales promotion approach 50%, Advertising 60%, Sales team 50%, consulting marketing 40%, Sponsorship approach 45% and Use of digital means 65%.



Promotional Activities

Promotional activities involve sending message to the distributor and farmer in order to inform them about a company's product and help them to make their decision to buy a particular brand or kind of fungicide. Resource invested in product development and product production will be wasted if farmer are not persuade to use the improved product it includes –

- 1.Product promotional activities
- 2.Sales promotional activities

1.Product promotional activities: - SYNGENTA Company involved in agriculture input marketing to popularize their products among farmer carry out specially designing product promotional campaigns. The detail of product promotional campaign conducted by selected major players in the working area. Some important product promotional activities carried out by company are discussed in the following section:-

i.Demonstration: Demonstration is very important method among the product promotion methods. It is based on the principle of the extension “Learning by doing and believe by seeing” Demonstration inspires farmers for innovation and generates eagerness among the farmers for its acceptance. Demonstration embraces the solution to the difficulties that come across while adopting the innovation by farmers.

ii.Farmer's meeting: Farmer's meeting is the most effective tool of product promotion and SYNGENTA Company for their product promotion follow it. In farmer's meeting of one or more than one village were gathered in govt. school for publicity of their products under the guidance of company working staff.



iii. Advertisement: Message sent via the media to inform and influence the farmers. SYNGENTA Company use printed or broadcast media method of product promotion. Sales force: Company appointed field assistant to establish and maintain good relation between company and farmer. It was observed from the conduct SYNGENTA Company appointed one field assistant for the Kadapa block.

2. Sales Promotional Activities

- i. Cash Discount: SYNGENTA Company announces cash discount to collect the remaining amount from the booked quantity of other Syngenta products at the earliest before the commitments of the actual sales or season i.e. August-October.
- ii. Sale return: Syngenta company has sales return facility to unsold TILT (PROPICONAZOLE) fungicide product without any charge.
- iii. Gifts: UPL Company give gifts to distributor time to time, like coin of gold, two wheelers and other gifts to distributor at the time of annual meeting.

CONCLUSION

Marketing strategy is a very important to reach the consumer and it is also improve the market value of the product. After the observation of the response of the company it found that sales promotion approach 50%, Advertising 60%, Sales team 50%, consulting marketing 40%, Sponsorship approach 45% and Use of digital means 65%. It can be concluded that the farmer considers quality as important factor while purchasing company product, second promotional strategies, third source of information, fourth cost effective, fifth brand images, sixth packaging, seventh availability, eighth relation with retailers and ninth discount.

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