



## A STUDY AN ORGANIC FARMING AND ITS MARKETING MANAGEMENT FOR VIDARBHA REGION

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### ABSTRACT

*This study was help Organic farming to understand the opportunities and challenges of Organic farming and marketing management of Bio-fertilizer Business in Vidharbha, factors affecting awareness by agriculturalists, and promotional strategy followed by Organic farming and marketing management of Bio-fertilizer basic companies to promote their products. It helps in understanding the prospective opportunities to increase market share to the Organic and Bio-fertilizer basic companies to plan business expansion in case of losing market share players. It also helps to understanding the opportunities and challenges of brand promotion.*



**KEYWORDS:** Organic farming and marketing management.

### INTRODUCTION

Agriculture is the backbone of Indian economy. It has increased significance to meet the prerequisite of over a billion people of the country. Green revolution is a challenge to make the country self-sufficient in this respects. Requirement of Organic and Bio-fertilizer product thus, has been the demand of time to increase the food grain productivity. Marketers, including private, public and cooperative sectors are situation their tone to make the right products available to the right consumers at the right place and at the right time of need.

The use of organic composts (farmyard composts, compost, green composts, etc.) is the oldest and most widely practiced means of nutrient replenishment in India. Prior to the 1950s, organic composts were almost the only sources of soil and plant nutrition. Owing to a high animal population, farmyard composts is the most common of the organic composts. Cattle account for 90 percent of total composts production. The proportion of cattle composts available for fertilizing purposes decreased from 70 percent in the early 1970s to 30 percent in the early 1990s. The use of farmyard composts is about 2 tonnes/ha, which is much below the desired rate of 10 tonnes/ha. At the present production level, the estimated annual production of crop residues is about 300 million tonnes. As two-thirds of all crop residues are used as animal feed, only one-third is available for direct recycling (compost making), which can add 2.5 million tonnes/year. The production of urban compost has been fluctuating around 6-7 million tonnes and the area under green manuring is about 7 million/ha.

It is likely that, Organic and Bio-fertilizer industry will be decontrolled fully in near future. The producers and their marketing team have to prepare themselves for such an eventuality when 4 'P's namely Product, Price, Place (Distribution) & Promotion of marketing mix will be in their total control.

In the light of above information, this paper present interpretation of data collected from agriculturalists and Organic fertilizer company Marketing Executive in Vidharbha Region. For the study purpose, 150 Company Marketing Executive were selected. The collected data was analysed by using appropriate statistical tools, which include frequency, percent and Chi Square Value. The variation in responses were measured by employing Non-parametric chi square test. The analysed data was arranged in tables and were described appropriately. The results were presented at the end after description of each table. For the study 150 Marketing Executive of organic fertilizer company were selected in Vidharbha Region.

**Table 1: opinion of Marketing Executive about nature of fertilizer mostly used by farmers in Vidharbha Region.**

| Nature of fertilizer | N   | Percent |
|----------------------|-----|---------|
| Chemical             | 150 | 100.0   |
| Organic              | 64  | 42.7    |
| Bio-fertilizers      | 41  | 27.0    |

N- No. of Marketing Executives  
(Source- Survey Data)

Above Table 1 demonstrates information about nature of fertilizer mostly used by farmers in Vidharbha Region. It is apparent from the information that 100% farmers mostly used chemical fertilizers whereas 42.7% farmers also used organic fertilizer along with chemical. Furthermore, percentage of farmers using bio fertilizer along with chemical fertilizer was 27.0%. Hence, it is apparent from the results that farmers in Vidharbha Region mostly use chemical fertilizers.

**Table 2: opinion of Marketing Executive about awareness of farmers regarding ingredients used in organic fertilizer**

| Organic      | Yes |         | No  |         | Total |
|--------------|-----|---------|-----|---------|-------|
|              | N   | Percent | N   | Percent |       |
| Humus        | 41  | 27.3    | 109 | 72.7    | 150   |
| Vermicompost | 54  | 36.2    | 98  | 63.8    | 150   |
| Composts     | 150 | 100.0   | -   | -       | 150   |

N- No. of Marketing Executive

Above Table 2 opinion of Marketing Executive about awareness of farmers regarding ingredients used in organic fertilizer. It is apparent from the information that 100% farmers aware about composts as ingredient of organic fertilizer whereas 36.2% farmers also aware about vermicompost as one of the ingredients of organic fertilizer. Furthermore, percentage of farmers aware regarding humus as ingredient of organic fertilizer was 27.3%. Hence, it is apparent from the results that farmers in Vidharbha Region are not fully aware regarding ingredients used in organic fertilizers.

**Table 3: opinion of Marketing Executive about awareness of organic farmers regarding ingredients used in bio-fertilizer**

| Bio Fertilizer  | Yes |         | No  |         | Total |
|-----------------|-----|---------|-----|---------|-------|
|                 | N   | Percent | N   | Percent |       |
| Bacteria        | 24  | 16.2    | 125 | 83.8    | 150   |
| Bluegreen algae | 28  | 18.5    | 122 | 81.5    | 150   |
| Fungi           | 06  | 3.8     | 144 | 96.2    | 150   |

N- No. of Marketing Executives

Above Table 3 opinion of Marketing Executive about awareness of farmers regarding ingredients used in bio-fertilizer. It is apparent from the information that 18.5% farmers aware about blue-green algae as ingredient of bio-fertilizer whereas 16.2% farmers also aware about bacteria ingredients of bio-fertilizer. Furthermore, percentage of farmers aware regarding fungi as ingredient of bio-fertilizer was 3.8%. Hence, it is apparent from the results that farmers in Vidharbha Region are not that much aware regarding ingredients used in organic fertilizers.

## CONCLUSION

Farmers in Vidharbha Region mostly use chemical fertilizers. Farmers are aware regarding nutrients used in chemical fertilizers. They are not fully aware regarding ingredients used in organic fertilizers. They are not that much aware regarding ingredients used in organic fertilizers. There is scope for fertilizer companies to develop substitute fertilizers like organic and bio-fertilizer, which are eco-friendly. Companies should identify fertilizer, which is popularly used by farmers and try to make their fertilizer as effective as popular fertilizers.

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