Agri Express: **02** (01), *Article No*. V02I01.64 *E - ISSN No. 2584 - 2498*

STUDY ON MARKETING OF PADDY SEED IN KATNI DISTRICT OF MADHYA PRADESH

Parasmani Dubey[1], and Jayant Zechariah[2]

[1]MBA (Agribusiness), Department of Agricultural Economics

Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, U.P.

[2]Assistant Professor, Department of Agricultural Economics

Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, U.P.

Corresponding author: parasdubey224@gmail.com

https://doie.org/10.0519/AE.2024439360

ABSTRACT

Rice is the most important crop of India. It accounts for approximately 23.3% of the country's total crop and plays an important role in the country's food supply. Rice makes up 43% of all food and 46% of all food for most people, especially in Southeast Asia. Madhya Pradesh is the second largest state in the country by area, with a surface area of 30.756 million hectares, accounting for 9.38% of the country. Rye is grown on 145 million hectares of land in the region. The rice area is 2.812 million hectares. Annual production is 7.926 million tons and productivity is 27.89qu/ha. In Madhya Pradesh, about 1/3 of the rice area is grown under hybrid rice, especially in irrigated production systems. Hybrid rice can increase yields by 14-18%, have strong roots and more. Especially "Katney Episode So." More than 75.00% of the state's crops are produced by rain and less than 25.00% by irrigation. It is owned by two different seed companies, VNR Seeds and Pan Seeds, and is located in Dheemarkheda block of Katni district of Madhya Pradesh. Information on short-term hybrid rice seed market potential (100-115 days), seed yield, market price, farmer demand. Since Dheemarkheda region receives less rainfall, the demand for short grain rice is higher than other crops. Growing short-term crops and vegetables can increase farmers' income. Short crop VNR seeds are in high demand in the study area. VNR 2111 is very popular in research.

Keywords: Socio-economic profile, marketing channels, market margin, market efficiency

INTRODUCTION

The world's second largest rice producer and largest exporter is India. Production increased from 53.6 million tons in FY 1980 to 120 million tons in FY 2020-21. One of the staple foods of India is rice. Rice is one of the basic foods and is produced in the largest region of our country. India is one of the important

producers of this product. The main crop is rice, which grows in hot and humid regions. In regions with higher annual rainfall, the main crop is rice. Therefore, most of the kharif plants are grown in India. The minimum temperature should be 25 degrees Celsius and the maximum rainfall should be 100 centimeters. Irrigation systems are also used to grow crops in areas with low rainfall.

Rice is the staple food in the eastern and southern parts of India. In agriculture, cross-pollinated trees produce hybrid seeds. One of the most important factors in the development of agriculture in the second half of the 20th century was the production of hybrid seeds, which are now widely used in agriculture. Other methods of hybridization include open pollination and clonal propagation. Farmers will plant hybrid seeds that will grow into similar plants, but hybrid seeds do not always produce the desired results. The hybrid control created by mating two inbred lines is quite homogeneous. Superior inbred lines are selected because they show good results for inbred plants (such as high yields) and have good, consistent records. The main purpose of growing hybrid seeds is to improve the beneficial properties of plants such as better quality, disease resistance and higher yield. Asian rice born from two different parents is called hybrid rice. Like other hybrid varieties, hybrid wheat often exhibits hybrid vigor or "hybrid vigor" when grown in the same manner as purebred wheat; Pure sterile rice varieties are crossed with fertile pollen from other varieties to produce large numbers of hybrid seeds. One of the most important tools to combat global warming is improved crops such as hybrid rice.

RESEARCH DESIGNATION

This chapter discusses the description of the study area, the laboratory procedures followed, the structure and location of the equipment, the analytical equipment, and the methods used. The method is presented in the following context. Sampling is done using multilevel stratified sampling technique.

DISTRICT SELECTION

Madhya Pradesh has 10 districts and 52 districts; Katni is the best among these due to its ideal climate for cultivation. There are 7 Tehsils and blocks in the district. Among these communities, Dheemarkheda community is the most suitable for this study because it has business owners and their land holding areas. Academics know the regional language of the region and experience its meanings. For this reason, Katni district was chosen for the study.

OBJECTIVES

1. To investigate the respondents' socioeconomic makeup in the research region.
2. To evaluate marketing margin, marketing cost, marketing efficiency and price spread of hybrid Seed brands with respect to its distribution channel.

RESULTS AND DISCUSSION

Table No. 1. Socio-economic aspects of cultivators

S. No.	Type Of Farmers	Holding Size	Frequency	Percentage (%)
1.	Marginal	1 hectare or less	36	**36**
2.	Small	1-2 hectare	28	**28**
3.	Semi medium	2-4 hectare	0	**0**
4.	Medium	4-10 hectare	22	**22**
5.	Large	Above 10 hectares	14	**14**
6.	**Total**		**100**	**100**

Table No.2: Distribution of participants by age

S. No.	Age (In year)	Marginal	Small	Semi medium	medium	large	Total	Percentage
1.	Below 30	11	9	0	5	4	32	**32%**
2.	31 to 50	19	15	0	12	8	54	**54%**
3.	51&above	6	4	0	2	2	14	**14%**
4.	**Total**	**36**	**28**	**0**	**22**	**14**	**100**	**100%**

The above table 2, It is seen that 32 percent of the survey participants are under 30 years old, 54 percent are between 31-50 years old and 14 percent are over 51 years old.

Table No. 3. Educational Qualification of the Respondent

S. No.	Education	Marginal	Small	Semi Medium	Medium	Large	literacy percent
1	Illiterate	8	4	0	2	1	**11%**
2	Below highschool	9	8	0	5	3	**10%**
3	high school	11	6	0	9	4	**27%**
4	Graduate	6	9	0	4	6	**44%**
5	Post graduate	2	1	0	2	0	**8%**
6	**Total**	**36**	**28**	**0**	**22**	**14**	**100%**

From the above table 3, Considering the education levels of farmers in the research area; 11 percent of the respondents are illiterate, 89 percent are illiterate, 10 percent are primary school graduates, 27 percent are high school graduates and 44 percent are high school graduates. 8 percent of participants completed training while at work. However, the study is useful for farmers' economic research. This level of literacy will influence farmers' decisions to purchase and adopt new businesses.

Table 4: Periodic Revenue of Respondents

S. No.	Monthly Income	Marginal	Small	Semi Medium	Medium	Large	Percentage (%)
1	10000-20000	16	2	0	0	0	**18%**
2	21000-30000	11	14	0	0	0	**25%**
3	31000-50000	9	10	0	4	3	**26%**
4	51000 and above	0	2	0	18	11	**31%**
5	**Total Respondent**	**36**	**28**	**0**	**22**	**14**	**100%**

The above table 4, Reveals that 18 percent respondents are having monthly income of Rs. 10000-20000, 25 percent have Rs 21000-30000, 26 percent have Rs 31000-50000 and 31 percent have income Rs 51000 and above This shows that higher number of respondents are having monthly income between Rs. 51000 and above, 28 percent having monthly income of Rs21000- 30000. Only few 9 percent respondents having income of less than Rs. 20000.

Table No. 5: Dispersal of the Respondents on The Basis Type of Family

S.No.	No. of Respondent	Percentage	Marginal	Small	Semi-Medium	Medium	Large
1	Joint	48	17	13	0	9	**9**
2	Nuclear	52	19	15	0	13	**5**
3	**Total**	**100**	**36**	**28**	**0**	**22**	**14**

The above table 5, It is seen that 48% of the respondents are joint families and 52% are nuclear families. This shows that the nuclear family is more common in this study, as the participants were not included in this study.

Table No. 6. VNR Seed Distribution Channel Difference – I (Producer Retailer – Consumer) Rs/kg

S. No.	Particulars	Rs.
1	Net price received by the producers	**280**
2	Marketing cost incurred by Producers	**1**
3	Producer's sale price	**281**
4	Marketing cost incurred by Retailers	**1.5**
5	Retailers net margin	**20**
6	**Producer share in consumer's rupees**	**92.26%**
7	**Consumer's price**	**303.5**
8	**Price Spread**	**0.07**

Table No. 7: Price Spread for VNR Seed Distribution in Channel-II(Producer–wholesaler-retailer consumer) Rs. /Kg

S. No.	Particulars	Rs.
1	Net price received by the producers	**260**
2	Marketing cost incurred by Producers	**02**
3	Producer's sale price	**262**
4	Marketing cost incurred by Wholesaler	**3**
5	Wholesaler net margin	**30**
6	Wholesalers' sale price to Retailer	**295**
7	Marketing cost incurred by Retailers	**2.5**
8	Retailer's net margin	**20**
9	**Producer share in consumer's rupees**	**81.89%**
10	**Consumer's Price**	**317.5**
11	**Price Spread**	**0.18**

Full comparison of channels. *Table 7* shows the channel's comparison with other channels in terms of transmission cost, market value and consumer rupee profit. With the addition of intermediaries, the manufacturer's expenses increase. Compared to the second channel, the marketing costs of third channel intermediaries are higher than other channels.

CONCLUSION

India's rice, accounting for 23.3% of the country's total crop and 46% of all crops, is crucial for cuisine. Madhya Pradesh, the second largest state, covers 9.38% of the country, while rye is grown on 145 million hectares. Rice area 2.812 million hectares. Annual production is 7.926 million tons and productivity are 27.89qu/ha. In Madhya Pradesh, about 1/3 of the rice area is grown under hybrid rice, especially in irrigated production systems. Hybrid rice can increase yields by 14-18%, have strong roots and more. This is especially true for the Cartney industry. More than 75.00% of the state's crops are produced by rain and less than 25.00% by irrigation. The study titled 'Comparative Study of Hybrid Rice Seeds in Katni District of Madhya Pradesh' was conducted by two different seed companies named VNR Seeds and Pan Seeds in Dheemarkheda block of Katni district Madhya Pradesh. The study explores the short-term hybrid rice seed market potential, yield, and farmer demand in Dheemarkheda region, highlighting the high demand for VNR seeds.

REFERENCES

ACHUTHA, R.K. AND RADHA KRISHNAMURTHY, 2000, Constraints Faced by Farmers in Betel vine Cultivation. Maharashtra Journal of Extension Education, 19:308- 311.

AJAY KUMAR, P., 1989, A Study on Adoption Behavior and Information Consultancy Pattern of Grape Growers in Ranga Reddy District of Andhra Pradesh. M.Sc. (Agri) Thesis (Unpub), University of Agricultural Sciences, Bangalore.

ANIL KUMAR AND ARORA, VPS, 1999, Post-Harvest Management of Vegetables in Uttar Pradesh Hills. Indian Journal of Agricultural Sciences, Bangalore.

ANJUKUMAR, SINGII, RANDIR AND SHORAN, JAG, constraints analysis of wheat cultivation in eastern India, Indian Journal of Agricultural Research, 41(2):97101.

BALA, BRU, SHARMA, SD AND SHARMA, RK, 2007, adoption pip in the improved maize technology, Indian Journal of Agricultural Research, 39(3):208-212.

CHANDRA, P. RAMAKRISHNA, L, NARYANA GOWDA, K. AND GANGA DARAPPA, NR, 2006, adoption of KRII-2 hybrid paddy among farmers in Cauvery command area, Karnataka, Mysore Journal of Agricultural Scimons, 40 (4) 394-401.

CHANDRASHEKAR, V., 2001, Evaluation of Technological Interventions Introduced Through TARIVLP. M.Sc.(g)Thesis (Unpub), UAS(B).

GANESH PRASAD, TS, 2006, An analysis of adoption, marketing and constraints of turmeric growers in chamarajanagar district. M.Sc (Ag) Thesis impru by University of Agricultural Sciences, Bangalore.

HANCHINAL, SN, MANJUNATIL, L AND CHANDARGL DM.1991, Adoption Pattern of recommended Cultivation Practices of Potato Crop Maharashtra Journal of Extension education10:53-60.

HANUMANAIKAR, RI, 1995, A study on knowledge, adoption and marketing behavior of sunflower growers in Dharwad district. M.Sc. (Agn) Thesis (Unpub), University ofAgricultural Sciences,Dharwad.

DESHMUKH, DK, SHINDE, P.S. AND BHOPLE, R.S., 1997, Adoption of Summer Groundnut Production Technology by the Growers Maharashtra Journal of ExtensionEducation16:326-328 Page|55.

GIRASE, KA, DESAI, BRANDKAMBLE, LP, 1994, Constraints in Adoption of Recommended Kharif Groundnut Production Technology.Journal of Maharashtra Agricultural University 19 (1):114-116.

IQBAL M. SUMATHI, P., AND ALAGSAN, V., 1996, Adoption of Practices for Cotton by the Farmers. Journal of extension education,64(4):13411345.

JAGADALILK,1989, A Study on Knowledge and Adoption of Recommended Cultivation Practices of Cabbage Growing Farmers of Belgaum District. Karnataka State, M.Sc. (Agri) Thesis, University of Agricultural Sciences, Dharwad.

JAGADISH, KN2007, Documentation of indigenous practices followed by paddy growers of southern Karnataka. M.Sc. (Agri) Thesis (Unpub), University of Agricultural Sciences, Bangalore.

JAIRATH, M.S. 1997, Operational Efficiency in fruits and Vegetable Marketing, 11(1- 2)-92-93

JAYALE, PS. 1992, A Study on Extent of Adoption and Sustainability of Horticultural Crops Advocated by Horticultural Department M.Sc. (Agri) Thesis (Unpub) Maharashtra Agricultural University, parabhani 18.

KALASKAR, AP, SHINDE, PS. ANDHOPLE, RS,1999, Adoption of IPM Practicesby the Cotton Growers Maharashtra Journal of Extension Education18:45-47.

KAMALA KANTH, 2008, A critical analysis of knowledge level and adoption behavior of wheat growers in Didar district of north Karnataka M.Sc. Agri) Thesis (Unsub), University of Agricultural Sciences, Bangalore.

KRISHNAMURTHY, B, RANGANATH, AD AND VANITIA, C. 2004, Constraints in adoption of integrated pest management practices by rice farmers Indian Journal of Extension Education,40:101-102.

KUBDE, VR, BIOPLESR.ANDTICKALE, VS,2000, Knowledge and Adoption Cultivation and Storage Practices of Potato Maharashtra Journal of Extension Education,19:203- 228

KUMAR, H.S., 1998, A Study on knowledge Adoption and Economic Performance of Banana Growers M.Sc. (Agri.) Thesis (Unsub)UAS(B)

LIANBIKA, D AND NIKHADE, D, 1993, Adoption Behaviour of Pineapple Growers in Mizoram. Maharashtra journal of Extension Education 7:25-29. 23.

NAGARAJ, KH,1999, An Analysis of Yield Gap, Technological Gap and Constraints in Groundnut Production Ph.D. Thesis (Unpub), UAS(Bangalore)

*****