CONSTRAINTS FACED BY FARMERS IN MARKETING OF HERBICIDE (RIFIT PLUS), IN HOSHIARPUR DISTRICT OF PUNJAB.

Somyansh Paliwa[1] and Ramchandra[2]

Received May 15, 2023 and Accepted June 04.2023

1. P.G. Student MBA (Agribusiness), Department of Agriculture Economics, Sam Higginbottom University of Agriculture, Technology and Science, Prayagraj, Uttar Pradesh, India
2. Assistant Professor, Department of Agriculture Economics, Sam Higginbottom University of Agriculture, Technology and Science, Prayagraj, Uttar Pradesh, India

ABSTRACT: This research paper focuses on identifying the constraints faced by farmers in the Hoshiarpur District of Punjab in the marketing of the herbicide Rifit Plus, as well as proposing suitable measures to address these challenges. The successful adoption and utilization of agricultural inputs such as herbicides are essential for optimizing crop yields and minimizing weed-related losses. However, farmers often encounter various constraints that hinder their effective use of herbicides, including lack of awareness, affordability, availability, knowledge gaps, and inadequate support systems. This study aims to explore these constraints in the context of Hoshiarpur District and propose targeted measures to overcome them. By conducting surveys, interviews, and observations, the research will identify the specific challenges faced by farmers and analyse their impact on the marketing and adoption of Rifit Plus. The findings will contribute to the existing literature on agricultural marketing and provide actionable recommendations for improving the marketing strategies, accessibility, and support systems related to herbicides in the study area. The proposed measures aim to enhance the awareness, affordability, availability, and knowledge among farmers, thus facilitating the effective marketing and utilization of Rifit Plus and similar herbicides in the Hoshiarpur District of Punjab.

Keywords Constraints, Herbicide, Rifit Plus, Marketing, Adoption, Awareness, Support systems, Agricultural marketing, Accessibility.

The marketing of herbicides plays a crucial role in supporting agricultural productivity by providing farmers with effective tools to manage weed-related challenges. However, farmers in the Hoshiarpur District of Punjab face numerous constraints that impede the successful marketing and adoption of herbicides, particularly Rifit Plus. These constraints encompass various aspects, including limited awareness, financial affordability, inadequate availability, knowledge gaps, and insufficient support systems. Overcoming these challenges is essential to ensure that farmers can access and utilize herbicides effectively, thereby optimizing crop yields and reducing weed-induced losses.

This research paper aims to identify the specific constraints faced by farmers in Hoshiarpur District and propose suitable measures to address them in the marketing of Rifit Plus. By conducting surveys, interviews, and observations, this study will delve into the challenges experienced by farmers, assess their impact on herbicide marketing and adoption, and explore potential solutions. The findings of this research will contribute to the existing knowledge base on agricultural marketing, providing valuable insights and actionable recommendations for improving marketing strategies, enhancing accessibility, and strengthening support systems related to herbicides in the study area. Through a comprehensive analysis of constraints such as lack of awareness, affordability, availability, knowledge gaps, and inadequate support systems, this research will pave the way for the implementation of targeted measures. These measures aim to enhance farmers' awareness about Rifit Plus, improve its affordability and availability, bridge knowledge gaps through appropriate training and information dissemination, and establish robust support systems to assist farmers in the effective utilization of the herbicide. By addressing these constraints, the marketing and adoption of Rifit Plus and similar herbicides can be optimized, contributing to increased agricultural productivity and sustainable farming practices in the Hoshiarpur District of Punjab.

RESEARCH METHODOLOGY

Hoshiarpur district is located in the north-east part of the State. It falls in the Jalandhar Revenue Division and is situated in the Bist Doab, Doaba region of the State. The district is sub mountainous and stretches of river Beas in the north-west. It lies between north latitude 30 degree-9 and 32 degree05 and east longitude 75degree -32 and 76degree -12'. It shares common boundaries with Kangra and Una districts of Himachal Pardesh in the north east, Jalandhar and Kapurthala districts (interspersed) in south-west and Gurdaspur district in the north-west. At present, it has an area of 3386 Sq. Kms. and a population, as per 2011 Census is 15, 86,625 persons.

Selection of district: There are 23 District and 5 Divisions in Punjab state and the divisions are Jalandhar, Firozpur, Faridkot and Rupnagar. Punjab was selected, and under this Jalandhar division we selected the Hosiarpur district purposively for the present study on the basis of maximum area under sugarcane cultivation. The district has an area of 3365 km2. The district has a population density of 683 inhabitants per square Kilometre (1,770/sq mi).

Selection of Block: There were 10 Blocks in district. Dasuya block was selected purposively for the study. Dasuya block is situated near hosiarpur city on Jalandhar Hosiarpur Highway no.70 The distance of Hosiarpur from the Dasuya city is about 40 km .The Agroclimatic condition of the block is suitable for the sugarcane

cultivation. The farmers of this block have been growing sugarcane forseveral years.

Selection of village: There are 398 villages in dasuya block. A list of all villages along with area under sugarcane was obtained from respondent faculties of Syngenta India Pvt. Ltd. In Chandigarh region. Then all the villages were arranged in descending order on the basis of cultivated area of sugarcane and five villages were selected randomly.

Table -1: List of selected villages in Dasuya Block

S. No.	Selected village
1	Bhulpur
2	Chak phala
3	Chandi das
4	Dugri
5	Habib chak
6	Jand
7	Bassi Jalal
8	Mian ka pind
9	Nai chak
10	Pandori

Selection of respondents:

A list of the respondents was obtained from the village development office in each selected village. These selected respondents were arranged in ascending order. Of the total ten per cent respondents were selected randomly. The selected respondents were categorised under different size groups e.g. marginal (> 1 ha), small (1-2 ha.), semi-medium (2-4 ha), medium (4-19 ha.) and large (,10 ha.). .

Selection of Market Function The market functionaries were considered for data collection regarding and other marketing charges in different marketing channel list of all market functionaries will be prepared with the help of primary and secondary market offices then out of total number of market functionaries like whole sellers , retailers middle man, commission agent etc., market functionaries will be selected randomly for present study.

Tools for data analysis

Garrett's Ranking Technique:

Garrett's Ranking Technique is applied to study the preference, change of orders of constraints and advantages into numerical scores. The prime advantage of this technique over simple frequency distribution is that the constraints are arranged based on their severity from point of view of respondents.

(Garrett and Woodsworth, 1969):

Percentage position = [100 (Rij– 0.5)] /Nj

Where:

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

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

RESULT AND DISCUSSION

Constraints faced by farmers in marketing of Rifit Plus.

While studying the consumer behavior we found that consumers buy agrochemicals on the basis of their different perceptions.

Table -2: Consumer perception and buying behaviour

Parameter	No. of farmers	Farmers (%)
Quality	29	24.17
Price	10	8.33
Packaging	6	5.00
Relation with Dealer	37	30.83
Brand Image	18	15.00
Promotional Strategies	12	10.00
Source of Information	8	6.67
Total	**120**	**100.**

It is founded that about 24.17% farmers prefers to buy a product according to its quality, about 8.33%farmers prefers the price of product, about 05% farmers prefers the attractiveness of the packaging, 30.83% farmers buy agrochemicals only because of the relationship with the distributor, 15% of the farmers buy agro products on the basis of Brand Image, about 10% farmers buys agro products by convinced through promotional strategies, and 6.67% farmers take information about products from their friends and neighbors or any other person.

Conclusion

In conclusion, the marketing of Rifit Plus, an agrochemical product, faces various constraints as

perceived by farmers in the study area. The consumer perception and buying behaviour analysis revealed different factors influencing farmers' purchasing decisions. While approximately 24.17% of farmers prioritize the quality of the product, 8.33% consider the price, and 5% focus on the packaging. Interestingly, a significant portion of farmers (30.83%) base their buying decisions on the relationship they have with the distributor, emphasizing the importance of strong distributor-farmer relationships in the marketing process. Brand image also plays a significant role, influencing the buying decisions of 15% of the farmers. Additionally, promotional strategies influence 10% of the farmers, and 6.67% rely on information from friends, neighbours, or other trusted sources.

These findings highlight the diverse factors that farmers consider when purchasing agrochemicals such as Rifit Plus. To overcome the constraints faced in marketing, it is crucial to address these factors and tailor marketing strategies accordingly. Emphasizing the quality and value of the product, competitive pricing, appealing packaging, and building strong relationships with distributors can positively influence farmers' buying behavior. Moreover, leveraging and enhancing the brand image, implementing effective promotional strategies, and encouraging positive word-of-mouth recommendations can further enhance the marketing of Rifit Plus.By understanding the various perceptions and buying behaviours of farmers, marketing efforts for Rifit Plus can be aligned to better meet their needs and preferences. This, in turn, can enhance the adoption and utilization of the product, benefiting both farmers and the agrochemical company.

Reference

Robinson, J. Z; Das. R. S. and Chancellor, B. C. (2007). Motivations behind farmers' Pesticide usein Bangladesh rice farming. *J. Agri. Food and Human Values*, 24(3):323-332.

Ibitayo, O. O. (2007). Egyptian farmers attitudes and behaviours regarding agricultural pesticides:Implications for pesticide. risk communication. *Texas Southern University*, U.S.A.

Okopido, I. T. (2002). Environmental pollution. An emerging health hazard. *The Nigerian Scenario Lecture. Port Harcourt, Nigeria*. pp. 1-20.

Sahu Bhashkar and Nahatkar S. B. (2019). Consumer Behaviour of Fungicide for Paddy Crop in Dhamtari District of Chhatisgarh, India. Int.J.Curr.Microbiol.App.Sci ; Special Issue-9:38-42.

McMullen, Steven, and Matthew C. Halteman. "Against inefficacy objections: The real economic impact of individual consumer choices on animal agriculture." Food Ethics 2 (2019): 93-110.

Sheth, Jagdish N., and Atul Parvatiyar. "Sustainable marketing: Market-driving, not market- driven." Journal of macromarketing 41.1 (2021): 150-165.

Trudel, Remi. "Sustainable consumer behavior." Consumer psychology review 2.1 (2019): 85-96.