



Marketing of Drip Irrigation In Jalgaon District

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ABSTRACT

In Jalgaon district Highest sale of drip irrigation systems in Jalgaon Taluka followed by Rawer and Yawal Taluka. Most of the sales take place on credit. Majority of sales (48%) takes place before sowing of kharif, as banana and Cotton are major crops of this area. 50% of surveyed dealers deals in national/multinational branded products 36% deal in local brands and 14% deals keep both the local and national brands to meet different requirements of market. Under the present investigation it was found that most of the dealers are unsatisfied with the replacement policy of micro irrigation companies and brand price, quality and past experience are the major factors the purchase of drip irrigation.

Keywords : Conservation, State, Zero, Semi-optical model.

Micro irrigation technology is rapidly expanding all over the world including India especially in the water scarce areas of India. Micro irrigation (MIS) is the most efficient method of irrigation, was introduced in 1987 in India. MIS has become popular in India and it has been adopted on 400000 ha. The integrated approach evolved and the support provided by various Government and other agencies are the main factors for the rapid growth of Micro-irrigation in India. Hence, an analysis focusing on distribution, of drip irrigation were carried out in Jalgaon district of Maharashtra.

Objective:

- To study the distribution network for identifying the market share and dealers perception regarding these companies.
- To gain insights on the promotional strategy used by various drip irrigation companies.

RESEARCH METHODOLOGY

Keeping the view of formulated objectives, the project was carried out with the following research methodology-

Research design

Source of information for primary data were dealers and retailers in the selected taluka's of Jalgaon district of Maharashtra. The methodology for collection of primary data involve structured interview schedule using Personal interview method. Research Instrument: A structured schedule was prepared for collection of data from the dealers and retailers. The secondary source of data provided the insight to understand and define the nature of the problem. Secondary data was collected through various sources like company website, magazines, internet source, company leaflet and other sources. Questionnaires are used for the collection of primary data. Both open ended question and multiple choice questions were involved in questionnaire. In open ended questions farmers and retailers are free to answer and in multiple choice questions respondents are offered various options to choose from. 90 Dealers/ Retailers were selected in six Taluka namely Raver, Yawal, Muktainagar, Jalgaon, Parola and Chalisgaon for the fulfilment of objectives. Dealers and retailers of national brands and local/regional companies.

Sampling method: -

Two stage sampling was done: At first stage villages in each

Taluka were selected randomly. At the second stage from each taluka's 15, dealers was selected using purposive sampling making the total sample of 90 dealers. Retailers were selected purposively as asked by company and based on their dominant presence in the Area. Purposive sampling is a non-probability sampling technique wherein either an authority picked by the researcher or the researcher himself selects units to be sampled based on their knowledge and professional judgment. Purposive sampling was used to select the dealers of specific brands in each Taluka. Data obtained from the survey was analyzed through tabular analysis including appropriate management, financial and statistical tools. All this information is plotted in the form of tables, graph, figure, pie-chart etc.

RESEARCH FINDINGS

Total sales of Drip irrigation products/systems of different company in Jalgaon district: The data presented in Table-1 showed that Jain irrigation system Ltd (35%) has the highest share of Drip irrigation followed by the Netafim (10%) and Finolex (8%) in the Jalgaon district, regional companies in the Jalgaon district hold 40 % share in the sales in the area.

Table.1: Sale of Drip in Jalgaon district of Maharashtra (Value In lack)

Company	Sale	Percentage
Jain	3800	35
Finolex	904	8
Netafim	1100	10
Kisan	160	2
Dutta irrigation	1150	11
Shriram plast	898	8
Vaishnavi	1100	10
Nirmal	900	8
Epc	680	6
Vishakha	182.5	2
Total	10874.5	100

Taluka wise sale of drip irrigation : Table-2 shows, highest sale of drip irrigation products in Jalgaon (28%) Taluka because of many major manufacturing units situated in Jalgaon, farmers from other districts purchase drip components in Jalgaon. It was followed by Rawer (23%) and Yawal (18%) because major crops grow in these taluka's are Banana and cotton which are major crops for drip irrigation.

Table-2. Taluka wise sale of drip irrigation (Value in lack)

Taluka's	Sale	Percentage
Raver	2501.2	23
Muktainagar	1304.94	12
Yawal	1957.41	18
Jalgaon	3044.86	28
Chalisingaon	978.7	9
Parola	1087.45	10
Total	10874.56	100

Type of Business: In the surveyed dealers, all dealers (100%) deal in irrigation equipments. Out of 90 dealers, near about 18 (20%) deal in the irrigation equipments exclusively.

Table 3: Type of Business

Component	No. of dealers	Percentage
Seed	67	75
Pesticide	72	80
Micro irrigation Equipments	90	100
Fertiliser	72	80
Exclusively MI equipments	18	20

Dealers deal in Brand of Micro-irrigation product: In the dealer surveyed 50% dealers deals in National/Multinational branded product. 36% dealers were dealing in the local Drip Irrigation companies. 14% dealers deal both in Branded and Local brands to cater to the needs of the farmers based on their affordability.

Table-4: Dealers deal in Brand of Micro-irrigation product

Particular	No. of Respondents	%
Branded	52	50
Local Brands	38	36
Both	15	14

Type of Sales: The above graph shows that the 76% of the dealers sell irrigation product on credit, and 15% sales are only cash and 9% dealer's sale in both cash and credit. It indicates that majority of sales of irrigation products is on credit because of farmer depend on harvesting of their crop especially for Banana

Table-5: Type of Sale

Sale Type	No of Respondents	Percentage
Credit	14	15
Cash	8	9
Both	68	76

Credit to Farmer: Among the surveyed dealers it was found that 39% dealers provide credit up to 2 months, 34% provide credit up to 2 to 6 months and 27% dealers provide credit up to 15 days for the purchase on Micro irrigation Products. It shows that maximum dealers provide 2-6 months credit to farmers for purchase of drip irrigation products.

Table-6: Credit to farmer on the purchase of drip irrigation

Credit to Farmer	No.	Percentage
15 Day	24	27
2 Months	35	39
6 Months	31	34
Total	90	100

Company Credit period to the Dealer: 29% of surveyed dealers said company provide credit up to 1 year, while 23% dealers told up to 90 days, 29% up to 60 days and 20% up to 30 days of credit on the irrigation products. It means that most of the companies provide credit for 90 days to 1 year.

Table -7: Company Credit period to the Dealer

Company credit period to the dealer	No	Percentage
30 Days	18	20

60 Days	25	28
90 Days	21	23
Up to 1 year	26	29
Total	90	100

Season for sales of Drip irrigation products: Among the surveyed dealer, 48% of dealers have maximum sales in the month of May to August, 34 % sales of drip irrigation products take place in the month of January to April and only 18% sales in the month of September to December. It is because Banana and Cotton two major crops of this area are sown mainly during Kharif season.

Table -8: Season for sales of Drip irrigation products

Particular	No. of Respond	Percentage
Summer	31	34
Rabi	16	18
Kharif	43	48
Total	90	100

Replacement Policies of Companies: 46% dealers said that companies do not replace the drip components and 54% dealers said that companies replace their product.

Table -9: Replacement Policies of Companies.

Replacement Policies	No.	Percentage
Always	37	41
Sometimes	12	13
Never	41	46
Total	90	100

Satisfied with company replacement Policy: 76% of dealers were not satisfied with replacement policy of the companies and 24% dealers were satisfied with the replacement policy of the company. Many companies do not provide replacement in the condition of damage over 40 % in the Micro irrigation systems.

Table -10: Satisfied with replacement Policy

Satisfied with replacement Policy	No of Respondents	Percentage
Yes	22	24
No	68	76
Total	90	100

Factor influencing the purchase of drip irrigation: The above table concluded that about 87 % dealers regarded the brand name as the most important factor. 38%, 58% considered price also an important factor influencing sales. Regarded past experience and the 36 % considered quality of drip irrigation products as important factor influencing purchase.

Table -11: Factor influencing the purchase of drip irrigation

Factor	No of Respondents	Percentage
Brand	78	87
Price	52	58
Past experience	34	38
Quality/Result	32	38
Expert Opinion	32	36
Retailer recommendation	30	33
Service	20	22
Other	8	0.9

On the basis of the present study it can be concluded that:

- In Jalgaon district Kisan irrigation holds very little share (2%) in the sale of drip irrigation products while Jain, Finolex and Netafim are much ahead of it.
- Highest sale of drip irrigation systems in Jalgaon Taluka followed by Rawer and Yawal Taluka.
- Most of the sales take place on credit. Majority of dealers provide 2-6 months credit to the farmers. Most of the

- companies also provide credit 3 months – 1 year.
- Majority of sales (48%) takes place before sowing of kharif, as banana and Cotton are major crops of this area.
- 50% of surveyed dealers deals in national/multinational branded products 36% deal in local brands and 14% deals keep both the local and national brands to meet different requirements of market.
- It is found that majority of Dealers are unsatisfied with the replacement policy of micro irrigation companies.
- Brand, Price, Quality and Past experience are the major factors the purchase of drip irrigation.

Suggestion

- There is need to increase the awareness through Promotion activities such as advertisement in newspaper and field level promotion activities.

- Company should appoint sales personnel personally and at village level to increase share and sale of drip irrigation products
- Rawer and Yawal and Jalgaon are the region when there is more sale yet sales force is inadequate. There is need to concentrate on these areas as there are only 3 dealers. Kisan irrigation system should appoint more dealers to increase distribution network.
- Adequate and continuous supply of all irrigation components should be provided.
- Company should concentrate on brand image through service and promotion. After sales service such as valve change, meter replace etc. should be improved.
- In the present study it was found that dealers are unhappy with replacement policy of all the company.
- Company can focus on these aspects of dealers satisfaction for developing good image of company in market.

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