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RESEARCH PAPER

An analysis of market structure and farmers' preferences of vegetable seed marketing in Raipur district of Chhattisgarh

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ABSTRACT

The present study on analysis of market structure and farmers' preferences of vegetable seed marketing was carried out in Raipur district of Chhattisgarh. Main objectives of the study were to analyze the market structure for vegetable seed market at dealers' level, to assess the farmers' preferences in vegetable seed purchases and to examine the promotion measures adopted by seed companies. Primary data were collected from 80 farmers and 15 vegetable seed dealers from four villages of two blocks through personal interview method with the help of pre-structured schedule for the year 2014-15. Study revealed that the value of Gini-co-efficient was 0.4469 which clearly indicated that market structure was equally distributed and no one dealer influenced the market. It was also found that 80 per cent farmers preferred seminis seeds private limited for cabbage, 75 per cent farmers preferred Sakata seeds Private Limited for cauliflower, 75 per cent farmers preferred Namadhari seeds Private Limited and 25 per cent farmers preferred VNR seeds Private Limited for brinjal and 90 per cent farmers preferred Bayer seeds Private Limited for tomato cultivation. The study further concluded that farmer gave good relative importance to sample distribution in dealers' shops (77.00 average point) and farmers' meeting (75.5 average point) followed by field demonstration (73.25 average point) as promotion measures of vegetable seed marketing in the study area. Therefore, this study suggests that seed companies should look on this aspect while making promotional strategies in vegetable seed marketing in the study area.

KEY WORDS : Market structure, Farmers' preferences, Vegetable seed marketing

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