



A Case Study

Sales of fertilizer in *Kharif*, *Rabi* and summer season in Shrirampur and Nagar tahasil

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ABSTRACT : This study was conducted between June 2018 to Aug. 2018 on sample of 12 wholesaler and 18 retailer. This research paper have examine the sales of chemical fertilizer in Shrirampur and Nagar taluka. Primary data were collected by survey method and visits to tahasil office in both talukas. After analyze the collected data shows approximate 60 per cent of fertilizers sales of Nagar and Shrirampur tahasil is in *Kharif* season. The sales of fertilizers is depends on the level of availability of irrigation. Water availability is high in *Kharif* cropping season (June to September). This results are based on wholesalers and retailers annual sales (monthly) of fertilizer. In this research paper tables and pie charts contains data of fertilizers sales in Nagar and Shrirampur talukas.

KEY WORDS : Marketing, Sales, Retailers, Wholesalers, Cropping seasons

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