

RESEARCH ARTICLE :

Comparative study of sales in solid fertilizer and liquid fertilizer in Shrirampur and Ahmednagar tahsil

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Solid fertilizer, Liquid fertilizer, Sales, Wholesalers, Retailers

SUMMARY : We studied about sale of solid and liquid fertilizer. This study was conducted between July 2018 to September 2018 on the sample of 12 wholesaler and 18 retailer. From As villages of two talukas of Ahmednagar district, which are Shrirampur and Nagar. Primary data was collected by survey method on pretested semi-structured schedule and appropriate tools were used to analysis of data. Shrirampur taluka has good irrigation facilities while Nagar taluka has not good irrigation facilities. 78 per cent farmers used solid fertilizer and 35 per cent farmers used water soluble fertilizer. Subsidy is available on solid fertilizer. Subsidy provided on water soluble fertilizer so that prices of solid fertilizer are less than water soluble fertilizer. Therefore, sale of water soluble fertilizer is lower than solid fertilizer. Most of the farmers buy solid fertilizer because of its low pricing. So that the sale of solid fertilizer is high than water soluble fertilizer. In addition to liquid fertilizer that can be sold in the market, liquid fertilizer can be use for agriculture purpose or in the premises for plantation (Unnisa, 2015).

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BACKGROUND AND OBJECTIVES

The fertilizer industry in India consist of three major players; The Government owned Public Sector undertakings, Co-operative Societies like KRIBHCO, IFFCO and units from Private sector. There are about 33 major producers producing N, NP and NPK Fertilizers in the country at present. Fertilizer has important role in green revolution and consequent self-reliance in food grin production. The increase in fertilizer consumption has contributed significantly to sustainable production of food grain in country.

(Amaliyar and Singh, 2016).

Fertilizers are available at low price. Fertilizing the soil is essentially a producer for decay of natural strong wastes. The decay producer is expert by different micro-organisms. During the time spend for fertilizing the soil micro-organism separate natural matters. Solid and liquid fertilizer is subjected to different tests to estimate the components present in it (Monisha, 2016). The fertilizer prices both at producer and farm level are determined by the government in most of the countries and such government interventions generally have the basic

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Components	Solid fertilizer	Liquid fertilizer	Comments
pH	8.18	6.56	Solid fertilizer is moderately alkaline and liquid is neutral in nature
Organic carbon (%)	4.12	3.6	Both the fertilizer are highly organic in nature
Nitrogen (%)	7.005	8.406	Concentration of nitrogen is medium in nature
Phosphate (ppm)	21	25.5	They are moderately high in nature
Potassium (ppm)	12	14	Very less in nature
Calcium and magnesium (ppm)	8	11	They are comparatively less in nature
Sulfur (%)	15.85	17.34	Concentration of sulfur is high in nature
Boron	25.1	35	Liquid fertilizer has more concentration of boron than compared to solid
Manganese (mg/ml)	20	30	Manganese is very high in nature

objectives to provide fertilizers to farmers at stable and affordable prices in order to encourage higher consumption of fertilizer and to increase agricultural production thereby and to encourage domestic production.

We conduct survey of 12 wholesaler and 18 retailers from as villages of Shrirampur and Nagar Taluka of Ahmednagar district. 78 per cent farmers used solid fertilizers because of its low price. The result are based on annual sales of fertilizer wholesaler and retailer. In this research include table of fertilizers sales in Nagar and Shrirampur. Fertilizer comparison of solid and liquid fertilizer for various components (Table A).

RESOURCES AND METHODS

We conduct this study for finding the sale of solid and liquid fertilizer. In which the Fertilizer sale in Shrirampur and Nagar Tahsil of Ahmednagar district of Maharashtra. For this study we conduct the survey of 12 wholesaler and 18 retailer shops in Nagar Taluka.

We prepared questionnaire for conducting survey of retailer. Our questioner contains are as follows:

- Name of retailer
- Address
- Tahasil
- District
- Contact No
- Location or market of the business
- Name of enterprise
- Number of year in business
- Number of employees
- Product and its competitors
- How do you procure product from company?
 - Cash
 - Credit

Fertilizers companies	Products	
Basant Agro Tech India Limited	NPK fertilizer	
	SSP fertilizer	
	SSP single	
	Super	
	Phosphate	
	Seed	
Bharat Fertilizer Industries Limited	Prilled urea Ammonia	
	Chambal Fertilizer and Chemical Limited	Fertilizers
		Uttam Veer
		Urea
		Uttam Neem
		Uttam DAP (Di Ammonium Phosphate)
Uttam MOP (Murate of Potash)		
Dharamsi Moraji Chemical Company Limited	Uttam SSP (Single Super Phosphate)	
	Disulphonic Acid p-Chloro Benzene	
	Single super Phosphate	
	Special Chemical Methane	
	Rock phosphate ammonia	
	Sulphur	
Gujarat State Fertilizer and Chemical Limited, Vadodara	Sulphuric acid	
	Hydrochloric acid	
	Liquid sulphur	
	Sulphuric acid	
	Copper	
	Sulphate	
Hindustan Copper Limited (HCL), Khetrinagar	Anode slime	
	Ammonium chloride	
	MOP	
	Ammonium sulphate	
	DAP	
	Sulphate of potash (SOP)	
Zuari Industries Limited	Urea	
	Bio fertilizer	
	Seed	

- Embedded charges
- How do you sale the product?
 - Cash
 - Credit
 - Online
- Which chemical fertilizer farmer preferred more?
 - Solid fertilizer
 - Water soluble fertilizer
- Do you sale online? If yes, percentage of sale through online?
- Monthly sales (Rs).

Jan.	Feb.	March	April	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.
Total					

We prepared questionnaire for conducting survey of wholesalers. Our questions contains are as follows:

- Name of interviewer:
- Address:
- Contact No:
- Name of business:
- Ordering schedule:
- Mode of payment:
- Cash:
- Credit:
- Online:
- Monthly sales (Rs).

Jan.	Feb.	March	April	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.
Total					

- Do you sale online? If yes, percentage of sale through online?

After conducting survey all data were recorded in table form and analyzed

OBSERVATIONS AND ANALYSIS

Retailer and wholesaler sales of fertilizer by solid and liquid.

- Solid : 74 per cent
- Liquid : 26 per cent

Conclusion:

Due to this result shows the solid fertilizers sales is

high as compared to liquid fertilizer. Solid fertilizers has subsidy so their prices are low as compare to water soluble fertilizers.

Table 1 : Retailer and wholesaler comparative sales of solid and liquid fertilizer (Shrirampur and Nagar)

No. retailers, wholesaler	Retailers and wholesalers sales (lakh Rs.)	
	Solid fertilizer	Liquid fertilizer
1	50	35
2	20	9
3	80	36
4	50	20
5	80	20
6	150	60
7	80	36
8	50	35
9	20	9
10	120	45
11	140	40
12	110	17
13	150	37
14	120	34
15	130	39
Total	1350	472

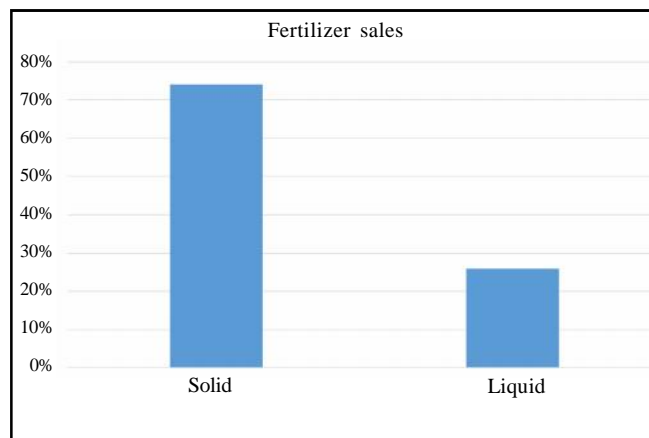


Fig. 1 : Retailer and wholesaler sales of fertilizer by solid and liquid

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