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Title: SALES POTENTIAL OF RICE VARIETIES DEVELOPED AND MARKETED BY PAN SEEDS AT BUNDU BLOCK IN RANCHI DISTRICT OF JHARKHAND

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**Abstract:** The study entitled “Sales potential of rice varieties developed and marketed by Pan Seeds at Bundu Block in Ranchi district of Jharkhand” was undertaken to assess sales potential of rice seed of Pan Seeds Pvt. Ltd., to identify the factors influencing demand of rice varieties and to suggest marketing strategy for promoting rice varieties. Sixty farmers from six villages of Bundu block were selected for the study. It was observed that average area under upland, middle land and low land was nearly 35%, 46% and 19% in the villages. The proportion of irrigated and unirrigated area was about 46% and 54% respectively in the selected villages. It was also observed that four companies of rice seed were operating in the selected village in which Pan Seeds Company and Pioneer Seed Company were the major players. The Bayer crop science and Advanta were also operating in the area but their role was not much in seed sales to the farmers. It was also found from the investigation that Dealer was the most important source of knowledge for new rice variety. The second important source was Neighbour followed by Sales Representative and Campaign, respectively. It was also found that near about 328 kg of rice variety was sold by Pan Seeds Company in the selected villages. It was further observed from the study that the most important factor for demand of rice variety in the village by the farmer was quality of rice seed variety. The second important was yield of rice variety and the next important factor was price of rice seed variety followed by insect/disease resistance. For development of marketing it is necessary to provide facilities to farmers regarding seed availability in the villages. It is also necessary to develop market of rice seed in the villages is publicity of rice seed variety among farmers organize group discussion and also provide rice seed at proper time, Similarly the quality and price are important for development market.

**Description:** SALES POTENTIAL OF RICE VARIETIES DEVELOPED AND MARKETED BY PAN SEEDS AT BUNDU BLOCK IN RANCHI DISTRICT OF JHARKHAND

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