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Abstract: The damage caused by insect pests is one of the primary factors leading to the reduction in yield in of major crops like paddy. The study presented here analyzed the economic conditions of farmers in Ranchi and market potential of insecticides for paddy crop in this area. The study was conducted in Ranchi district in five agricultural blocks. Fifty farmers and 25 retailers were selected from these blocks for this purpose. The results obtained through survey and analysis indicated that 56% of the total farmers were living in a joint family and rest as nuclear family having family size 5 to7members. Farmers having qualification of intermediate were 36% and rest having 10th or illeterate. Marginal famers constituted 44%,small famers of the total are marginal farmers.50% of the total farmers live in kaccha house, 52% of the total have their own well for water requirement. Out of the total farmers, 38% use LPG for cooking, about 84% of the total use electricity as light source.78% of the farmers have phone for communication. Important insect pest of paddy crops are brown plant hopper (BPH), green leaf hopper(GLP), stemborer, leaf folder and rice hispa. Most used chemical insecticides for controlling these insects are Chlorpyriphos, Flubendiamide, Triazophos, Fipronil, Quinalphos and Imidacloprid. Bayer is estimated to have the highest market share of 58.3% in insecticide category for paddy crop in Ranchi district. Regent , dhanwanhanwanhanwanhanwanhanwanhanwan, confidor, delta, cyclone and voter are the most onfidor, delta, cyclone and voter are the most onfidor, delta, cyclone

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