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Abstract: This study was conducted in Ranchi to know the socio cultural conditions of farmers, the market potential of hybrid seeds of paddy and tomato and market share of Mahindra in the selected areas of study in Ranchi, i.e. Nagri, Kanke, Burmu, Ratu, and Ormanjhi. 50 farmers and 10 retailers were selected from the aforementioned blocks, for the study. Based on the survey results, it was found that 72% of the farmers were literate, 73% had Kaccha and Mixed houses, 60% had their own wells, 56% had their own toilets, 80% used wood and gas as cooking fuel, 92% of the respondents owned a cellphone, 78% of the farmers were having land holding of 1-2 hectares and 2-4 hectares. It was seen that there was a sharp increase in the area of cultivation of hybrid paddy seeds and the total production of hybrid tomato in the last 3 years. Pioneer was found to be the market leader in hybrid paddy market and Seminis was found to be the market leader in hybrid tomato market. It was concluded that there is a great potential for hybrid paddy and tomato seeds in Ranchi, but special attention needs to be given on the promotion and marketing of hybrid seeds, in order to create awareness among the farmer.

Description: STUDY ON THE MARKET POTENTIAL OF MAHINDRA SEEDS

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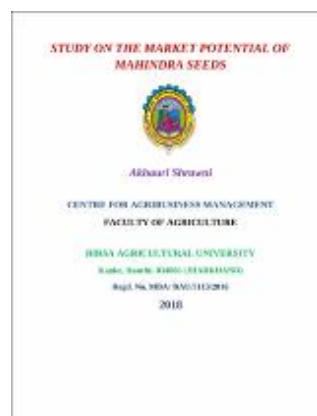
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