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Abstract: Monsanto, a Denmark based International organization is manufacturing agro seeds in India. The seeds include hybrid vegetable seeds, fiber seeds, millet etc. The study was carried out to find out its marketing trend and demand in Gumla region of Jharkhand. Farmers and dealers were contacted to get relevant data as per developed questionnaire based on this research finding during 2014 it was found that the demand of Monsanto products are increasing due to comparable price and high quality. The data related to cost, consumption, size of pack, major seeds of Monsanto products and other company's products were also collected. On the basis of survey work, it was found that the quality of Monsanto products were found to be superior in compared to other companies products. The market size of Monsanto products also found to be in increasing trend. The sales of Monsanto products were found to be average in the year 2014.

Description: STUDIES ON MARKET DEMAND OF TOMATO HYBRID SEEDS OF MONSANTO IN COMPARISON TO OTHERS

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