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**Abstract:** This study was conducted at Daltonganj and Ramanujganj to know the socio-economic conditions of farmers, to analyse the marketing trends of Pan Seeds and explore the most effective way of advertisement of rice & maize seeds. 50 farmers and 5 retailers were selected equally from both places for the study. Based on survey result, it was found that 26% of total farmers were illiterate, 64% of total farmers were having nuclear families, 40% of total farmers were having family size of 5-7, 44% of total farmers were having land holding of 1-2 ha, 44% of farmers were having annual income up to 1 lakh in Daltonganj. Based on survey result, it was found that 30% of total farmers were illiterate, 74% of total farmers were having nuclear families, 52% of total farmers had family size of 5-7, 48% of total farmers were having small land holding of 1-2 ha, 50% of farmers were having income up to 1 lakh in Ramanujganj. The sale of rice in Daltonganj increased from 14 MT in 2014 to 21.11 MT in 2017, showed 50% of increase in sale and sale of maize increased from 0 MT to 9.8 MT in Daltonganj. The sales of rice in Ramanujganj increased from 0 MT in 2014 to 22.98 MT in 2017 and sales of maize increased from 0 MT in 2014 to 8.98 in 2017. The purchase preference of Pan Seeds increased from 10% in 2014 to 38% in 2017 in Daltonganj. and purchase preference increased from 10% in 2014 to 50% in 2017 in Ramanujganj. 50% of retailers were distributors of Bayer seed company and distributors of Pan Seeds were 40%. Television was the most common source of mass media exposure as 70% of farmers were using television in Daltonganj and 48% of farmers using television in Ramanujganj. Field meeting was considered as most effective way of advertisement as 50% of retailers responded to field meeting. Mic campaign was not found suitable for Pan seeds as farmers did not used to respond. The study concluded that growth of Pan Seeds was good in the both areas and company needs to promote its product through television as it was the most common source of mass media and more focus should be given on Farm meeting for better marketing and increase in sales.

**Description:** STUDY ON MARKETING TRENDS OF RICE AND MAIZE OF PAN SEEDS IN DALTONGANJ AND RAMANUJGANJ

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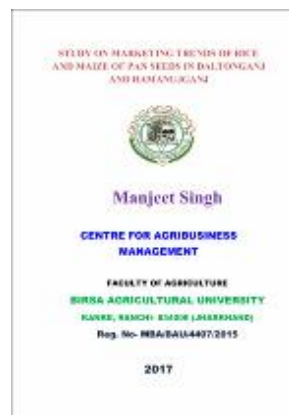
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