

# Market Potential for Insecticides of Bayer Crop Science Ltd. in Baramati Tehsil of Pune District

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**ABSTRACT:** Agrochemicals are substances manufactured through chemical or biochemical processes containing the active ingredient in a definite concentration along with other materials which improve its performance and increase safety of crops. Bayer Crop Science offers its customers an outstanding range of products including high-value seeds, innovative crop protection solutions based on chemical and biological modes of action, and extensive service back-up for modern, sustainable agriculture. To know about the Bayer Crop Science product awareness by studying the problems, feedback and suggestion given by the Distributor and Farmers and the activities which are done to increase sale and awareness among the farmers about the use of Bayer's products.

**KEYWORDS:** Agrochemicals, Market potential, awareness, Market Share, Promotion strategies.

## I. INTRODUCTION

With increasing population, demand for food grains is increasing at a faster pace as compared to its production. In addition to that, every year, significant amount of crop yield is lost due to non- usage of crop protection products. Agrochemicals are used to improve crop performance, yield or control pests, etc. Agrochemicals are substances manufactured through chemical or biochemical processes containing the active ingredient in a definite concentration along with other materials which improve its performance and increase safety. For application, these are diluted with water in recommended doses and applied on seeds, soil, irrigation water and crops to prevent the damages from pests. Bayer Crop Science offers its customers an outstanding range of products including high-value seeds, innovative crop protection solutions based on chemical and biological modes of action, and extensive service back-up for modern, sustainable agriculture. A further focus is on non-agricultural applications. This research paper focuses on emergence of study on market potential, awareness, promotional activities and market share for insecticides of Bayer Crop Science Ltd. In Baramati Tehsil.

## II. OBJECTIVES

This project was very important for Bayer group, to know the Market strategy, to identify the competitor present in market. To know about the Bayer Crop Science product awareness by studying the problems, feedback and suggestion given by the Distributor and Farmers and the activities which are done to increase sale and awareness among the farmers about the use of Bayer's products. Lastly, to calculate the market share of Bayer Crop Science Ltd. In Baramati Tehsil.

## III. METHODOLOGY

Baramati Tehsil was purposively selected for the study to examine farmers' awareness towards Bayer crop science pvt. Ltd. plant protection product in the vicinity of Baramati Tehsil since it is one of the important Sugarcane growing Tehsil in the state. The area is known for intensive usage of pesticide for cultivation of Sugarcane. Baramati Tehsil was purposively selected because of its potential for the pesticides business. From the Baramati Tehsil, 98 village, viz. in Baramati Tehsil which have highest cropping area under Sugarcane. As a result farmers have to depend on plant protection product mainly insecticides and pesticides to protect the crops from pests and diseases. From these 30 farmer randomly selected from village.

Thus, a total of 30 sample respondent farmers were selected. In addition, 5 Bayer pesticide Dealers were selected randomly to study the market potential of Bayer product with other leading companies product. For finding quality performance, promotional strategies used by selected fungicide and pesticide companies.

The companies present in the sales business in the Baramati Tehsil were tabulated, computed and presented

meaningfully in terms of average and percentages. The percent share finding on different basis of parameter of each firm was worked out as percentage to total. Simple Tabular analysis was also used to examine purchase pattern, sales pattern and perception about Bayer product.

**IV. DATA ANALYSIS AND PRESENTATION**

This section includes the explanation of result analysis of different aspects like awareness and market share of Bayer products in Baramati Tehsil, as well analysis of quality performance of Bayer’s products in Baramati Tehsil by collecting data from the selective distributors and help of farmers, and also comparison of promotional strategy of Bayer’s products in Baramati tehsil.

**1 . Awareness of Farmers about Bayer :**

**Table No. 1 : Awareness of Bayer Crop Science Ltd. In Baramati Tehsil amongselected farmers : (N=30)**

Sr.no	Awareness about Bayer	Respondents	Percent Share
1	Aware	24	80
2	Unaware	6	20
	<b>Total</b>	<b>30</b>	<b>100</b>

The table no.1 reveals that Farmers in this area are well educated which is very helpful for having awareness regarding new things in agriculture and pesticide category. This information is useful to point out penetration of insecticides products in this area. On this information we can calculate awareness level about company and define promotional activities for company’s products. The awareness of sample farmers is shown in Table 1 which shows us that there is almost 80% awareness in Farmers for Bayer products while 20% unawareness is present.

**2. Product Promotion Strategies of Bayer Crop Science Ltd.**

**Table No. 2: Desired Promotional Strategies of Bayer according to select farmers in Baramati Tehsil**

Sr.no.	Promotional activities	Scores	Percent Share
1	Field Demos	7.5	15
2	Wall paintings	6.5	14
3	Advertisements	14.2	26
4	Field Visits	5.8	13
5	Meetings	21.2	32
	<b>Total</b>		<b>100</b>

It reveals from the Table No.2 that the promotional activity arranged by Bayer company which includes parameters like Field demonstration, Wall painting, Advertisement,field visit by company person and Meetings. Above table shows that percentage of meetings is highest at (32%), followed by advertisement (26%), Field Demos(15%) and Wall Paintings (14%) and Field Visit (13%).

**Table no. 3 : Promotional Activities of different companies by selected farmers view in Baramati Tehsil:**

Sr. no	Promotional Activity	Score	Percent Share
1	SYNGENTA	4.31	25.23
2	BAYER	4.69	27.48
3	UPL	2.23	13.06
4	DUPONT	3.31	19.37
5	NAGARJUNA	2.54	14.86

Table No.3 reveals that Bayer has highest level of promotional activities with 27.48% followed by Syngenta 25.23%, Du-Pont is 19.37%, Nagarjuna is 14.86% while UPL13.06% at lowest.

**3. Market Share Of Bayer Crop Science Ltd. Insecticides Products In Baramati Tahsil.**

Market Share is the portion of sales of a particular product or service in a particular region that are controlled by a company. For finding out market share of the project area. To know the market share of farmers in Baramati tehsil at present time from sales and competitor analysis as well as future prospectus of Bayer Crop Science Ltd. were studied.

**Table No. 4 : Estimation of Market Share of different companies in Baramati Tehsil.**

Sr.no.	Companies	Annual Sale (Rs)	Percent Share
1	BAYER	98000000	49.10
2	SYNGENTA	54500000	27.30
3	DU-PONT	26500000	13.28
4	NAGARJUNA	14500000	7.26
5	UPL	6100000	3.06
	<b>Total</b>	<b>199600000</b>	<b>100.00</b>

It reveals from the Table No.4 that the majorly Bayer company insecticide was sold in amount of Rs **98000000**, which covers almost (**49%**) market share followed by Syngenta company has sold of Rs **54500000** of insecticides which accounted (**28%**) market share, Du- Pont company has sold Rs **26500000**. of insecticides which accounted (**13%**) of market share, Nagarjuna company has sold of Rs **14500000** of insecticides which accounted (**7%**) of market share, UPL company has sold of Rs. **6100000** of insecticides which accounted (**3%**) of market share in Baramati Tehsil.

**V. CONCLUSION**

The major findings of the project work have been directed to draw few conclusions about the market potential, awareness, promotional strategies and market share of Bayer in Baramati Tehsil. High awareness of company’s product

was due to effective work of the Bayer company representatives and promotional activities adopted by the company in the study area were found to be very successful. Due to the better results, quality and brand name of Bayer products, farmers were highly satisfied.