

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	SHG BANK LINKAGE PROGRAMME: A PROGRESSIVE OUT LOOK OF SELECTIVE COMMERCIAL BANKS IN ANDHRA PRADESH <i>O. MOHAMMAD RAFAE &amp; DR. P. MOHAN REDDY</i>	1
2.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS INTERNATIONAL BRAND OF HOME APPLIANCES AT VELLORE CITY <i>N.DEEPA &amp; DR. M. MURUGAN</i>	9
3.	AN ANALYTICAL STUDY OF FUND BASED INCOME OF SELECTED PUBLIC SECTOR & PRIVATE SECTOR BANKS IN INDIA <i>ALPA JOSHI &amp; DR. VIJAY VYAS</i>	12
4.	FINANCIAL ANALYSIS OF INDIAN RAILWAYS: A REVIEW <i>ASMA KHAN, NAWAB ALI KHAN &amp; ZIAUDDIN KHAIROOWALA</i>	16
5.	LOCATION BASE ADVERTISING: ADVERTISEMENTS WITH YOUR FOOTSTEP <i>DR. SHWETA GUPTA</i>	21
6.	HUMAN RESOURCE DEVELOPMENT CLIMATE: A STUDY OF VISAKHAPATNAM PORT TRUST <i>DR. JUPUDI.PRAKASH</i>	23
7.	CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF OLD AND NEW PRIVATE SECTOR BANKS IN INDIA <i>NEENA KHANDLWAL &amp; DR. RAJEEV SHARMA</i>	30
8.	A STUDY ON MARKETING OF FERTILIZERS IN TIRUVARUR DISTRICT, TAMIL NADU <i>DR. C. PRAKASH &amp; DR. C. KUMARAN</i>	34
9.	RELATIONSHIP BETWEEN EFFICIENT CASH MANAGEMENT AND PROFITABILITY OF SMALL SIZED ENTERPRISES IN KISUMU COUNTY, KENYA <i>JOANES OTIENO WU'ADONGO OFWA, ARVINLUCY AKINYI ONDITI, PATRICK BONIFACE OJERA &amp; JARED OTIENO ANYAGO</i>	36
10.	PROSPECTS OF BASEL III NORMS FOR INDIAN BANKING SECTOR: A CASE STUDY OF SBI <i>NEHA THAKUR &amp; REKHA SHARMA</i>	40
11.	HUMAN RESOURCE ISSUES IN INTERNATIONAL BUSINESS AND MANAGEMENT: A REVIEW <i>DEEPTI SEHGAL</i>	45
12.	IFRS: PROSPECT AND PROBLEM IN INDIA <i>TARUNLATA</i>	48
13.	A SCIENTIFIC APPROACH USING FUZZY LOGIC IN OPERATIONS MANAGEMENT <i>B. V. MANIKANTA, S. RANJETH KUMAR &amp; O. SIVAREDDY</i>	50
14.	ONLINE SHOPPING CATCHING UP FAST WITH THE TREND- CHHATTISGARH CONTEXT <i>DR. B. B. PANDEY, PRATIBHA BARIK &amp; VANDANA SONI</i>	53
15.	ANALYSIS OF FACTORS AFFECTING UNDERPRICING STOCK IN INITIAL PUBLIC OFFERING IN INDONESIA STOCK EXCHANGE <i>MOHAMAD ADAM, SAMADI W BAKAR &amp; ANISA MINARNI</i>	58
16.	RETHINKING ON MAHABHARATA: MAHABHARATA AND MANAGEMENT <i>VIKAS KUMAR CHHAJED</i>	63
17.	PEOPLE'S ATTITUDE TOWARDS TOURISM DEVELOPMENT IN BODHGAYA, BIHAR <i>RABI SHANKAR</i>	66
18.	VOLATILITY SPILLOVER ACROSS MAJOR EQUITY MARKETS: A CRITICAL REVIEW OF LITERATURE <i>PARDEEP SINGH, ARNAV KUMAR &amp; DEEPAK</i>	68
19.	MUNICIPAL BONDS AS AN OPTIMISTIC APPROACH FOR FINANCING URBAN INFRASTRUCTURE IN INDIA <i>SARITA BELE &amp; SANDHYA BELE</i>	73
20.	E-BANKING: BOON TO FINANCIAL MARKET WITH CHALLENGES OF INSECURITY <i>VANDANA BALA</i>	76
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>80</b>

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**A STUDY ON MARKETING OF FERTILIZERS IN TIRUVARUR DISTRICT, TAMIL NADU****DR. C. PRAKASH****HEAD****P.G. & RESEAECHE DEPARTMENT OF COMMERCE****SWAMI DAYANANDA COLLEGE****MANJAKKUDI****DR. C. KUMARAN****ASST. PROFESSOR****P.G. & RESEAECHE DEPARTMENT OF COMMERCE****THIRU.VI.KA. GOVERNMENT ARTS COLLEGE****TIRUVARUR****ABSTRACT**

Indian agriculture has passed through various phases like subsistence farming, food self-sufficiency and has now entered the phase of agricultural surplus. Rising agricultural surplus may accelerate the tempo of economic development by generating additional purchasing power of farmers and agricultural labourers on the one hand and by providing increasing raw material for the agro-based industrial units on the other. The area of the study has been limited to the district of Tiruvarur only, which is the Granary of South India and the Rice bowl of Tamil Nadu. It is an important district in Cauvery delta of eastern Tamil Nadu. The seed, water, fertilizer and technology make agriculture costly. So the so-called Green Revolution new strategy has lost its attraction. A developing country like India cannot afford to have such a high cost agriculture. In a farm based economy the raising unit cost of agricultural outputs pushes up industrial cost and vice versa in a never ending vicious circle. Hence, agriculture becomes un-remunerative and "Cost inefficient". The new agricultural policy is "farmer unfriendly".

**KEYWORDS**

fertilizers marketing, Tiruvarur.

**INTRODUCTION**

Indian agriculture has passed through various phases like subsistence farming, food self-sufficiency and has now entered the phase of agricultural surplus. Rising agricultural surplus may accelerate the tempo of economic development by generating additional purchasing power of farmers and agricultural labourers on the one hand and by providing increasing raw material for the agro-based industrial units on the other. It provides food to the teeming millions and absorbs nearly three-fourth of its working force. Besides, it will ignite the hub of economic activities through increasing trade, transportation, growth of consultancy and other services. The development of agriculture seems to hold the key to the progress of our economy as a whole. It is therefore necessary that it should receive its due importance.

However, agriculture in India has long been carried out only in a traditional manner. Unlike the farmers in Western countries, Indian farmers hardly use modern techniques in spite of the efforts of the Government in this regard since Independence. Added to this, the combined efforts of the Government, popularly called as, "Green Revolution", have not been uniform throughout the country. Though the country has achieved self-sufficiency in food production, the Indian farming community has not benefited substantially by the Green Revolution.

**AREA OF THE STUDY**

The area of the study has been limited to the district of Tiruvarur only, which is the Granary of South India and the Rice bowl of Tamil Nadu. It is an important district in Cauvery delta of eastern Tamil Nadu.

On the economic front, the main stay of the people in the district is agriculture. Paddy and sugarcane are the staple crops. The Cauvery is the major source of irrigation apart from a few bore wells and tube wells. As the proverb goes "Indian agriculture is a gamble on the monsoon" the agriculture in the district is monsoon oriented and when monsoon fails agriculture is adversely affected. There is not much industrial activity as it is predominantly an agricultural district. In Tiruvarur district, even farming is still a subsistence attempt and not a commercial venture. Majority of the people in the district are either seasonally unemployed or under employed. Poor peasants eke out a hand-to-mouth existence, as farming is only seasonal. They do not have full time activity and are forced to remain in poverty on that account. Cash crops are not grown, as the soil is clay, fit only for raising food crops. In spite of Government schemes, nothing substantial has been achieved in agriculture in the district. Therefore it is worth studying in this district.

The Report of the Planning Commission confirms that Indian farmers are proverbially poor and have limited resources only. They often say and demand: "Provide the inputs at our door steps we shall take care of the rest". It means all is not well in this direction and very often the cultivators are not in a position to get their inputs in the proper manner. Hence the need of the hour is providing a relief package consisting of the essential inputs at the right place at the right time, in the right measure and manner at the right prices in the over all interests of the farming community. The principal agricultural inputs are seeds, fertilizers, pesticides, implements, finance and irrigation. The distribution of these inputs is a specialized job, since there are several characteristics unique to this job. The distribution infrastructure facilities, promotion and mass communication of these inputs are not woefully inadequate. The market and the consumer of these products are unique. The business of distribution of agricultural inputs especially fertilizers in developing countries like India must be understood and attended to accordingly. To improve the productivity in agriculture it is essential for the farmers to be supplied with the inputs especially the fertilizers at the right time, in the right quantity, quality and at the right price. Hence the problem of the study lies in the assessment of the efficiency of the fertilizers distribution network in the study area in terms of ascertaining whether the farmers are capable of improving their productivity if they have been given the required fertilizers in time and in the right manner.

**OBJECTIVES OF THE STUDY**

1. To analyse the specific nature of fertilizer marketing and the distribution mechanism through which fertilizers are distributed in the study area.
2. To assess the production and consumption pattern of fertilizer in Tamil Nadu.
3. To examine the problems of farmers they encounter in using the fertilizers distribution network.
4. To investigate the problems of the dealers in order to improve the distribution channels, infrastructure and other facilities in the distribution of fertilizers.
5. To evaluate the efficiency of the fertilizers distribution network system in the study area and its impact on productivity and
6. To make suggestion to ensure effective distribution and proper delivery of fertilizers by improving the functioning of the network system in order to make it farmer friendly.

**METHODOLOGY**

Survey method is adopted. Both primary and secondary data were used in the study.

**Secondary data:** related books, magazines, Govt reports, websites are the important sources of the secondary data.

**Primary data** were collected both from farmers and distribution channels through survey.

**Research Tools:** Two interview schedules - one for farmers and another one for distribution agencies.

**Population of the study constitutes**

1. Total no. of Farmers in the district
2. Total no. of distribution agencies in the district.

**Samples from Farmers:** There are seven Taluks in the District. Of these, only Five Taluks were taken up of the study. There are 98 PACBs in these five Taluks. Among them, 4 PACBs from each Taluk were selected on a random basis.

There are 4 categories of farmers namely **big, medium, small and marginal** farmers in the study area. Therefore, a total of 240 farmers, - 3 farmers of each category from 20 PACBs were selected on a random basis. In addition to this, 60 non members – 12 from each Taluk – 3 each of the 4 categories of farmers were selected at random. Thus, the total no. of sample farmers of the study was 300-240 from PACB members and 60 from non members.

**Samples from Marketing Agencies:** 60 Fertilizer distribution agencies were selected at random. Among them, 30 are co-operatives remaining 30 are private dealers.

**FINDINGS OF THE STUDY**

1. 61% of the farmers in the study area purchase fertilizers from private dealers.
2. 93% farmers did not know any thing about authorized dealers of their preferred brands.
3. 240 farmers traveled more than 10 kms to purchase fertilizers.
4. 75% of the farmers pay more than Rs. 25 per bag towards transport charges for fertilizers.
5. For 76% of farmers, purchases were not economical in size and were not enjoying the benefits like trade discount on bulk purchase.
6. 69% of farmers paid a price which is more than control price.
7. 99% applied fertilizers not in time but at a delay of even 10 to 20 days.
8. 90% were purchasing fertilizers on credit only.
9. The co-operative distribution network of fertilizers is supplying what they have and not what do the farmers demand.
10. Due to poor co-operative credit the inputs marketing in the study area is dominated by the private dealers.
11. All the private dealers were posed with the basic problem of finance.
12. They also suffer from low profit margin.
13. Lack of godown facility was the problem for 71% of the dealers.
14. 87% of the co-operatives suffer from low profit margin.
15. Transportation is also a major problem for 60% of the Co-operatives dealing in fertilizers.

**SUGGESTION OF THE STUDY**

1. The co-operative sector should be revamped and streamlined by making it the sole agency of supplying agricultural inputs and marketing the output by Linking Credit with Marketing.
2. Introduction and effective implementation of Kissan Credit Card scheme will solve all the difficulties in getting the basic input – finance and will pay way for the efficiency in the distribution of inputs especially fertilizers.
3. Advocating Contract Farming- a new design for improving the efficiency of the fertilizers and other inputs distribution network system and to ensure the farmers easy availability of agricultural inputs at required times.
4. Integrated Nutrient Management using organic manure, bio-fertilizers along with chemical fertilizers.
5. The prices of farm products should be fixed on the basis of the cost of living, which is mounting up day by day and not on cost of production only.
6. A decision support system known as DSSAT (Decision Support System for Agro Technology Transfer) will be an effective tool to solve technological problems.
7. Enhancement of rural credit by the organized sector is the need of the hour. Loans given on pledging the jewels by the organized sector, especially the commercial banks should not be allowed to include in their agriculture credit target.
8. The Kissan card system should be extended to all the farmers in the country and redesigned in such a way to enable them to have easy access to credit agencies.
9. Steps may be taken to ensure representation of farmers both in the state legislature and in the parliament.

**CONCLUSION**

To conclude, it is proved through hypothesis testing that the farmers in the study area are not supplied with fertilizers effectively and efficiently. So, it is concluded that fertilizers distribution Network system in the study area is not functioning efficiently. Therefore, the study recommends that though it is late, at least now it is necessary that a chance must be given to the farmers in India to prove their saying, “ **provide the inputs at our doorsteps, we shall take care of the rest**” by ensuring adequate distribution of agricultural inputs atleast fertilizers at their disposal.

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