Marketing Strategies for Sustainable Growth and Business of Seed Industry in Maharashtra

Er. Shashikant W. Patil¹, Dr. Chhaya S. Sukhadane²
¹Sr. Agril. Engineer, Maharashtra State Seeds Corporation Ltd. Akola, INDIA
²Senate Member, NMU, Jalgaon & Professor, Arts, Commerce & Science College, Dharangaon, Dist. Jalgaon, INDIA

ABSTRACT
Seed marketing should aim to satisfy the farmers demand for reliable supply of range of improved seed varieties of assured quality at an acceptable price. The study has been carried out with the aim to study various Marketing Strategies which are effective in achieving the goals of the Organization. Hence the organization i.e. Maharashtra State Seeds Corporation Ltd., popularly known by its brand name “Mahabeej” is one of the largest and leading State Seeds Corporation among all State Seed Corporations in India has been consider for carrying out the study. A good marketing strategy should integrate an organization’s marketing goals, policies and actions into a cohesive role and also study indicates various problems associated with the marketing strategies.

Keywords---- Mahabeej, MSSCL, Seed Marketing, research and development.

I. INTRODUCTION

Maharashtra State Seeds Corporation Ltd., popularly known by its brand name “Mahabeej” is one of the largest and leading State Seeds Corporation among all State Seed Corporations in India serving in the larger interest of farmers from three decades with farmer’s faith, brand loyalty, quality assurance, dedicated service and sustainable contribution for upliftment of farmers with glorious achievements. MSSCL was established on 28th April 1976 at Akola [1].

MSSCL is marketing its seeds with the brand name “MAHABEEJ”. Making available the seeds of hybrids and varieties of improved cultivars at reasonable prices in time and maintaining its status as market leader in seed business in Maharashtra.

In this study researcher considers marketing strategies, research and Development activities, packaging, advertisement and publicity campaign, production, quality control activities, processing and storage of the corporation [2] [6].

MSSCL caters to the extent of 50-55% demand of seed in Maharashtra mainly in the crops like Soyabean, Wheat, Paddy, Moong, Udid, Groundnut, Jowar, Bajara & Tur.

MSSCL has total 26 plants comprising of 17 cereal seed processing plants having total capacity 4,00,000 quintals, 1 Vegetable seed processing plant having capacity 6,000 quintals, 2 cotton seed delinting plants having 20,000 quintals capacity and 6 cotton ginning centers having 42,000 quintals capacity. The total installed capacity of these plants is 4.68 lacks quintals per season.

II. MATERIALS AND METHODS

Marketing productivity analysis, productivity concerns the relationship between inputs and outputs, productivity analyses assess the efficiency of the transformation process by which inputs and outputs are linked. Marketing productivity analysis is an inherently partial productivity measure in that it is based on a subset of the universe of possible organizational inputs, outputs, and transformation processes. Since inputs and outputs concerning marketing performance are often in different units of measurement, marketing productivity analysis usually involves transforming input and output units into some standard measurement unit[4] [5].

Seed marketing is one of the most vital components of seed technology. The size and scope of the seed industry depends on it. Broadly, it includes such activities as production, processing, storage, quality control and sale of seeds. Seed marketing refers to the actual acquisition and
sells of packed seeds, intermediate storage, delivery and sales promotional activities [6].

III. RESULTS AND DISCUSSION

a) Production Activities:
MSSCL produces high quality certified foundation & truthful seeds of assured genetic and physical purity with high germination and assured vigor. The seed production programme is organized more than 50,000 seed growers. The seed production programme is taken on 1.02 lakh in 33 districts. MSSCL is now producing 10.13 lacks qtls. Of quality seed. In Satara District seed production program is organized on 938 ha. with the help of 712 seed growers with seed production of 5048 qtls.

b) Marketing Activities:
MSSCL is marketing its seeds with the brand name “MAHABEEJ”. Making available the seeds of hybrids and varieties of improved cultivars at reasonable prices in time and maintaining its status as market leader in seed business in Maharashtra.

MSSCL caters to the extent of 50-55% demand of seed in Maharashtra mainly in the crops like Soyabean, Wheat, Paddy, Moong, Udid, Groundnut, Jowar, Bajara & Tur. It has an extensive network of more than 1,400 dealers located even in remotest clusters of the state for providing easy access to quality seeds to the farmers. During the financial year 2004-2005, MSSCL had sold seeds worth Rs.199.43 Crores (8.79 Lacks Qtls.). MSSCL has initiated number of motivational schemes to develop and rewards to dealers achieving high turnover in specific crops / varieties, annual Dealers Conferences and star dealer meetings are regularly organized to enthuse and inspire the dealers. To promote new hybrids and varieties, proposed to be launched for marketing by MSSCL, field demonstrations are organized at regional / district level to popularize these varieties among the farmers and dealers.

c) Quality Control Activities:
Considering the vital importance of seed quality, MSSCL had evolved its well Quality Control & Quality Assurance Policy. It has set up a separate Quality Control department in 1982 to undertake quality checks at various stages of seed production of quality management i.e. trueness to variety or hybrid characteristics, vigour, physical purity, genetic purity & seed health. MSSCL undertakes Grow Out Test (GOT) of different crops like Cotton, Soyabean, Wheat, Sunflower, Hybrid Jawar, Tomato, Brinjal and Cucurbits. Annually 8,000 to 10,000 samples are tested for genetic purity. For germination and field emergence 50,000 samples are tested.

d) Processing & Engineering Activities:
MSSCL has total 26 plants comprising of 17 cereal seed processing plants having total capacity 4,00,000 quintals, 1 Vegetable seed processing plant having capacity 6,000 quintals, 2 cotton seed delinting plants having 20,000 quintals capacity and 6 cotton ginning centers having 42,000 quintals capacity. The total installed capacity of these plants is 4.68 lacks quintals per season.

e) Administrative Activities:
MSSCL has 300 technically qualified and professional manpower. The total strength of the permanent employees of the corporation is 748 in various cadres. It includes Top Managers – 9, Middle Managers – 34, Junior Mangers – 196, Non Manager – 509. MSSCL has six regional offices in Maharashtra:
- Pune (Western Maharashtra & Konkan)
- Jalna (Marathwada)
- Parbhani (Marathwada)
- Akola (Western Vidarbha)
- Nagpur (Eastern Vidarbha)
- Jalgaon (North Maharashtra)
MSSCL has also gone in for massive computerization an inter connectivity with its various offices using e-mail & Internet etc, for speedy information transfer and effective decision-making.

f) Legal Activities:
The company secretary did all the legal matters.

g) Finance & Audit:
The accounts of the Corporation are maintained in all district offices in the state as well as at the regional offices in other states. For maintenance of the accounts, special application software has been designed with the help of in-house resources and has been giving fruitful results. A firm of Chartered Accountants appointed by the Comptroller & Auditor General of India audits the accounts.
In order to have the activities, the Corporation has independent internal Audit Department having well qualified personnel who conduct audit of regional as well as district offices through out the year and give feed back to the management regarding lacunas observed so that corrective steps are taken.

h) Research and Development:
MSSCL set up its own full-fledged R & D unit with some excellent hybrids in the field of Sorghum, Pearl Millet, Maize, Sunflower and Cotton & Vegetables.

i) SWOT analysis of MAHABEEJ:
Strength
- State-of-art research and development facilities
- Well-developed marketing chain.
- Farmers faith in company quality seed
- Shift of production technology in rational and systematic way

Opportunity
- Affordability of seed to farmers
- High demand of quality seed by the farmers
- Making inter-relation with the R&D organization for the seed improvement & varieties

Weakness
• Lack of own extension network
• Discussion adoption lacking
• Need to develop the good network for many crops

**Threats**

• Commence of multinational seed company
• Varying of farmers demands
• Supply of seed to the farmers level.

### III. CONCLUSIONS

Marketing strategy is an organizational process that provides competitive advantage to the organization in the market. It acts as a foundation stone of marketing plan, which consists of particular actions needed to implement marketing strategies. Thus in the study concentrates on developing and implementing marketing policy for seed product and range of product. MSSCL has initiated number of motivational schemes to develop and rewards to dealers achieving high turnover in specific crops / varieties, annual Dealers Conferences and star dealer meetings are regularly organized to enthuse and inspire the dealers. To Promote new hybrids and varieties, proposed to be launched for marketing by MSSCL, field demonstrations are organized at regional / district level to popularizes these varieties among the farmers and dealers.

**REFERENCES**