

# Market Share and Promotional Activities of Syngenta Pesticide India Ltd. In Shrigonda Tehsil of Ahmednagar District

Dr. Sangita Warade <sup>1</sup>, V. S. Telgote <sup>2</sup>

Assistant Professor, Dr. PDKV, School of Agribusiness, Nagpur, Maharashtra, India<sup>1</sup>

Associate Professor, Dr. PDKV, College of Agriculture, Nagpur, Maharashtra, India<sup>2</sup>

**ABSTRACT:** Syngenta is a world-leading agribusiness company committed to sustainable agriculture through innovative research and technology. Syngenta is the world's largest agrochemical producer. Pesticides are chemical or biological agent such as virus, bacterium, antimicrobial or disinfectant that deters incapacitates kills or otherwise discourages pests. The major findings of the project work directed to draw few conclusions about the market analysis of pesticides of Syngenta in Shrigonda tehsil of Ahmednagar district. The study shows the highest percentage for quality (17%), Price and Demand (16%), Brands Name, Service, recommendation by dealer (13%), Past Experience (12%).

**KEYWORDS:** Market Share, Farmer Perception, Promotional Activity

## I. INTRODUCTION

In today's competitive world while entering in the market it is very necessary to have good knowledge of a particular market and the information regarding the activities of competitors existing in the market. It is necessary to retain the existing customers and attracting new customer.

Syngenta is a world-leading agribusiness committed to sustainable agriculture through innovative research and technology. The company is a leader in crop protection. Syngenta inherits the strengths and traditions of two excellent companies. However, it will have a clear personality of its own.

Today, Syngenta is the world's largest agrochemical producer. Furthermore, the company is the world's leading agricultural biotechnology corporation, third largest owner of plant biotechnology patents, and third largest seed supplier. Pesticides are chemical or biological agent such as virus, bacterium, antimicrobial or disinfectant that deters incapacitates kills or otherwise discourages pests. The most common use of pesticide in as plant protection products also known as crop protection products, which in generally protect plant from damaging influences such as weeds, fungi or insects. Pesticides can save farmers money by preventing crop losses to insect and other pests.

This research paper focuses on emergence of study on market share, farmer perception, promotional activities and suggestions for Syngenta pesticide India Ltd in Shrigonda Tehsil of Ahmednagar district.

## II. OBJECTIVES

This project was very important for Syngenta group, to study the farmer's perception about the various products of Syngenta India Ltd. To study Market Share of Syngenta product India Ltd. in Shrigonda Tehsil of Ahmednagar district. To study the promotional activities adopted by Syngenta India Ltd. To provide suggestion to the Syngenta.

## III. METHODOLOGY

The study conducted; Shrigonda region focused to know the farmer perception and market share about pesticides. This section includes the method used for present study. It deals with sources of data selection of period, type of data and analytical tools used for data analysis to achieve the objective survey carried out through personal interview of 5 Dealers, 10 Retailers and 30 Farmers were covered to know about the farmer perception, promotional activity, market share and suggestions of Syngenta pesticide in Shrigonda tehsil. Finally data were analyzed with the help of simple statistical techniques like percentage, pie chart, tabulation.

**IV. DATA PRESENTATION AND ANALYSIS**

Data presentation and analysis means interpretation of the collected data. It helps to achieve selected objective which gives results which are required. Data analysis also helps to find the finding of the project, suggestions and also for conclusion.

It is to find out the farmers perception about the Syngenta pesticides and Market share of Syngenta pesticide and Promotional activity of Syngenta pesticide in study area.

**1) The farmer’s perception about the Syngenta pesticides in Shrigonda Tehsil.**

**Table No 1: Farmer perception of different parameter about Syngenta pesticide:**

Sr. No.	Particular	Score	Percentage
1	Price	2.57	15.56
2	Quality	2.77	16.77
3	Brand Name	2.13	12.93
4	Demand	2.63	15.96
5	Past Experience	2.07	12.53
6	Recommendation by Dealer	2.13	12.93
7	Service	2.20	13.33
	Total	16.5	100.00

It reveals from the Table No. 1 that different type of selected parameter like Price,Quality, Brand Name, Demand, Past Experience, Recommendation by Dealer.

Above table shows that highest percentage for quality (17%), Price and Demand(16%), Brands Name, Service, recommendation by dealer (13%), Past Experience (12%).

**Table No 2: Farmers perception about quality of different Company pesticides in Shrigonda Tehsil .**

S.N.	Particular	Score	Percentage
1	SYNGENTA	4.87	25
2	BAYER	4.60	24
3	UPL	3.30	17
4	DUPONT	3.27	18
5	NAGARJUNA	3.20	16
	Total	19.23	100

It reveals from the Table No.2 that farmer perceptions about quality of different company pesticides.

Above table shows that majorly (25%) farmers say the better quality of syngenta pesticide. Bayer (24%), UPL (17%), Dupont (18%), and Nagarjuna (16%) Quality of different company pesticide in Shrigonda Tehsil.

2) Market share of Syngenta pesticides in Shrigonda Tehsil.

Table No. 3 Market Share of Syngenta Pesticide in Shrigonda Tehsil

S. N.	Company	Total Sale (Rs)	Percent Share
1	SYNGENTA	17990000	34
2	BAYER	16820000	32
3	UPL	6360000	12
4	DUPONT	6680000	12
5	NAGARJUNA	5200000	10
	Total:	53050000	100

It reveals from the Table No.3 that the majorly Syngenta company has sold pesticide in amount of Rs.17990000 which covers (34%) market share followed by Buyer company has sold at Rs.16820000 of pesticides which accounted (32%)market share, UPL company has sold as pesticide at Rs.6360000 of Pesticides which accounted (12%) of market share, DuPont company has sold of Rs.6680000 of pesticides which accounted (12%) of market share, Nagarjuna company has sold pesticide at Rs.5200000.

3) Promotional activities adopted by Syngenta India ltd

Table No. 4 Promotional activity arranged by Syngenta company in Shrigonda Tehsil.

S. N.	Promotional activity	Score	Percent Share
1	Field demonstration	4.09	27
2	Wall painting	3.45	23
3	Advertisement	2.82	19
4	Field visit by Company person	4.73	31
	Total	15.09	100.00

It reveals from the Table No.4 that the promotional activity arranged by syngenta company that include in parameter likes Field demonstration, Wall painting, Advertisement, field visit by company person.

Above table shows that percentage of field visit by company person is highest at (31%), followed by field demonstration (27%), Wall painting (23%) and Advertisement(19%).

## V. CONCLUSION

The major findings of the project work directed to draw few conclusions about the market analysis of pesticides of Syngenta in Shrigonda tehsil of Ahmednagar district. The major conclusions are listed below

1. Due to the better results, quality and brand name of Syngenta products, farmers were highly satisfied.
2. The major competitors to Syngenta pesticide in study area are Bayer, Du-pont, UPL and Nagarjuna.
3. The company's outstanding performance is due to its extensive promotion practices like demonstrations, dealer's meeting, product literature and discounts.