



“A STUDY ON MARKETING AND CONSUMER PERCEPTION OF MYCORRHIZA (STARTER) IN VAISHALI DISTRICT OF BIHAR”

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Abstract

The present study entitled “A Study on Marketing and Consumer Perception of Mycorrhiza (Starter) in Vaishali District of Bihar” Vaishali district is one of the tobacco producer of the state Bihar and the consumption of mycorrhiza and other Bio-fertilizers is very high in the present study area. The main aim of DeHaat Pvt. Ltd. To serve good to the farmer to improve, the production and to also improve the Dehaat product in the selected area Company also want to start the study just because of scope and consumer behavior of the farmer while buying the biological product. Company also want to know that awareness about the starter and other product of Dehaat Pvt. Ltd. Mycorrhiza is an organic fertilizer containing microscopic and positive organic fungicide. It helps in increasing the yield crops by harmonizing with the roots of crops. No harmful chemicals have been used in it. Therefore, it does not harm the fertilizing capacity of the soil. Among with this, micronutrients are supplied by the use of mycorrhiza and water holding capacity is improved. Its use also increases the number of fruits and flowers.

INTRODUCTION

Mycorrhiza fungi are species of fungi that intimately associate with plant roots forming a symbiotic relationship, with the providing sugar for the fungi and the fungi providing nutrients such as phosphorus, to the plant. Mycorrhizal fungi can absorb, accumulate and transport large quantities of phosphate within their hyphae and release to plant cells in root tissue. A mycorrhiza (“fungus-root) is a type of endophytic, biotrophic, mutualistic symbiosis prevalent in many cultivated and natural ecosystems. There are three major groups of mycorrhiza: Ectomycorrhiza, Ectendomycorriza and Endomycorrhiza. Ectomycorrhiza and endomycorrhiza are

important in agriculture and forestry. In Thailand, endomycorrhiza biofertilizer has been investigated for ten years. Initially the mycorrhizal biofertilizer production is for economic crops such as fruit trees (durain, longan, sweet tamarind, mangosteen, papaya). Now the biofertilizer can be used for vegetables and rubber. Endomycorrhiza (vesicular arbuscular mycorrhiza; VA mycorrhiza; now known as arbuscular mycorrhiza, AM) play a very important role on enhancing the plant growth and yield due to an increase supply of phosphorus to the host plant. Mycorrhiza plants can absorb and accumulate several times more phosphate from the soil or solution than non-mycorrhizal plants. Plants inoculated with endomycorrhiza have been shown to be more resistant to some root diseases.

Overview of the Industry

DeHaat™ is one of the fastest-growing start-ups in the Agri Tech sector and one of the very few companies providing end-to-end solution and services to the farming community in India. We are building AI-enabled technologies to revolutionize supply chain and production efficiency in the farm sector. Currently, we are operating in Bihar, U.P, Odisha, and WB with 1 million + farmers in our service network and goal is to bring our services to 5 million farmers by 2024.

Founded by alumni from IIT Delhi, IIT Kharagpur, IIM Ahmedabad and other top institutes DeHaat is now a fully funded start-up with a growth rate of 3-4x annually. The impact we have created at grass root level over the last 8 years of our operations has been phenomenal, as recognized and felicitated by NASSCOM, Forbes, ET, Niti Aayog, and Bill Gates Foundations, and many more.

MATERIALS AND METHODS

The study entitled “**A Study on Marketing and Consumer Perceptions of Mycorrhiza (STARTER) In Vaishali District of Bihar**”. was undertaken to assess to consumer perception of mycorrhiza. The study was conducted in Vaishali District of Bihar.

This chapter outline briefly the general description of the study area, the methods adopted in the selection of sample, the nature and source of data and various statistical tools and techniques employed in analyzing the data under the following headlines.

3.1. Location of the study

3.2. Research design

3.3. Sampling design

3.3. Location of the study:

The study was conducted in Vaishali district of Bihar. The total geographical area of the district is 2036 sq. km and the population are 3,495,249 lakhs. The percentage of small and marginal farmers are 90% of

total population of Vaishali and average land holding size of the farmer in Vaishali district is 0.2 ha. There are 16 development blocks, 3 sub-division, 290 Gram Panchayat and the total number of village are 1414.

Research Design:

Descriptive research design was used for the present study. Descriptive research design describes the characteristics of the population or phenomenon that is being studied. It focuses more on the “what” of the research subject rather than the “why” of the research subject. The major purpose of descriptive research is description of the state of affairs as it exists at present description of the respondents as well as the area.

3.3. Sampling Design:

Multi stage stratified random sampling procedure was adopted for the present investigation to select the ultimate unit of the sample.

- First stage - Selection of District :- Bihar comprises 38 districts out of these Vaishali district is selected for the research work. The people of this region have put most of the land into agriculture use for tobacco crop because of the increasing demand of tobacco seed. Most of the development blocks have high percentage of net sown areas because of suitability of land for agriculture. The highest percentage of net sown area has been noted in the development of agriculture land.
- Second stage- Selection of Block :- There are 16 blocks in Vaishali District. One block Mahua block were selected for the purposively in this block many respondents are using mycorrhiza.
- Third stage- Selection of Village:- There are 130 villages in Mahua block for which list of 10% villages were selected randomly.
- Forth stage- Selection of respondents :- A village wise list of all the respondents was selected on the basis of their land-holding size. Furthers they are stratified on the basis of beneficiaries and non-beneficiaries, complete list of all 5% respondents were selected randomly.
- Fifth stage- Selection of Market and Marketing Functionaries:- Mahua block were selected purposively for the present study for the study of primary data collection. The different agri-input companies are working in the block for supplying good quality of farm inputs like DeHaat, UPL, Bayer, etc.

Research Through Innovation

RESULT AND DISCUSSION

The study entitled “To analyze the consumer perception toward STARTER mycorrhiza” was undertaken to assess the result are given under the following heads:

Table: 4.2.1. Price

Number of respondents = 100

$$M+S+SM+M+L = 58+33+7+2+0 = 100$$

Price satisfaction	Respondents	Percentage
Yes	85	85.00
No	15	15.00
Total	100	100.00

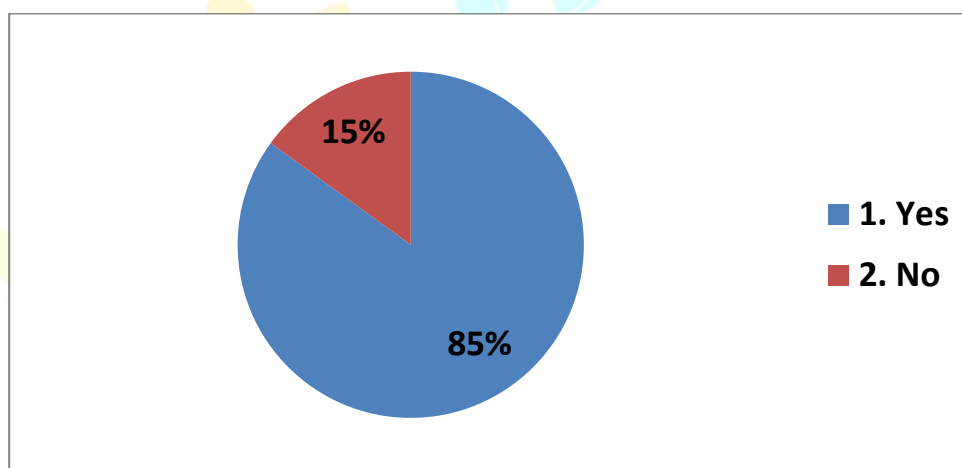


Chart No. 4.2.1. Price

Chart No. 4.2.1. Price

According to the survey 85 percent respondents are satisfy to the price but 15 percent respondents are not satisfy with price of STARTER mycorrhiza.

Table. 4.2.2 Quality

Number of respondents = 100

$$M+S+SM+M+L = 58+33+7+2+0 = 100$$

Quality	Respondents	percentage
Yes	92	92.00
No	8	8.00
Total	100	100.00

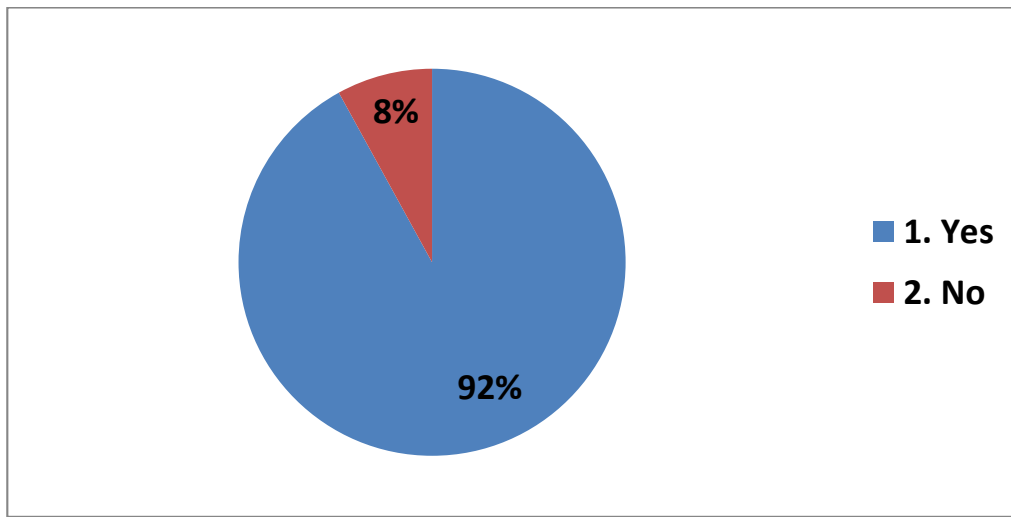


Chart. No. 4.2.2 Quality

Chart No. 4.2.2. Quantity

According to the survey 92 percent of the respondents are satisfy with the quality but 8 percent of the respondents are not satisfy with the quality of Starter mycorrhiza.

Table. 4.2.3. Availability

Number of respondents = 100

$$M+S+SM+M+L = 58+33+7+2+0 = 100$$

Availability	Respondents	Percentage
Yes	95	95.00
No	5	5.00
Total	100	100.00

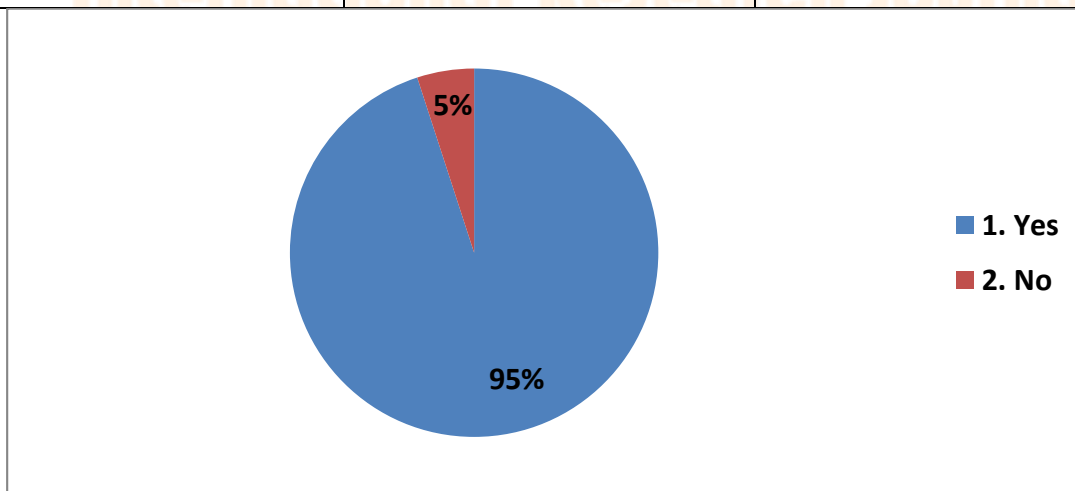


Chart. No. 4.2.3 Availability

Chart. No. 4.2.3 Availability

According to the survey 95 percent of the respondents are satisfy with the availability but 5 percent of the respondents are not satisfy with the availability of Starter mycorrhiza.

Conclusion

From the study it concluded that the study area Mahua. Block of the Vaishali district had good climatic condition for the growth of different crops. A majority of respondents know about the DeHaat Company and its STARTER Mycorrhiza and they are using from couple of years. There were many competitor in the market but then also STARTER has 57 percent of share in fungicide market were as 25 percent share by Ralligold and rest 18 percent share by others. Company also manages good relation with their dealers. Also from the study it is found that the respondents from the Mahua block of Vaishali district give more priority to the quality of the product. The level of satisfaction of respondents on the basis of price of STARTER was good level of satisfaction and if we talk about the quantity of respondents had good level of satisfaction with STARTER quality. It was also found that promotional strategies also plays effective role in creating awareness of Bio products.

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