



Categoría: Finance, Business, Management, Economics and Accounting

ORIGINAL

Agro retailer's opinion on 'Bharat': one nation, one fertilizer scheme

Opinión del minorista agro sobre 'bharat': una nación, un esquema de fertilizantes

Koushik R¹  , Shobana R¹  , Uma Maheswari N²  

¹Department of Management, Hindustan College of Arts and Science. Bharathiar University. Coimbatore, India.

²Department of Management Studies, Nehru College of Management. Bharathiar University. Coimbatore University. Coimbatore, India.

Cite as: Koushik R, Shobana R, Maheswari U. Agro retailer's opinion on 'Bharat' - one nation, one fertilizer scheme. Salud, Ciencia y Tecnología - Serie de Conferencias. 2024; 3:696. <https://doi.org/10.56294/sctconf2024696>

Submitted: 04-12-2023

Revised: 05-03-2024

Accepted: 23-04-2024

Published: 24-04-2024

Editor: Dr. William Castillo-González 

ABSTRACT

Introduction: in the year of 2022, Prime Minister Narendra Modi launched the 'Pradhan Mantri Bhartiya Jan UrvarakPariyojana that is One Nation, One Fertilizer Scheme. By this scheme all fertilizer brands will be in a uniform design and brand that is Bharat and not under the manufacturer brand name. This concept was introduced in keeping in mind of the farmers to get rid out of misunderstanding of fertilizer brands and products. The study will explore the opinion and suggestions from the agro retailers towards the Bharat concept which is about to get implemented across the country.

Objectives: to find out the opinion and suggestions from the agro retailers on the upcoming concept 'Bharat' by the government of India and to analyse the suggestions to find out the merits and demerits from retailer point of view.

Method: the researcher has targeted Erode district in Tamil Nadu for the study and the district has more than 200 villages with more than 150 agro retailers operate in this target area. A survey is designed to gather primary data, while secondary data is gathered to supplement the knowledge gained from primary data for legal advice.

Results: this work determines the acceptability level of the agro retailers for the Bharat concept and as well as merit, demerit, suggestions from the retailers. This paper will provide directions for future research.

Conclusions: this work advises government policy makers, managers of fertilizer manufacturing companies to frame future processes of the 'Bharat' concept for implementation. Agro retailers' merits and demerits could be considered during the process of implementation.

Keywords: Bharat Concept; Fertilizer Marketing; One Nation One Fertilizer Scheme; Agro Retailer; Fertilizer Manufacturer; Pradhan Mantri Bhartiya Jan Urvarak Pariyojana; Feedback Analysis.

RESUMEN

Introducción: en el año 2022, el primer ministro Narendra Modi lanzó el 'Pradhan Mantri Bhartiya Jan UrvarakPariyojana, es decir, el plan Una nación, un fertilizante. Según este esquema, todas las marcas de fertilizantes tendrán un diseño y una marca uniformes: Bharat y no bajo la marca del fabricante. Este concepto se introdujo teniendo en cuenta a los agricultores para eliminar malentendidos sobre las marcas y productos de fertilizantes. El estudio explorará las opiniones y sugerencias de los minoristas agrícolas sobre el concepto Bharat que está a punto de implementarse en todo el país.

Objetivo: conocer la opinión y sugerencias de los minoristas agrícolas sobre el próximo concepto "Bharat" del gobierno de la India y analizar las sugerencias para conocer las ventajas y desventajas desde el punto de vista de los minoristas.

Método: el investigador se ha centrado en el distrito de Erode en Tamil Nadu para el estudio y el distrito tiene

más de 200 aldeas con más de 150 minoristas agrícolas que operan en esta área objetivo. Una encuesta está diseñada para recopilar datos primarios, mientras que los datos secundarios se recopilan para complementar el conocimiento adquirido a partir de los datos primarios para el asesoramiento legal.

Resultados: este trabajo determina el nivel de aceptabilidad de los minoristas agrícolas para el concepto Bharat y también los méritos, deméritos y sugerencias de los minoristas. Este artículo proporcionará direcciones para futuras investigaciones.

Conclusiones: este trabajo asesora a los responsables de la formulación de políticas gubernamentales y a los gerentes de empresas fabricantes de fertilizantes a enmarcar los procesos futuros del concepto “Bharat” para su implementación. Los méritos y deméritos de los agro minoristas podrían considerarse durante el proceso de implementación.

Palabras clave: Concepto Bharat; Marketing de Fertilizantes; Programa One Nation One Fertilizer; Minorista Agrícola; Fabricante de Fertilizantes; Pradhan Mantri Bhartiya Jan Urvarakpariyojana; Análisis de Retroalimentación.

INTRODUCTION

One Nation One Fertilizer scheme is introduced by the central government during the year 2022. So under this scheme all subsidized soil nutrients including Urea, DAP (Di ammonium Phosphate), MOP (Muriate of Potash) and NPK would be branded under the single brand Bharat across the nation regardless of who manufactures it. This is being planned to prevent crisis movement of fertilizers and reduce high freight subsidy. Agro retailers are the customer touch points for most of the fertilizer manufacturers so they play a vital role in the sale process of fertilizers. So it is necessary to get the opinions and suggestions from the agro retailers about the implementation of the Bharat brand.^(1,2)

This One Nation One Fertilizer scheme is applicable only for the straight fertilizers and not for the speciality fertilizers.⁽³⁾ Lists down the speciality fertilizers as follows: Slow and controlled release fertilizers, Stabilized fertilizers, Agro-chemicals compatible fertilizers, Customized fertilizers, Fortified fertilizers, Liquid formulation of fertilizers, Organically chelated micronutrients and High water soluble fertilizers. Especially the micronutrients are more important which is not present in the straight fertilizers and only the speciality fertilizer manufacturers have included in their products.⁽⁴⁾ Briefs that drops in main crop outputs, managing micro-nutrient deficiencies are serious issues that need to be addressed immediately. In coming years, producing enough food grain from limited amounts of land available to feed growing populations will be a major issue. Hence, cash crops require speciality fertilizers for increasing the scales of harvests that ultimately profits farmers. Thus fertilizers play major roles in farming and straight fertilizers are fast moving and bulk procured by retailers and farmers for their crops. So it is irresistible to avoid fertilizers in farming practices.⁽⁵⁾

Statement of the problem

The new government scheme ‘One Nation One Fertilizer’ might have its own merits and demerits from the agro retailer point of view. As agro retailers from different regions have different fertilizer requirements at different seasons in India. Also agro retailers not only selling the straight fertilizers but also the speciality fertilizers and other agro products to their farmers. Considering the above challenges the researcher proceeds to the study to find out the answers for the following problems:

- Is One Nation One Fertilizer scheme welcomed by the agro retailers?
- What are the advantages and disadvantages of this scheme from the retailer point of view?

Review of literature

Ifeanyi-obi et al.⁽⁶⁾ describe the beneficial effects of sales promotion on sales volumes in their research, “Effects of sales promotion on the volume of sales of agro products.” Hoyer et al.⁽⁹⁾ and Söderlund⁽⁷⁾ show the variations in purchase intentions between brands with high and low familiarities, indicating that brands with more familiarity are considered for purchases.

Fageria et al.⁽⁸⁾ claimed that the increasing demand for contemporary crop cultivars exacerbates problems with micronutrient deficiencies. Singh et al.⁽¹⁾ claim in their study that there have been reports of increased agricultural yields worldwide as a result of micronutrient usage. Application of fertilizers has shown to be practical ways of preserving soil fertility and increasing their nutritional contents. Farmers are getting excellent help from the fertilizer sectors to increase their total yields.

Dubey et al.⁽⁵⁾ shows how agriculture affects Indian people's lives both directly and indirectly in the places where it is practiced. To meet the demands of the industry, the sector has expanded significantly and multiplied its production. Modern machinery, better farming techniques, scientific discoveries, and premium fertilizers

have all contributed to its success. The soil's fertility has been reduced due to rapid expansion and a lack of crop rotation strategies, which has increased India's need for fertilisers. This study examines a number of problems related to the marketing of fertilisers in the state of Chhattisgarh.

Kumar⁽²⁾, despite the technology's advantages, a major barrier is its high cost and lack of farmer acceptance. This undoubtedly causes attention to move to more sophisticated yet reasonably priced agricultural inputs, which may result in a rationalisation of the use of chemical fertilisers. Because of their size, form, and effect, nanotechnology has come to our rescue in this situation and can play a unique role.

This has inspired inventors to use nanomaterials to address issues facing humanity. The idea of integrated nutrition management may be completely rewritten by clever and clever nutrient management that makes use of nano-fertilizers. By encouraging precise and focused nutrient administration, it serves its purpose as a component of 4R nutrient stewardship.

Objectives & hypothesis of the study

This work aims to examine opinions from the agro retailers on the upcoming concept 'Bharat' by the government of India and to analyse the suggestions to find out the merits and demerits from retailer point of view.

Hypothesis for objective:

- Ho: Agro retailers did not accept the One Nation, One Fertilizer 'bharat' Scheme.
- Ha: Agro retailers did accept the One Nation, One Fertilizer 'bharat' Scheme.

METHODS

Area and sample

For the study the researcher has selected Kallakuruchi district in Tamil Nadu which has more than 500 villages. Paddy, Sugarcane, Maize are the major crops cultivated here. There are more than 300 agro retailers operate in this district. By using simple random sampling method, the researcher did the study with 134 agro retailers from the entire target population.

Tools of the study

Primary Source -A questionnaire was generated to collect the first-hand information from the agro retailers to compare and analyse the opinion from the respondents. The agro retailers who are retailing straight fertilizer were only eligible for this study and selected 134 retailers from 300 all were retailing the straight fertilizers in their shops.

Secondary Sources -From articles, thesis and other agro magazines the secondary data was collected and used in supplementing the information obtained through the questionnaire i.e. primary sources which ultimately guided the researcher to the investigation.

Conceptual framework

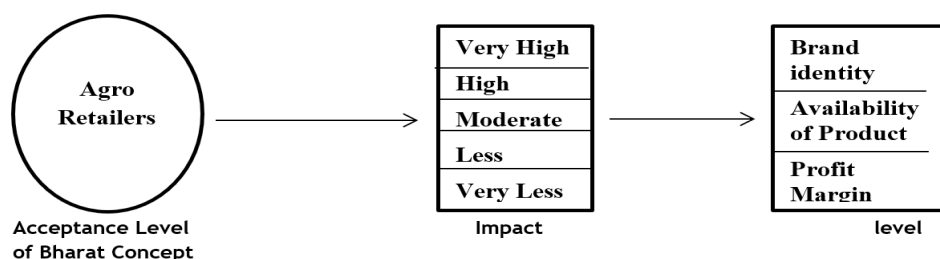


Figure 1. Conceptual framework

RESULTS

This work compares two parameters (Acceptance level of retailers about the Bharat Concept) x (suggestions on merits and de merits if the Bharat concept is implemented)

134 agro retailers were randomly selected from 300 agro retailers from Kallakuruchi district who were dealing with straight fertilizers which includes Urea, DAP, MOP and NPK. Each retailers were personally met and was provided the questionnaire to fill. The retailers filled the scale of acceptance level of Bharat Concept (Dependent Variable) and its impact on brand identity, availability of product, difference in profit margin are (Independent Variables)

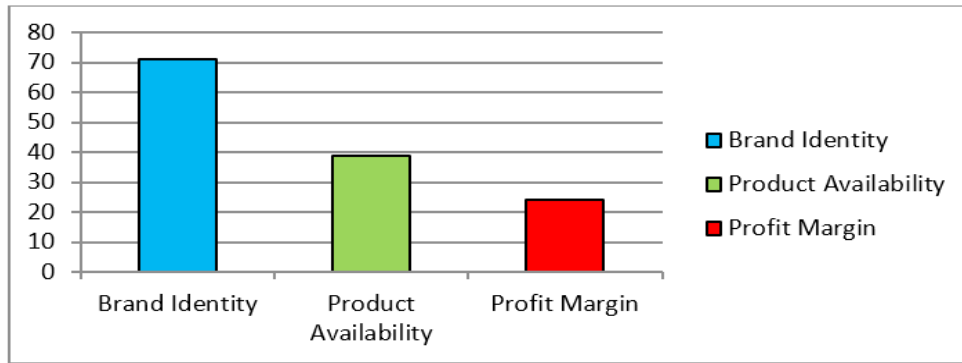


Figure 2. Reasons which influence the Bharat Concept

The figure 2 indicates the weightage given by 134 retailers to the three reasons which influence the Bharat Concept i.e. the brand identity, product availability and profit margin. As per the chart it clearly exposes that brand identity will be the major factor which will get influenced due to Bharat Concept.

Frequency analysis of variables

- /Variables= brand identity product availability profit margin
- /Format= avalue table
- /Statistics=default skewness kurtosis.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1,00	68	50,7	50,7	50,7
	2,00	38	28,4	28,4	79,1
	3,00	17	12,7	12,7	91,8
	4,00	7	5,2	5,2	97,0
	5,00	4	3,0	3,0	100,00
Total		134	100	100	

From the table 1 y 2 it is validated that the distribution is normal as the kutosis and skewness level of 'brand identity variable' is in acceptable range.

N	Valid	134
	Missing	0
Mean		2,21
Std Dev		1,54
Kurtosis		-0,41
Skewness		0,71
Minimum		1,00
Maximum		5,00

From the table 3 y 4 it is validated that the distribution is normal as the kutosis and skewness level of 'product availability variable' is in acceptable range.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1,00	61	45,5	45,5	45,5
	2,00	39	29,1	29,1	74,6
	3,00	20	14,9	14,9	89,6
	4,00	8	6,0	6,0	95,5
	5,00	6	4,5	4,5	100,00
Total		134	100	100	

Table 4. Product Availability

N	Valid	134
	Missing	0
Mean		1,81
Std Dev		1,14
Kurtosis		-0,21
Skewness		0,85
Minimum		1,00
Maximum		5,00

Table 5. Profit Margin

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1,00	19	14,18	14,18	14,18
	2,00	22	16,42	16,42	30,60
	3,00	28	20,90	20,90	51,49
	4,00	41	30,60	30,60	82,09
	5,00	24	17,91	17,91	100,00
Total		134	100	100	

Table 6. Profit Margin

N	Valid	134
	Missing	0
Mean		1,21
Std Dev		1,64
Kurtosis		0,11
Skewness		0,25
Minimum		1,00
Maximum		5,00

Study 1: Regression analysis of variables (brand identity, product availability & profit margin)

REGRESSION
 /VARIABLES= Brand Identity Product Availability Profit Margin
 /DEPENDENT= ACCEPTANCE LEVEL (AL)
 /METHOD=ENTER
 /STATISTICS=COEFF CI R ANOVA BCOV.

Table 7. Model Summary (AL)

R	R Square	Adjust R Square	Std. Error of the Estimate
0,48	0,31	0,30	2,05

Table 8. ANNOVA (AL)

	Sumof Squares	df	Mean Square	F	Sig.
Regression	241,48	3	88,16	13,15	0,031
Residual	480,35	129	3,29		
Total	711,93	133			

	Un standardized Coefficients		SStandardizedCoefficients Beta	t	Sig.	95 % Confidence Interval for B	
	B	Std. Error				Lower Band	Upper Band
Brand Identity	-0,74	0,11	-0,41	-3,37	0,042	-1,19	-0,31
Product Availability	-0,31	0,25	-0,14	-1,17	0,049	-0,90	0,11
Profit Margin	-0,50	0,40	-0,13	1,07	0,206	-1,29	0,40

The three variables that may affect the merchants' adoption of the new Bharat concept—brand identity, product availability, and profit margin—were tested using regression analysis, and the findings showed valuer of $F(3,129) = 13,15$, $p = 0,031$ (Refer table 7 y 8), since significant value $< 0,05$, it can be concluded that the null hypothesis is rejected. The outcome indicates that the agro merchants support the central government's One Nation, One Fertiliser (or "bharat") scheme.

DISCUSSIONS AND CONCLUSIONS

Thus the study gives an insight about the acceptance level of the agro retailers for the one nation one fertilizer 'bharat' scheme and most of the retailers felt that the brand identity problem and product availability issues might get resolved after the implementation of the scheme. Profit Margin being the lowest influential variable the gives exposure to all the fertilizer manufacturers and policy makers about the opinion of the agro retailers for this concept from this study While during the personal visit to all the retailer shop the researcher also found out that straight fertilizers has also an impact with sales of the speciality fertilizers.

Limitations of the study and suggestions for future research

The study area has covered only the three factors that is brand identity, product availability and profit margin where as it has not covered the influence of the sales of speciality fertilizers and sales of the other related agro products as most of the retailers customize their own combos of the agro products depending on their customer profile and crop being irrigated in their district. Since the Bharat concept is very new and in the introductory stage there can be more research done in this field during and after the implementation phase.

REFERENCES

1. Singh, Anupam, Negi, Anmol, Thakur, Riya, Sharma, Anshumant, Doda, Harshit, Aloha, Sahil, et al. To Identify the Potential of Fertilizer Industry in India. *Biological Forum -An International Journal* ISSN: 2249-3239 Vol 14. pp 138-147.
2. Kumar Y. Sales promotion and marketing strategy of Nano urea (liquid). *Indian Journal of Fertilisers*, 17(9), pp.882-891.
3. Gupta G, Dhar S, Kumar A, Jinger D, Kumar V, Kumar A, and Kamboj, NK, et al. Specialty fertilizers: Status, prospects and significance in India. *Advances in agriculture and biodiversity*. Kailbri International Educational Trust, pp.26-29.
4. Goswami RG, Kumar T, Singh AK, and Painkra S, et al. Micronutrients: A current status and its symptoms on crops. *International Journal of Environment, Agriculture and Biotechnology*, 1(2), pp.266-268.
5. PATHAK AK, DUBEY P, and PANDEY S, et al. FERTILIZER MARKETING IN CHHATTISGARH: UNDERLYING PROBLEMS AND SOLUTIONS. *CLEAR International Journal of Research in Commerce & Management*, 5(11), pp.25-29.
6. Ifeanyi-Obe CC, Lemchi, J, and Isife B, et al. Effect Of Sales Promotion On The Volume Of Sales Of Agroproduct (ROYCO). *Journal of Agriculture and Social Research (JASR)*, 8(2), pp.119-124. DOI:10.4314/jasr.v8i2.43337.
7. Söderlund M. Customer familiarity and its effects on satisfaction and behavioral intentions. *Psychology & Marketing*, 19(10), pp.861-879. <https://doi.org/10.1002/mar.10041>.
8. Fageria NK, Baligar VC, and Clark RB, et al. Micronutrients in crop production. *Advances in agronomy*, 77, pp.185-268. [https://doi.org/10.1016/S0065-2113\(02\)77015-6](https://doi.org/10.1016/S0065-2113(02)77015-6).

9. Hoyer WD, and Brown SP. Effects of brand awareness on choice for a common, repeat-purchase product. *Journal of consumer research*, 17(2), pp.141-148. <https://doi.org/10.1086/208544>.

FINANCING

State the source of financing; otherwise state "No financing" or "The authors did not receive financing for the development of this research".

CONFLICT OF INTEREST

Declare potential conflicts of interest; otherwise declare "None" or "The authors declare that there is no conflict of interest".

AUTHORSHIP CONTRIBUTION

Conceptualization: Koushik R.

Data curation: Shobana R.

Formal analysis: Shobana R.

Research: Koushik R.

Methodology: Shobana R.

Drafting - original draft: Koushik R.

Writing - proofreading and editing: Koushik R.