

ABSTRACT

Fertiliser Market in Haryana : A micro level study
of components and influencing variables

by

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Fertilisers are taken as a major input for improvements in agricultural productivity. Fertiliser consumption in India has, however, remained concentrated in specific areas with wide variations across regions, states and districts. The present research was an attempt to study the fertiliser market and the variables influencing consumption of fertiliser. The study looked into reasons governing fertiliser usage at the farmer level and into the fertiliser purchase process, usage and preferences for specific fertilisers or sale outlets.

The data collected included both secondary and primary data for the selected State of Haryana. For its primary survey, farmers, trade functionaries and extension workers in high, medium and low consumption districts of Kurukshetra, Hissar and Mahendragarh were interviewed.

The results showed that fertiliser marketing was governed or influenced extensively through Governmental controls and guidelines. These covered all the major aspects of fertiliser marketing. However, fertilisers were not sold essentially as generic products and major manufacturers attempted to create specific brand image and preference for their products.

Fertiliser consumptions in specific crops were compared and were found generally lower than recommendations. Consumptions were also skewed in favour of nitrogenous fertilisers. Variations in cropping intensity and pattern were observed among different farm size categories.

Credit utilization was found more of a determinant in explaining usage variations than respondent farm size. Lack of adequate returns, non-availability of cash/credit and lack of irrigation water were identified as major constraints to increased fertiliser usage. The study suggested some measures for improvement in fertiliser usage across different levels of fertiliser consumption.