

The Farmer's Perception about Marketing BT Cotton in Hisar District

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Abstract-

Cotton often referred as "White gold", has been in cultivation in India for more than five thousand years. The objective of the research paper is to explore the perception of farmers towards marketing of Bt cotton. This paper consists of the merging of Bt Cotton with the bollgrad. Also this paper focuses on the relationship between Hybrid Cotton and Bt Cotton.

Keywords – Cotton, White Gold, Farmers, Bt Cotton etc

I. INTRODUCTION

This study is introducing a number of observations on the applications of bollgard of the Bt cotton. Farmers are growing more hybrids but some farmers are still stick to their traditional growing of cotton deshi varieties. Most of the farmers favour hybrid cotton as the production and quality of cotton is good. Those who favour varieties they find it better because, according to them it requires less irrigation. Most of the farmers do not know the bollgard of the Bt cotton and a few those who know the name are not clear about it. A few farmers know that Bt cotton is a seed from Monsanto the manufacturer of leader. Some who are getting seeds from Gujarat they are not clear about the exact company and the misnamed the company. Maximum number of farmers say that they do 2 to 3 sprays for sucking pests and rest of the sprays for bollworm. Maximum number of farmers does more than 6 sprays for bollworm. Farmers have very high expectations from Bt cotton. Some of the farmers say that Bt cotton do not require any spray for bollworm, only they have to spray for sucking pests. Most of the farmers says that it require more than 8 sprays. By comparing the yield from hybrid and variety most of the farmers have high yield in hybrid cotton and they have positive mindset up for hybrid cotton but some farmers are still growing their traditional desi cotton variety. Farmers are expecting high yield that is more than 8 Q / acre. Some farmers say that if Bt cotton does not require any spray for bollworm then it will be correct for them to get around 10 q / acre. Some farmers have very high expectations from Bt cotton, they expect that Bt will produce around 15 q / acre. Most of the farmers want to get rid of the sprays to be done for bollworm so they are ready to pay high prices for Bt seeds. Some farmers say that they don't care about seed price but they want to reduce number of sprays and want high production.

II. Concept of Study

Near about 80 percent of the farmers want to grow Bt cotton in their field. Some farmers say that if it works like the way people are saying, they are ready to grow in most of their fields. Around 25 percent of farmers are saying that they don't want to grow Bt cotton because it requires more irrigation and they don't have sufficient water for heavy irrigation in Bt cotton. By the study of comments given by farmers it is found that farmers are curious about Bt cotton, they are interested in growing it. Some farmers are growing Bt cotton by buying seed from Gujarat and they are not clear about which company is producing Bt cotton. So, it is necessary for the company people to take farmers into confidence by providing correct information and pure quality seed in their near by market. In nutshell farmers want to get rid of bollworm. One way or the other they want a healthy, pest free and high producing crop. They have high expectations from Bt cotton. They want to go for it and this is a green signal for Bt cotton. So company should consider the views of farmers and should provide them good quality Bt seed in their nearby markets.

III. RESEARCH METHODOLOGY

- Area covered : blocks of hisar district
- Sample size : 100 farmers
- Sampling method : Judgmental sampling
- Sampling unit : cotton growing farmers
- Source of information : primary and secondary source
- Research design : exploratory research
- Research tools : graphs, percentage, pie-chart

Hisar formerly known as, is a city in the northern Indian [state](#) of Haryana Situated on, the city is the trade centre for an area in which [cotton](#), [millet](#), [wheat](#), [coriander](#) and oilseeds are grown; industries include cotton and oilseed milling, textile weaving, distilling and dairying.

Sampling design

Selection of Hisar district: Hisar district of Haryana have been purposively selected for undertaking the present investigation on “Farmer’s perception about marketing Bt cotton in Hisar district” Hisar district was selected because it is major contributor of cotton in Haryana.

Collection of data:

Data were collected from both primary and secondary sources.

PRIMARY DATA

- Survey schedule
- Personal interview method

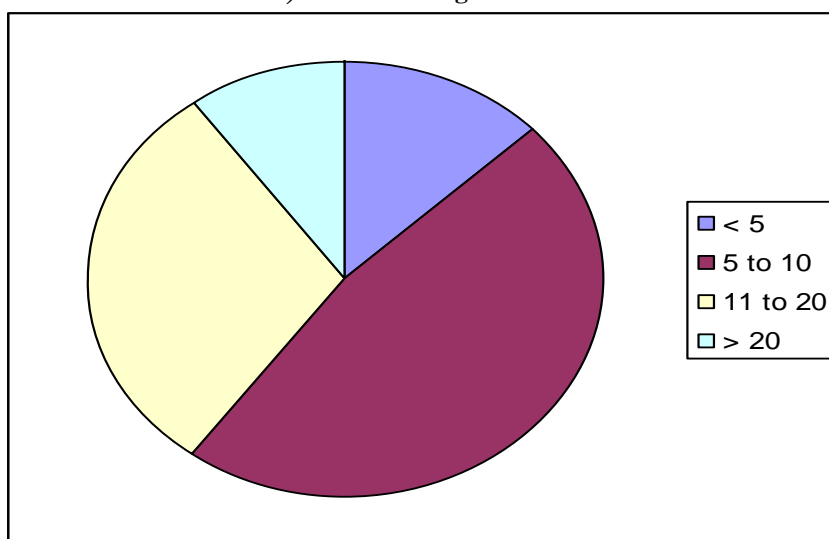
SECONDARY DATA

- Various publications
- Annual reports
- Agriculture magazines
- Statistical abstract of Haryana

	Area lakh hectares	in lakh of 170 kgs	Production in bales	Yield per hectare kgs
1950-51	58.82	34.30	99	
1960-61	76.10	60.12	134	
1970-71	76.05	56.64	127	
1980-81	78.23	78.00	169	
1990-91	74.39	117.00	267	
2000-01	85.76	140.00	278	
2001-02	87.30	158.00	308	
2002-03	76.67	136.00	302	
2003-04	76.30	179.00	399	
2004-05	87.86	243.00	470	
2005-06	86.77	241.00	472	
2006-07	91.44	280.00	521	
2007-08	94.14	307.00	554	
2008-09	94.06	290.00	524	
2009-10	103.10	305.00	503	
2010-11	111.42	339.00	517	
2011-12	121.91	345.00	481	

IV. RESULTS AND DISCUSSION

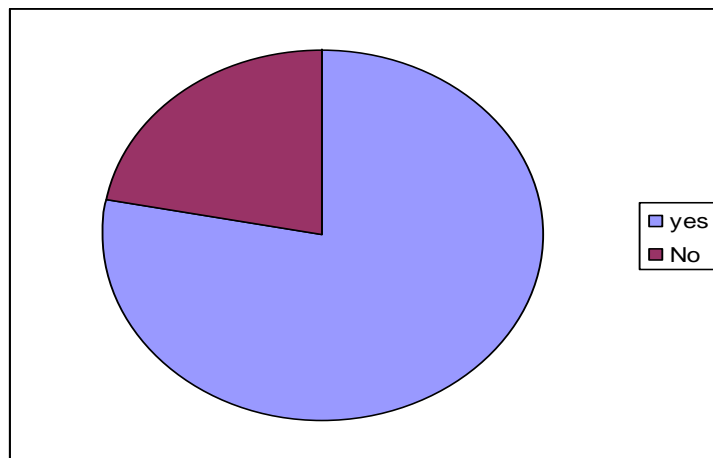
a) Land holding Pattern



Area (in acre) under cotton crop:

Most of the farmers grow cotton crop in an area of 5 to 10 acres. There are few farmers who are well satisfied with cotton and are growing the crop in an area of more than 20 acres.

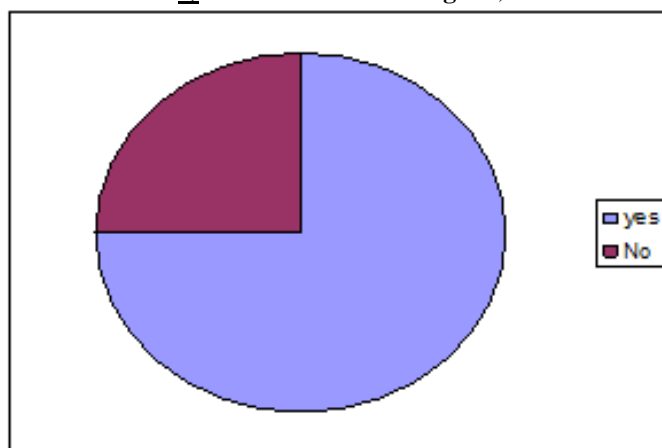
b) Hybrid cotton in farmer's fields



Hybrid cotton in farmer's field:

Due to awareness about Bt cotton, it has been found in the research that 78 percent of the farmers prefer hybrid cotton better than the deshi varieties of cotton

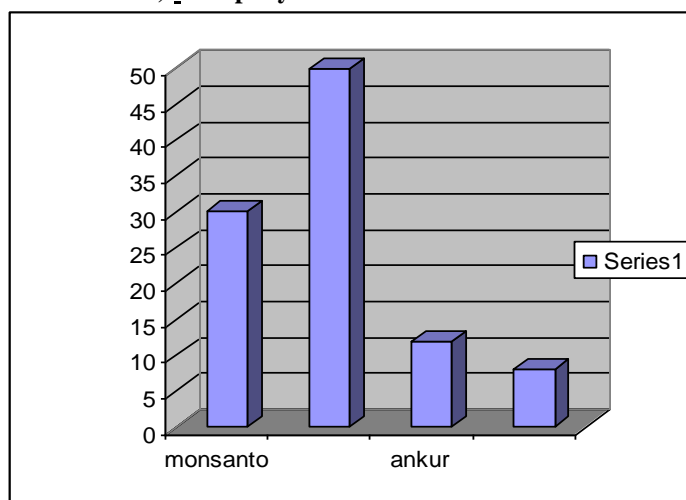
c) Awareness about bollgard;



Awareness about bollgard:

The pink bollworms and spotted bollworm have been destroying cotton crop. About 75 percent of the farmers are aware about the bollworms which are the main cause for destruction in cotton. So farmers prefer Bt cotton. There are few farmers still who are not aware about bollgard.

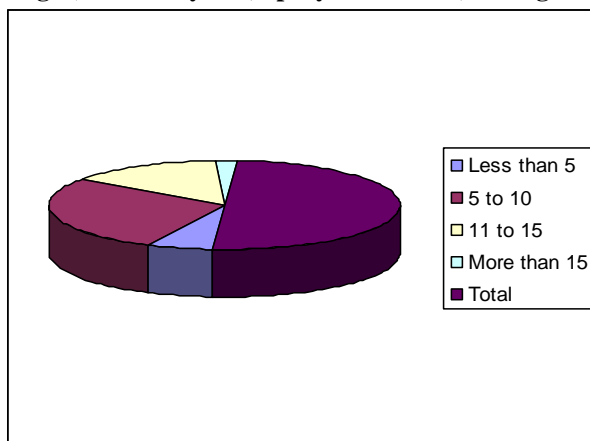
d) Company which has the Bt cotton



Company which has Bt cotton:

Monsanto in India has its corporate office at Mumbai and strives to provide top quality, cost effective and integrated for improving farm productivity to produce better quality, cost effective and integrated approach for improving farm productivity to produce better quality. About 30 percent of the farmers take Bt cotton seeds from Monsanto while 8 percent of the farmers are not aware about the company. Most of the farmers receive Bt cotton seeds from Rashi seeds company.

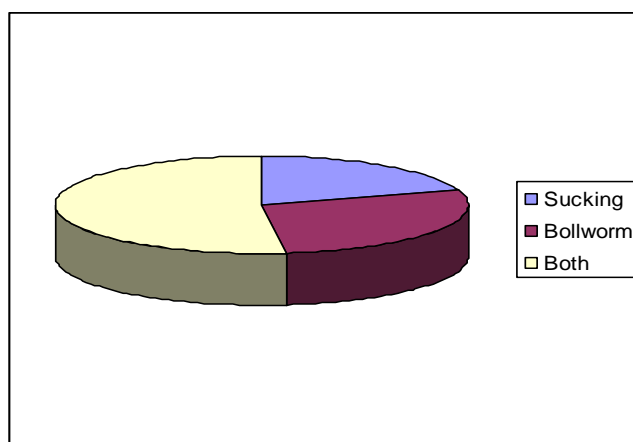
e) On average (last three years) sprays in cotton (sucking + bollworm)



Sprays in cotton:

About 50 percent of the farmers make 5 to 10 sprays in cotton to control sucking as well as bollworm. 32 percent of the farmers do not prefer to give more than 5 sprays because, they prefer high priced Bt cotton seeds to avoid sprays.

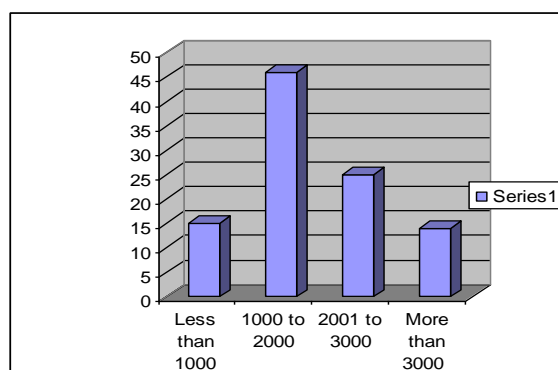
f) Insect for which farmers spray on cotton:



Insect for which farmers spray on cotton:

Around 52 percent of the farmers spray for both sucking pests and bollworm.

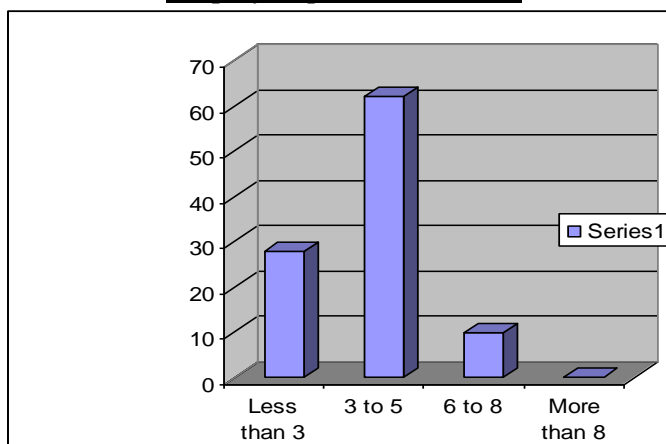
g) Expenditure / acre on spray



Expenditure / acre on spray:

70 percent of the farmers prefer to spend Rs. 1000 to 3000 per acre to control sucking pest and bollworm.

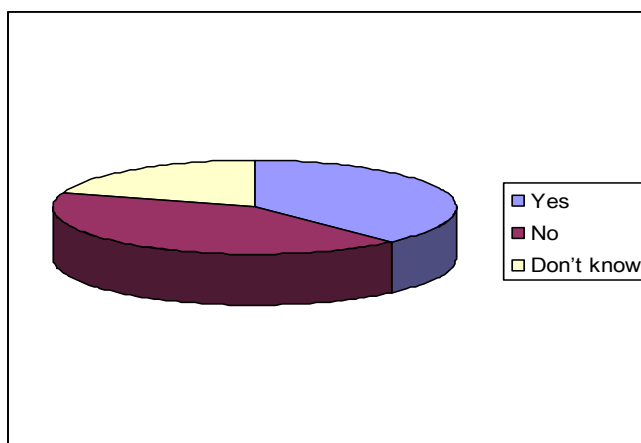
h) Sprays expected in Bt cotton



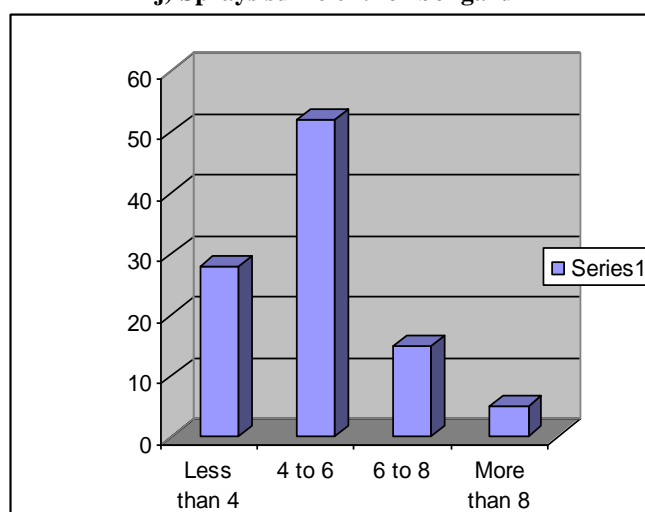
Sprays expected in Bt cotton:

60 percent of the farmers are of the opinion that 3 to 5 sprays are optimum for Bt cotton .Non of the farmers are for the opinion to have more than 8 sprays in Bt cotton

i) Bt cotton control sucking pests;



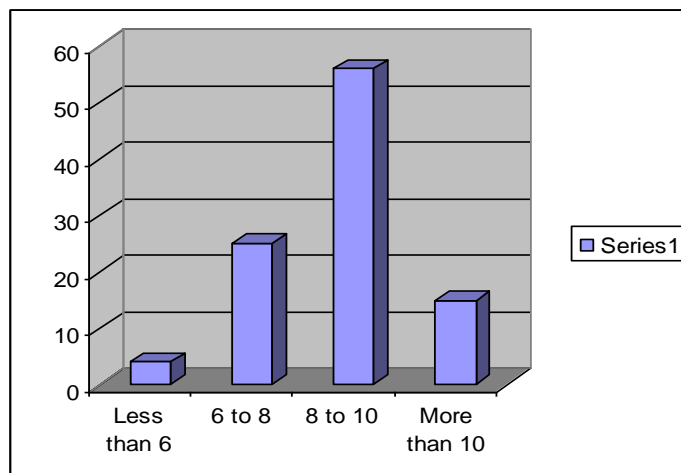
j) Sprays sufficient for bollgard



Sprays sufficient for bollgard:

According to the farmers , around 4 to 6 sprays are found optimum for bollgard

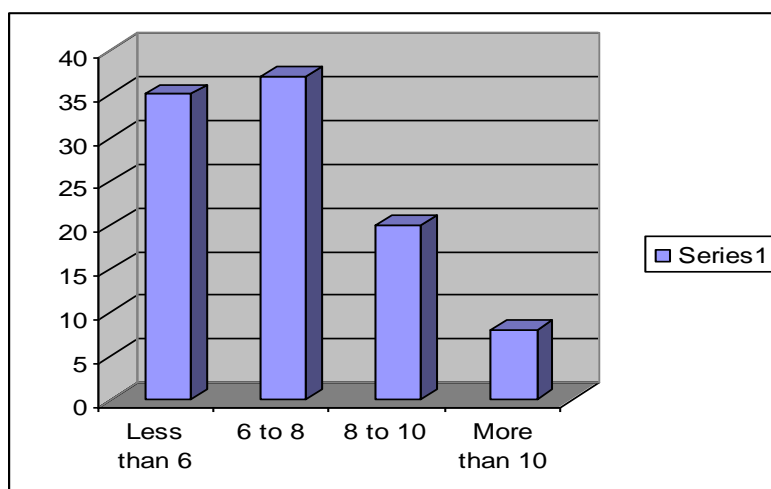
k) Highest yield which farmers are getting with hybrid



Highest yield which farmers are getting with hybrid:

More than 50 percent of the farmers are getting more than 8 quintal / acre yield for hybrid

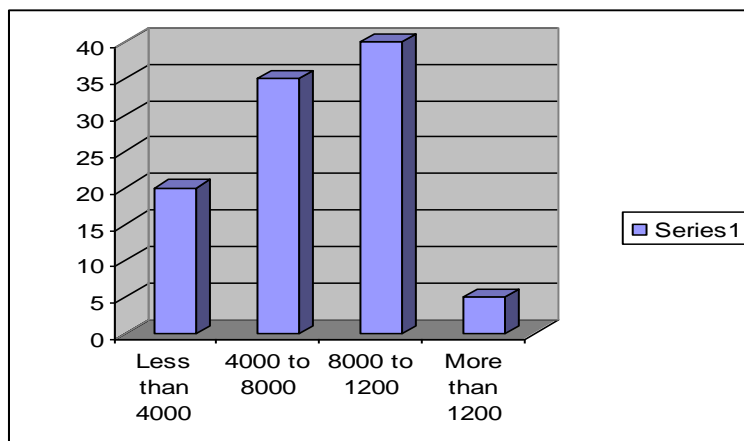
l) Highest yield which farmers get with variety:



Highest yield which farmers are getting with variety:

70 percent of the farmers growing varieties of cotton other than hybrid get an yield less than 8 Q / acre.

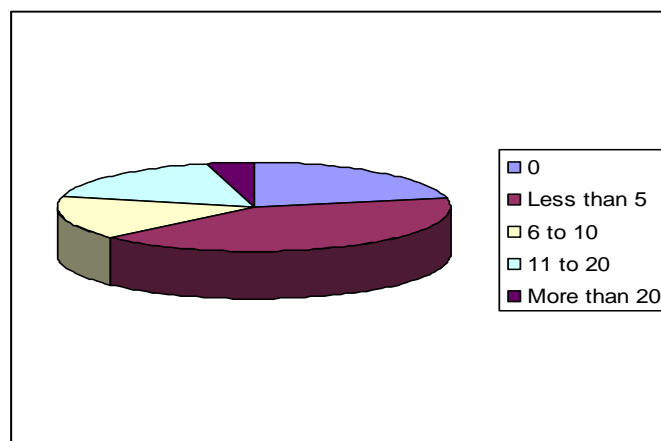
m) looking at sowing in spray , how much farmers are ready to spend for one acre of bollgard:



Looking at sowing in spray , how much farmers are ready to spend for one acre of bollgard:

65 percent of the farmers are ready to spend more than Rs. 800 for one acre of bollgard.

n) Acres of Bt cotton which farmers are ready to show this year:



Acres of Bt cotton which farmers are ready to show this year:

70 percent of the farmers are ready to sow bollgard in more than 5 acres of land by the study of comments given by the farmers it is found that the use of hybrid cotton is increasing year by year and the area under cotton crop is also increasing year by year.

V. CONCLUSION

The study was conducted in different villages of Hisar district in Haryana. By the study of comments given by the farmers it is found that the use of hybrid cotton is increasing year by year and the area under cotton crop is also increasing year by year. Farmers are growing more hybrids but some farmers are still stick to their traditional growing of cotton deshi varieties .Most of the farmers favour hybrid cotton as the production and quality of cotton is good. Those who favour varieties they find it better because , according to them it requires less irrigation. .Most of the farmers know about Bt cotton. Some of them know that this is a good cotton seed from Gujarat. A few farmers know that Bt cotton is a seed from Monsanto the manufacturer of leader. Some who are getting seeds from Gujarat they are not clear about the exact company and the misnamed the company. Maximum number of farmers does more than 6 sprays for bollworm. Spray for bollworm is a very costly affair for farmers . Maximum number of farmers spend more than Rs.800 for one acre of crop. Farmers have very high expectations from Bt cotton . Some of the farmers say that Bt cotton do not require any spray for bollworm , only they have to spray for sucking pests. Most of the farmers says that it require more than 8 sprays. Most of the farmers are not clear about the control of sucking pest. For them sucking pests are not a big problem. The main problem is that of bollworm. As the farmers expectations are high from Bt cotton they are not exceeding 6-8 sprays in Bt cotton. By comparing the yield from hybrid and variety most of the farmers have high yield in hybrid cotton and they have positive mindset up for hybrid cotton but some farmers are still growing their traditional desi cotton variety. Farmers are expecting high yield that is more than 8 Q / acre .Some farmers say that if Bt cotton does not require any spray for bollworm then it will be correct for them to get around 10 q / acre. Near about 80 percent of the farmers want to grow Bt cotton in their field. Some farmers say that if it works like the way people are saying , they are ready to grow inmost of their fields .In nutshell farmers want to get rid of bollworm. One way or the other they want a healthy , pest free and high producing crop. They have high expectations from Bt cotton. They want to go for it and this is a green signal for Bt cotton. So company should consider the views of farmers and should provide them good quality Bt seed in their nearby markets.

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