

SEED MARKETING

The background of the slide features a series of overlapping, wavy, horizontal bands. The colors transition from a soft pink on the left, through various shades of lavender and light purple, to a pale, almost white, on the right. The edges of these bands are irregular and wavy, creating a sense of fluid motion and depth. The overall effect is a dreamy, ethereal, and modern aesthetic.

Seed Marketing- Definition and Aim

- ❖ Seed marketing is one of the vital components of seed technology
- ❖ In broad sense it covers all the activities involved in the flow of seeds from production to consumption
- ❖ It refers to the actual acquisition and selling of packed seeds, intermediate storage, delivery and sales promotional activities
- ❖ **Aim:** To satisfy farmers demand for reliable supply of assured quality seeds at a reasonable price

Factors affecting Seed Marketing

- ❖ Demand forecasting
- ❖ Marketing structure
- ❖ Adequate production, storage and transport facilities
- ❖ Sales promotional activities
- ❖ Post sales activities (Technical help, customer care)
- ❖ Seed pricing policy
- ❖ Marketing intelligence
- ❖ Nature of product (perishable or non perishable commodity)

Demand Forecasting

The process of assessment of effective demand by examining past and present performance levels of available products and markets is called **Demand forecasting**.

Factors responsible for demand forecasting:

- Total cultivable area, seed rate
- Seed Replacement Rate
- Impact of Extension efforts
- Current acreage under high yielding varieties
- Farmers preferences
- Number and size of competitors
- Kinds of publicity and sale promotional activities.
- Climate of the area where seed is being marketed

Marketing structure

Establishment of effective marketing channel for seed distribution:

- a) **Farmer to Farmer distribution:** traditional method
- b) **Distribution by cooperatives:** through cooperatives
- c) **Distribution by Dept. of Agriculture:** through Dist. Agrl. Officers, Block Development officers
- d) **Distribution by NGO or Quasi government agencies:** through seed distributors and seed dealers

Marketing system

- a) **Direct:** The seed producing organization supplies the farmer directly.
- b) **Single level:** Producer to consumer via independent retailer who acts as middlemen
- c) **Multilevel:** The seed producing organization supplies a national distributor, wholesalers or regional distributors who in turn, supply sub distributors or the retail outlets finally to consumers

Marketing Intelligence

The everyday information relevant to a company's markets, gathered and analyzed for the purpose of accurate and confident decision-making in determining **market opportunity**, **market penetration strategy**, and **market development metrics** is called marketing intelligence



PROMOTIONAL ACTIVITIES

- ❖ Advertisements
- ❖ Extension activities
- ❖ Newspaper/newsletters/Posters
- ❖ Radio and TV/Mobiles/kisan call centres/ Krishi melas
- ❖ Field demonstrations
- ❖ Project approaches-seed village concept



Seed Pricing policy

Seed pricing involves setting prices when a new product is launched or a new distribution channel is used

Component factors affecting final marketing price:

1. Production, processing and storage cost
2. Distribution cost
3. Whole sale margin
4. Retail margin
5. Sale promotional costs
6. Risk costs
7. Profit

Organizational chart

Product management

**Advertising, promotion
and public relations**

**Sales order
administration and
dispatch**

**Stock control and
quality assurance**

**Distribution and
transport**

Sales and invoicing

**Management
information and
Customer care**

Price is what you pay for goods or services you acquire;

Cost is the amount of inputs incurred in producing a product

Value is what goods or services pay you *i.e.* worth of a product

THANK YOU

