



# “A STUDY ON MARKETING AND CONSUMER PERCEPTION OF TOXIPRO (INSECTICIDE) NEOSAFE CHEMICAL INDIA PVT. LTD. IN SAMBHAL DISTRICT OF UTTAR PRADESH”

**Mr. BHAGWAN DAS**

PG Student MBA (Agribusiness), Department of Agricultural Economics,  
Sam Higginbottom University of Agriculture, Technology and Science, Prayagraj, Uttar Pradesh India

**Mr. AMIT KUMAR**

Assistant Professor, Department of Agricultural Economics,  
Sam Higginbottom University of Agriculture, Technology and Science, Prayagraj, Uttar Pradesh India

**Dr. NITIN BARKER**

Assistant Professor, Department of Agricultural Economics,  
Sam Higginbottom University of Agriculture, Technology and Science, Prayagraj, Uttar Pradesh India

**Mr. JAYANT ZECHARIAH**

Assistant Professor, Department of Agricultural Economics,  
Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj Uttar Pradesh India

**Dr. MUKESH KUMAR MAURYA**

Assistant Professor, Department of Agricultural Economics,

## ABSTRACT

Agriculture sector need to be on boom if the country like India wants to feed its increasing population but it cannot be possible without solving the problems of pests. Which makes the crop hell. Economically advanced countries have plenty of good wholesome food due to a scientific approach to agriculture which includes the use of Insecticide.

Without the use of insecticide, the production and quality of food would be severely jeopardized with estimates that food supplies would immediately fall to 30 to 40% due to the ravages of pests.

Neosafe customer are facing increasing costs, price volatility and risk for their production. To help customer deals with challenges, the company announce the integration of seed and crop protection in early 2019. The “one Neosafe Chemical” strategy had three objectives: innovate, integrate, and outperform. The study is based on awareness of NeoSafe Chemical India Pvt. Ltd. Product Toxi pro amongst the farmers. Neosafe belongs to the s-triazines chemical which inhabits photosynthesis reaction in insect. Toxi pro is pesticide produce by Neosafe Chemical India Pvt. Ltd. Toxi pro used by farmers to control Sucking and chewing insects that feed on roots, leaves, and other plant tissues. Target pests Aphids, whitefly, jassids, spider mites, leaf miners, termite and many more insects’ harms stem, leaf, flower and fruit plants. Its technical name is thiamethoxam 30% FS and dose 2 – 2.5 gram per liter water and 500 ml per acre. This pesticide is working differently for control of pest. Toxi pro product is a red label insecticide. It is very low toxicity and it is less harmful for human and animals but caution is very important. Toxi pro provide 35-40 days protection to the plants. Has use Toxi pro product in very large scale, it because the result of product is very excellent with no other side effects and long duration protection.

## INTRODUCTION

Agriculture is defined as the backbone of Indian economy. Agriculture accounts for 18 percent of India’s GDP, approximately 58 percent of the population is working in agriculture. Village farming and modern agriculture are two major components of Indian economy. In world output, India ranks first in production of milk, fruit, cashew nuts, coconuts and tea; second in wheat, sugar, vegetables and third in tobacco and rice. Although India has the second largest area of arable land in the world. Its agricultural output, particularly in wheat and rice does not reflect its great potential, with rapid population growth and industrialization being contributing factors in low agricultural production visa- vis production potential.

Agriculture sector need to be on boom if the country like India wants to feed its increasing population but it cannot be possible without solving the problems of pests. Which makes the crop hell. Economically advanced countries have plenty of good wholesome food due to a scientific approach to agriculture which includes the use of pesticides.

Pests are an ecological problem and therefore our control strategies must be ecologically sound. Modern agriculture is a combination of two approaches i.e., prevention and cure or the removal of the cause and human intervention is necessary, whether it be pulling out weeds by hand, use of pesticides or genetic engineering. Control methods evolve over time as knowledge and techniques improve.

Without the use of Insecticide, the production and quality of food would be severely jeopardized with estimates that food supplies would immediately fall to 30 to 40% due to the ravages of pests.

The pesticides industry has grown rapidly during the last two decades. The companies like Syngenta, Bayer, Indofil, NeoSafe India, BASF, TATA, Sumitomo chemicals, FMC,

The pesticides/agrochemicals industry (PAC) is a moderately important sector of the Indian economy. The PAC industry primarily consists of insecticides, herbicides and fungicides. India is one of the most dynamic generic pesticides manufacturers in the world with more than 60 technical grade pesticides being manufactured indigenously by 125 producers consisting of large and medium scale enterprises (including about 10 multinational companies) and more than 500 pesticide formulators spread over the country. India is the 4<sup>th</sup> largest producer of agrochemicals after USA, Japan and China. The agrochemicals market in India is Rs. 45,000 million or US\$978 million.

### **Neosafe chemical India Pvt. Ltd.**

Neosafe Chemical India Private Limited is an unlisted private company incorporated on 17 September, 2019. It is classified as a private limited company and is located in Jyotiba Phule Nager, Amroha, Uttar Pradesh. Its authorized share capital is INR 1.00 Lac and the total paid-up capital is INR 1.00 Lac.

The current status of Neosafe chemical India Private Limited is – active. The last reported AGM (Annual general Meeting) of Neosafe Chemical India Private Limited, per our records, was held on 30 September, 2022. Also, as per our record, its last balance sheet was prepared for the period ending on 31 March, 2022.

The company has 2 directors and no reported key management personnel. The longest serving director currently on board is Pankaj Kumar who was appointed on 17 September, 2019. Pankaj Kumar has been on the board for 3 years and 6 months. The most recently appointed director is Krishanendra Pratap Singh, who was on 21 May, 2020.

Toxi pro is insecticide produced by Neosafe Chemical India Pvt. Ltd. Toxi pro used by farmers sugarcane seed treatment. Toxi pro is a unique new generation liquid insecticide having excellent control and longlasting protection from soil termite and white grub Toxi pro help sugarcane germination, tillering and strong root etc. it provides vigor to the plant for better crop establishment thus ensuring higher yield. Farmers want to prevent crop losses due to insect attack are in are encouraged to use this variety for better crop productivity. Complying with all safety norms, Toxi pro is specially designed to target seed protection with long lasting control and provide full protection to the crop by distributing itself throughout the plants, there by protecting new and old growth. This is first liquid insecticide from Neosafe with targeted impact. While insect control with other solution falls with In a few days after application, toxi pro continues to improve in performance. Toxi pro does not stun growth and is safe for the crop, the applicator and the environment.

## MATERIALS AND METHODS

---

The study entitled “**To Analyse the consumer’s perception toward Toxi pro Insecticide.**” Was undertaken to assess the consumer preference of Toxi pro Insecticide. The study was conducted in Sambhal District of Uttar Pradesh.

The present study was mainly based on primary data. The required primary data were collected from selected farmers and Agri-input shops for the Agricultural year 2021-2022, the required secondary data were collected from various published records of government offices, books, block development offices, reports, related websites, and other related sources. The consumer behaviour and product preference were identified through personnel interview of Neosafe chemical users, for achieving the stated objective, the analytical tools such as tables, charts, simple ranking, percentage method were used. Multistage stratified random sampling procedure was adopted for the present investigation to select the ultimate unit of the sample.

From the selected village list of the Neosafe chemical users obtained from the village development office each selected village. For the selection of cultivators from families were listed about 5% farmers were randomly selected.

The study was entirely based on primary data collected from the selected farmers and different market functionaries. Well-constructed and pre-tested questionnaire and scheduled (appendix) were used to collect the data on marketing. For collecting the data, personal interviews were arranged and reconnaissance study were also conducted to collect the data regarding quality, price, packaging and Brand awareness etc. from growers, different market functionaries and Asmoli growers. Further the required secondary data to supplement the primary data and to support the study were collected from different sources like block office and district office, relevant magazines and internet etc.

### **Study Design and place of the study**

Multi stage stratified random sampling procedure was adopted for the present investigation to select the ultimate unit of the sample. Sambhal district was selected purposively for the present study on the basic large area of sugarcane cultivation.

## RESULT AND DISCUSSION

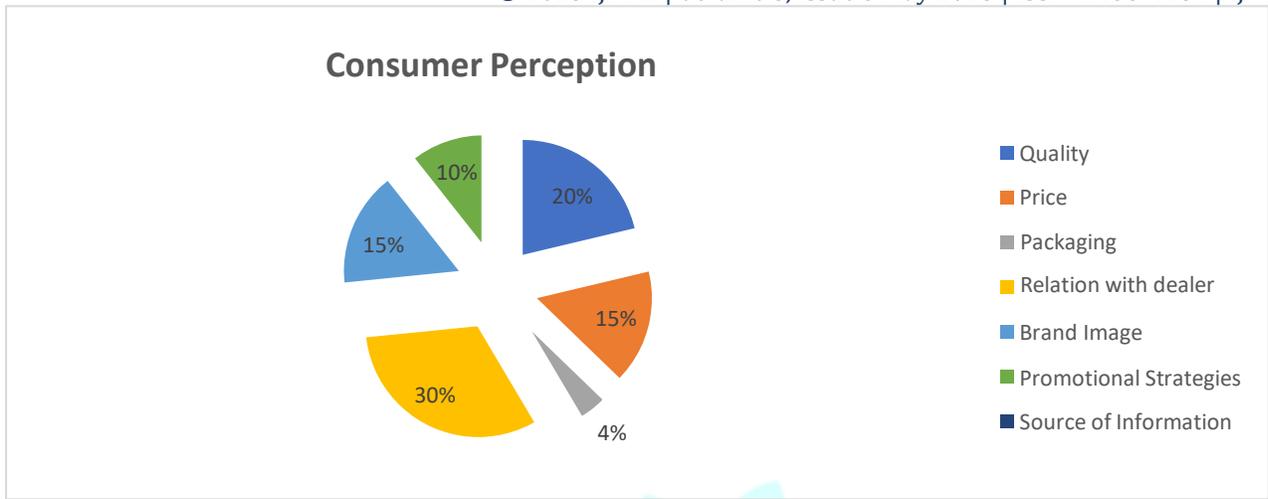
The study entitled “To Analyse the consumer’s perception toward Toxi pro Insecticide” was undertaken to assess the consumer perception of Toxi pro Insecticide. The results are given under the following heads:

While studying the customer perception we found that consumers buy agrichemicals on the basic different perceptions.

**Table No.1: Consumer perception** Number of respondents = 100  $M+S+SM+M+L = 58+33+7+0 = 100$

Parameter	Respondents	Percentage
Quality	20	20.00
Price	15	15.00
Packaging	4	4.00
Relation with dealer	30	30.00
Brand Image	15	15.00
Promotional Strategies	10	10.00
Source of Information	6	6.00
Total	100	100.00





**Chart No. 1: Consumer perception**

It is founded that about 20% respondents prefers to buy a product according to its quality, About 15% respondents prefers the price of product, about 4% respondents prefers the attractiveness of the packaging, 30% respondents buy agrochemical only because of the relationship with the distributor, 15% of the respondents buy Agro products on the basis of brand image, about 10% respondents buy agro products convinced through promotional strategies, and 6% respondents take information about products from their friends and neighbors or any other person.

**Table No. 2: Price:**

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

Price satisfaction	Respondents	Percentage
Yes	80	80.00
No	20	20.00
Total	100	100.00

Research Through Innovation



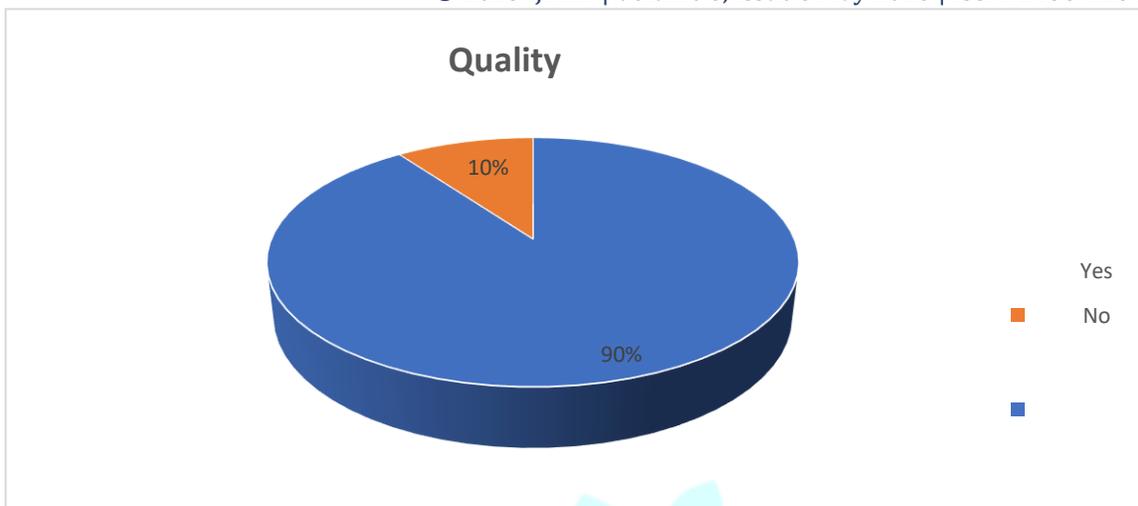
**Chart No. 2: Price Chart No. 2: price:**

According to the survey 80 percent of respondents are satisfy to the price but 20 percentrespondents are not satisfy with the price of Toxi pro.

**Table No. 3: Quality**

Number of respondents = 100 M+S+SM+M+L = 58+33+7+2+0

Quality satisfaction	Respondents	Percentage
Yes	90	90.00
No	10	10.00
Total	100	100.00



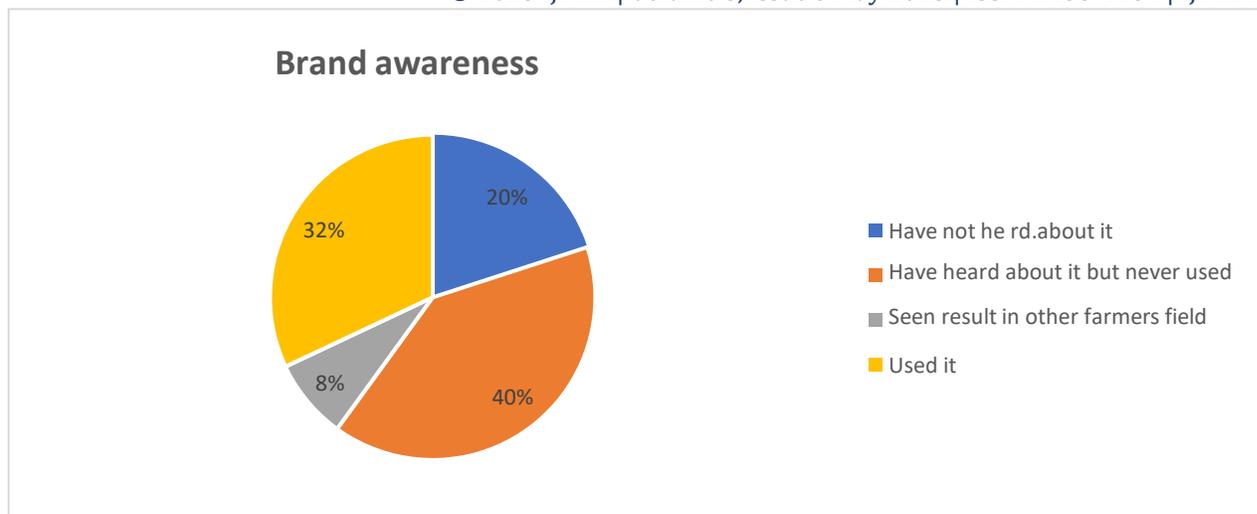
**Chart No. 3: Quality**

**Chart N0. 3: Quality:**

According to the survey 90 percent of the respondents are satisfy with the quality but 10 percentof the respondents are not satisfy with the quality or Toxi pro.

**Table No. 4: Brand awareness of Toxi pro**Number of respondents = 100 M+S+SM+M+L = 58+33+7+2+0

SI. No	Attributes	Respondents	Percentage
1.	Have not he rd. about it	20	20.00
2.	Have heard about it but never used	40	40.00
3.	Seen result in other farmers field	08	08.00
4.	Used it	32	32.00
	Total	100	100.00



**Chart. No. 4: Brand awareness**

**Chart. No. 4: Brand awareness:**

By Interviewing observation it was seen that out of 100 respondents 32 percent of surveyed population is using where as other 40 percent of respondents have either heard about it or have seen its result in their peer group. Yes apart from these, there are still 20 percent of respondents have not heard about the product, and 8 percent of respondents have seen results in peer field.

**CONCLUSION**

In current scenario and future insecticide have bright future because every year the consumption of insecticide is increasing day by day. Farmers depend the insecticides that show the increasing demand of the insecticide. Farmers not waste time on the field they want easy solutions for any problem of field therefore they use insecticides efficiently. Due to the use of insecticides and PGR. Farmers yield more crops so they not stop to use the insecticides & PGR. Insecticide is less time taken, quick on the target organisms. Maximum farmers use the excess quantity of the insecticide but some farmers say that excess use of insecticides is harmful for the field and they use the insecticides only when it was very essential for the crop. According to farmers without insecticide in this time crop growing in effective manner is not possible because in every stage of the plant's different type of soil, leaf and stem are attacked, so insecticides are important for farming purpose.

Every farmer wants higher yield from a low investment, for the higher yield they use the PGR's. PGR provides the all-micro nutrients to the plant and also regulates the growth of the respective plant.

**REFERENCES**

Bhandari, P. and Mishra, A. (2012). A study on satisfaction level of farmers towards agricultural product marketing committee of Dhamtari district. International Journal of Science and Research.3(12): 1844-1847.

Dharamraj et al. (2013) A study on satisfaction level of farmers towards agricultural product marketing committee of Dhamtari district International Journal of science and research. 3(12)

Gupta. D: Singh, A. Rizwan, M. (2014) An analytical study of marketing mix strategies of SBI. International Journal of research in management. Economics & commerce. 4(4): 1-10.

Indira et al. (2017) Factors responsible for brand liking, brand loyalty and brand switching among farmers of kerala; a study of pesticides, Indian Journal of agricultural marketing, 24(1): 119-131.

Masia, A, J. Campo, A. Navarro-Ortega, D. Barcelo, Y. Pico, (2015) Pesticide monitoring in the basin of Llobregat River (Catalonia, Spain) and comparison with historical data, Science of the Total Environment 503-504, 58-68.

P. A. Nazarov, D. N. Baleev, M. I. Ivanova, L. M. Sokolova, and M. V. Karakozova (2020) Infectious plant diseases: Etiology, current status, problems and prospects in plant protection, Acta nature 2020 Jul Sep; 12(3): 46-59. Doi: 10.32607/actanaturae.

Ray Nishimoto Global trends in the crop protection industry (journal of pesticide science), J Pestic Sci. 2019 Aug 20; 44(3): 141-147.

Shiv Shanker Kaundun, 2020, Contribution to herbicide resistance research and management (Pest Management Science).

Satyavardhan K, (2013) A comparative toxicity evaluation and behavioral observations of freshwater fishes to fenvalerate, Middle-east Journal of Scientific Research 13(2): 133-136.

Tandel al. (2014) To study the farmers buying behavior on pesticides product strategy adopted by Neosafe Chemical India Pvt. Ltd. Company and its impact on consumer buying behavior in Nanded city. International Journal of research of finance & marketing. 1(6): 1-24.

Zorro (2019) Overview of global registered or launched pesticides and analysis of key varieties

