

MARKET ANALYSIS OF IRRIGATION PUMPS IN SURAT AND NAVSARI DISTRICTS OF GUJARAT

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ABSTRACT

The Indian agriculture sector is the largest consumer of pumps, with pumps being used in several applications such as irrigation and water distribution. This study was a part of project carried out for The Standard Agro Engineers headquartered in Rajkot, Gujarat. The study covered 200 farmers and 25 dealers, selected as per convenience from 8 villages of Surat and Navsari districts of Gujarat (4 villages from each district). It was found that the higher water output from the pumps was the most important factor behind the purchase of pumps followed by proximity to the specific brand dealer, low voltage compatibility, price, brand name, guarantee/warranty, low operating cost, credit facility, and quality standards such as ISI mark. Competitor analysis for The Standard Agro Engineers shows that majority of the market share was captured by Shiv Shakti pumps, followed by Freedom pumps, and V-Guard pumps. The market potential of irrigated pumps in the study area was estimated as INR Eighty Five Crores Twenty Five Lakhs. It was found that frequent breakdown/ burnout of the was the major problem faced by the farmers, followed by low lifting capacity, non-availability of repair and maintenance facility in close proximity, low efficiency of pump, and low voltage. With the existing competitive environment, it was suggested that The Standard Agro Engineers should create brand awareness among farming community and should also setup distribution channel in order to gain trust of the farmers.

KEYWORDS: Gujarat, Irrigation pumps, Market Potential, Competitor's analysis