

Identifying markets for Pesticides



We market pesticides. Can the Guide help us identify potential markets?

DATA REQUIRED FROM THE GUIDE

- Contribution from Per capita Income to MPV rural - Volume II
- Market Intensity Index MII rural - Volume II

SOLUTION

To arrive at markets for pesticides two variables will be important. We need to first look at markets with high contribution from per capita income to rural MPV. The Guide has rural income based on agriculture production. We should also consider the quality of the market as given by rural MII. Both these two variables on rural markets together will help identify and prioritise markets as illustrated in to below.

State rank by rural MPV	District	MPV Rural	Contribution to MPV from Means	MII	Analysis
		1	2	3	4 = 3*2
1	East Godavari	70.73	21.45	81.95	1758
2	Krishna	69.20	20.42	104.98	2143
3	West Godavari	67.48	20.44	95.80	1958
4	Guntur	66.41	20.26	90.56	1835
5	Karimnagar	52.89	13.58	81.81	1111

RESULT

As can be seen from the above table, districts of Krishna, West Godavari, Guntur, East Godavari are worth considering in that order.