

SURVEY REPORT

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INSTITUTION: R.V.R & J.C COLLEGE OF ENGINEERING

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EXECUTIVE SUMMARY:

This marketing survey was conducted across four villages — Munipalle (Ponnur), Dandamudi (Ponnur), Morampudi (Revendrapadu), and Garapadu to evaluate the performance of different Maize seed varieties, focusing primarily on NMH-8352(WINNER), with some farmers using GOLD, WARRIOR, PIONEER-1844 covering a total of 80 farmers. The primary objective was to understand seed usage preferences, yield performance, and farmer intentions for the next sowing season.

The findings indicate that NMH-8352(WINNER) is the most preferred seed variety across all surveyed villages, with some farmers in Dandamudi and Garapadu also using GOLD, WARRIOR, and PIONEER-1844 Average yields for NMH-8352(WINNER) seeds range between 40–45 quintals per acre, with Munipalle reporting the highest average landholding of 4.69 acres, Dandamudi at 3.46 acres, Morampudi at 4.49 acres and Garapadu at 4.25 acres.

In terms of sowing interest for the upcoming season, Munipalle reported 13 farmers willing to sow again, while Dandamudi had 15, Morampudi had 12 and Garapadu had 7 affirmative responses. Farmers next year sowing intentions are influenced by yield satisfaction and personal constraints.

Overall, the survey highlights strong brand loyalty towards NMH-8352(WINNER) seeds, stable yield performance, and opportunities for market growth through diversification and farmer engagement programs. Opportunities exist to promote GOLD and other varieties in niche conditions after improving seed quality.

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I. INTRODUCTION:

This report presents the findings of a marketing survey conducted to understand farmers' preferences, yields, and future planting intentions. The objective is to support agricultural marketing strategies and seed distribution planning. This study analyzed the performance of NMH-8352(WINNER) alongside of GOLD, Warrior and PIONEER-1844. This focus is on yield performance, crop health and farmers willingness to re-use the seeds.

II. OBJECTIVE OF STUDY:

The primary objective of this study is to analyze farmers seed usage patterns, acreage under cultivation, and yield performance across four surveyed villages — Munipalle (Ponnur), Dandamudi (Ponnur), Morampudi (Revendrapadu), and Garapadu. It aims to identify the most preferred seed varieties, including NMH-8352(WINNER) and GOLD and evaluate their productivity in different locations. The study also seeks to understand farmers' interest in sowing for the next season and the factors influencing their decisions. Additionally, it compares village-wise trends to highlight variations in performance and adoption rates. Finally, the objective is to provide actionable marketing insights that can help seed companies improve outreach, product positioning, and farmer satisfaction.

III. Methodology:

Data was collected via direct farmer interviews across four villages. Farmers provided information on landholding size, seed varieties used, yield per acre, and their plans for the next sowing season.

1. Survey Area and Coverage:

The study was carried out in four villages:

1. Munipalle (Ponnur) – 20 respondents
2. Dandamudi (Ponnur) – 25 respondents
3. Morampudi (Revendrapadu) – 21 respondents
4. Garapadu – 14 respondents

2. Data Collection Method:

1. Primary Data was collected through direct farmer interviews.
2. The survey team interacted with each farmer individually to record their details.

3. Information was gathered using a structured questionnaire to ensure uniformity across all locations.

3. Data Points Collected:

The survey questionnaire covered:

1. Personal Information (Name, Father's Name, Phone Number — for internal reference only, not disclosed in the report)
2. Landholding Size (Acres cultivated)

VILLAGE	Average of acres
Munipalle	4.69 acres
Dandamudi	3.46 acres
Morampudi	4.49 acres
Garapadu	4.25 acres

3. Types of Seeds Used (e.g., NMH-8352(WINNER), WINNER GOLD, WARRIOR, PIONEER-1844)
4. Yield per Acre (in quintals).
5. Interest in Sowing Next Year (Yes / No / Undecided)

4. Data Processing:

All survey responses were compiled into an Excel database. Duplicate or incomplete entries were verified and corrected during data cleaning. Numerical data, such as acres and yield per acre, were analyzed to find averages and identify trends. Responses on sowing interest were summarized to calculate the percentage of farmers willing to continue next season.

5. Limitations:

Some farmers gave approximate yield ranges instead of exact figures, which may slightly affect precision in analysis. The study focused on four villages so findings may not represent broader regional patterns.

IV. Seed Usage Analysis:

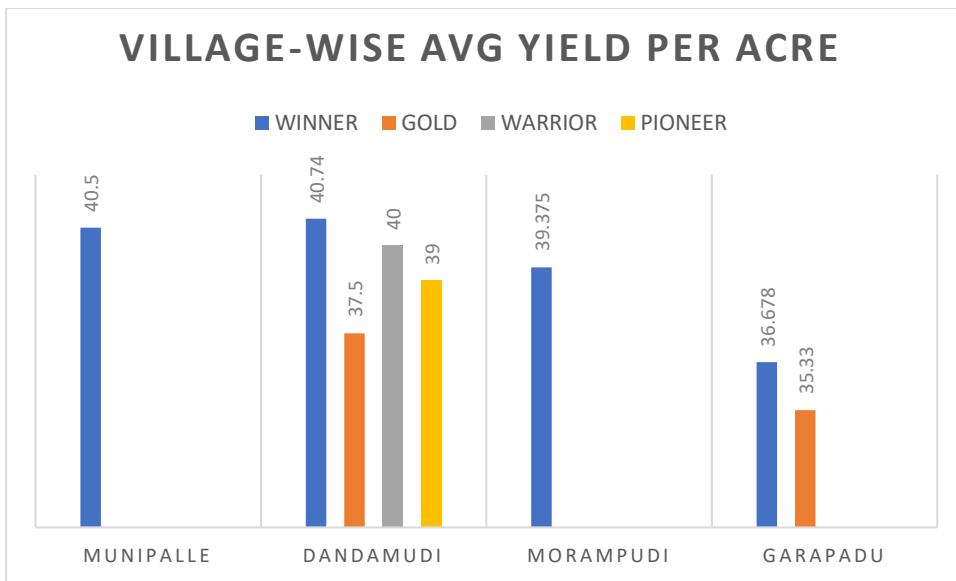
- Munipalle: Predominantly NMH-8352(WINNER) seeds.
- Dandamudi: NMH-8352(WINNER) dominates, with some GOLD, WARRIOR, and PIONEER-1844 usage in mixed proportions.
- Morampudi: NMH-8352(WINNER) seeds dominate this area
- Garapadu: NMH-8352(WINNER) dominates, with some GOLD.

TYPES OF SEEDS USED IN EACH VILLAGE

	MUNIPALLE	DANDAMUDI	MORAMPUDI	GARAPADU
WINNER	✓	✓	✓	✓
GOLD		✓	✗	✓
	✗			
WARRIOR	✗	✓	✗	✗
PIONEER	✗	✓	✗	✗

V. Yield Performance:

- Muniipalle: Yield of NMH-8352(Winner) ranges between 38–50 quintals per acre and no other seed varieties are used. Average yield of NMH-8352(WINNER) is 40.5 quintals
- Dandamudi: Yield of NMH-8352(Winner) ranged mostly around 40–45 quintals, GOLD is 38quintals, Pioneer is 38-40quintals and lastly Warrior is around 40quintals. Average yield of NMH-8352(WINNER) is 40.74 quintals, Gold is 37.5 quintals, Warrior is 40 quintals and Pioneer is 39 quintals.
- Morampudi: Yield of NMH-8352(WINNER) ranges between 35-45 quintals per acre and any other seed varieties are used and the average yield is 39.375 quintals.
- Garapadu: Yield of NMH-8352(Winner) ranged mostly around 40–45 quintals and yield of GOLD is 32-38quintals. The average yield of NMH-8352(WINNER) is 36.678 quintals and Gold is 35.33 quintals.



VI. Future Sowing Interest:

FARMERS FUTURE INTEREST IN SOWING NMH-8352(WINNER) AND GOLD

	MUNIPALLE	DANDAMUDI	MORAMPUDI	GARAPADU
YES	13 FARMERS	15 FARMERS	12 FARMERS	7 FARMERS
NO	4 FARMERS	5 FARMERS	5 FARMERS	4 FARMERS
NOT YET DECIDED	3 FARMERS	5 FARMERS	4 FARMERS	3 FARMERS

Farmers have shown a strong preference for sowing NMH-8352(Winner) and GOLD seeds in the upcoming season, whereas other varieties such as Warrior, and Pioneer—though sown in smaller quantities last season—have attracted comparatively less interest this time.

VII. Village-wise Insights:

- Muniपalle (Ponnur): Higher average landholding, consistent yields, majority using NMH-8352(WINNER) variety seeds.
- Dandamudi (Ponnur): More diverse seed usage with slightly smaller land sizes, still achieving good yields. Majority using NMH-8352(Winner) variety seeds
- Morampudi (Revendrapadu): Higher average landholding, consistent yields, majority using NMH-8352(WINNER) seeds.
- Garapadu: Mostly NMH-8352(WINNER) and GOLD seed usage is seen and shown consistent yields

HIGHEST & LOWEST YIELDS RECORDED PER VILLAGE

	MUNIPALLE		DANDAMUDI		MORAMPUDI		GARAPADU	
	HIGHEST YIELD PER ACRE	LOWEST YEILD PER ACRE	HIGHEST YIELD PER ACRE	LOWEST YEILD PER ACRE	HIGHEST YIELD PER ACRE	LOWEST YEILD PER ACRE	HIGHEST YIELD PER ACRE	LOWEST YEILD PER ACRE
WINNER	50q	38q	45q	36.5q	45q	35q	45q	35q
GOLD	-	-	38q	37q	-	-	38q	32q
WARRIOR	-	-	40q	-	-	-	-	-
PIONEER	-	-	40q	-	-	-	-	-

VIII. SWOT ANALYSIS:

SWOT Analysis for Seed Marketing Based on Survey

Strengths

1. High Brand Loyalty – NMH-8352(WINNER) seeds dominate across all surveyed villages, indicating strong farmer trust.
2. Good Yield Performance – Consistent yields in the 40–45 quintal of NMH-8352(Winner) range show product reliability.
3. Wider Farmer Reach – Survey covers 80 farmers across four villages, giving a diverse base.
4. Proven Adoption – Farmers with multiple acres still choose the same seed, showing satisfaction.

Weaknesses

1. Crop result: Stem bending or weakness under heavy cob weight and germination problem.
2. Limited Seed Variety in Some Villages – Over-reliance on NMH-8352(WINNER) seeds might be risky if crop disease affects performance.
3. Uncertain Sowing Plans – Significant number of farmers are undecided about sowing next year.

4. Yield Range Variability – Some yields as low quintals suggest inconsistent performance in certain plots.

Opportunities

1. Introduce New Varieties – Test and promote other seeds like NMH-8352(WINNER) and GOLD to diversify crop resilience.
2. Farmer Education Programs – Conduct yield improvement training to convert undecided farmers into active buyers.
3. Market Expansion – Use Munipalle, Dandamudi, Morampudi and Grapadu's success stories to promote seeds in neighboring villages.
4. Data-Driven Marketing – Use this survey to target marketing campaigns in high-interest villages.

Threats

1. Competitor Seeds – Farmers in Dandamudi already experiment with WARRIOR, and PIONEER-1844, showing openness to alternatives.
2. Climate and Pest Risks – Weather fluctuations or pests could impact yields and farmer trust.
3. Farmer Uncertainty – The “Not Yet Decided” group could be swayed by competitors if not engaged promptly.
4. Market Saturation – Over-dependence on a single seed type may reduce adaptability to changing agricultural needs.

IX. KEY OBJECTIVES:

1. Identify Seed Preferences – To determine the most popular seed varieties used by farmers across the surveyed villages.
2. Measure Yield Performance – To analyze yield per acre for different seeds and identify high and low-performing areas.
3. Assess Sowing Intentions – To understand farmers' willingness to sow in the upcoming season and factors influencing their decisions.
4. Compare Village-wise Trends – To compare acreage, seed usage, and yield patterns across Munipalle, Dandamudi, Morampudi, and Garapadu.

5. Discover Marketing Opportunities – To find potential areas for promoting new seed varieties and improving farmer engagement.

X. RECOMMENDATIONS:

1. Promote High-Yielding Varieties: Focus marketing and demonstration efforts on seed varieties like NMH-8352(WINNER) and GOLD, which showed consistent yield performance across multiple villages.
2. Village-Specific Marketing: Tailor promotional strategies for each village based on the most preferred varieties to maximize adoption rates.
3. Enhance Farmer Engagement: Conduct on-field demonstrations and awareness programs to build farmer trust and showcase real-world yield results.
4. Introduce Seasonal Offers: Provide early-bird discounts or bundled offers before the sowing season to encourage advance seed purchases.
5. Strengthen Distribution Channels: Ensure timely availability of preferred seed varieties in all surveyed villages through better coordination with local dealers.
6. Leverage Success Stories: Share testimonials from farmers who achieved high yields to influence decision-making in other regions.

XI. CONCLUSION:

The survey clearly shows that NMH-8352(WINNER) is the most preferred seed variety across all four villages. Some farmers, especially in Dandamudi and Garapadu, also use GOLD, WARRIOR, and PIONEER, indicating openness to variety. Muniipalle recorded the highest average acreage (4.69 acres) and the highest yields (up to 50 quintals per acre). Garapadu showed the lowest yield (35 quintals) in some cases highlighting a need for yield improvement measures. The majority of farmers in Muniipalle and Dandamudi expressed interest in sowing next year, ensuring a strong repeat customer base. However, a notable number of farmers remain undecided, which presents both a challenge and an opportunity for engagement. Mixed seed usage patterns suggest potential for promoting combination packages to improve yields and satisfaction. Yield variations between villages may be influenced by differences in farming practices, soil quality, and climatic factors. Strategic marketing efforts, coupled with farmer training, can help increase adoption of both NMH-8352(WINNER) and other varieties. Overall, the data points to a strong market presence but also a clear scope for growth through targeted interventions and improved farmer support.

PHOTOGRAPHS FROM SURVEY



THANK YOU