

*ROLE OF MARKET RESEARCH  
IN THE  
FERTILIZER SECTOR*

*ROLE DEFINED*

- Education in day to day life
- Illiteracy and Quality of life
- Issues in Fertilizer Sector
- N, P and K

## ROLE PLAYED

- International Level
- National – Macro level
- Company specific – Micro level

## *MARKET RESEARCH STUDIES*

### National Level Studies

- Planning Commission
- FAI
- NCAER

### Company Specific Studies

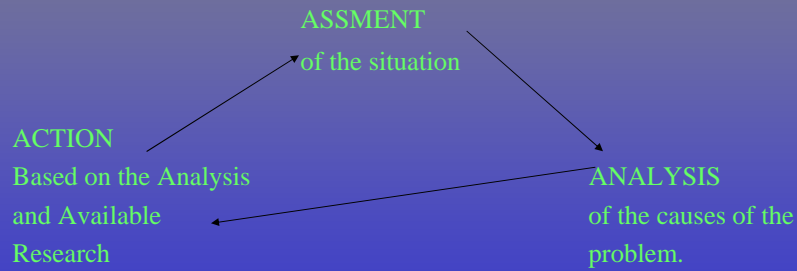
- Internal
- External  
(through consultancy organization)

### Individual Research Studies

- Roy.L.Donahue
- Prof. Guntant Desai
- Dr. W.W Dhonde
- IFDC (Dr. Surojit S. Sidhu , A.K.Roy & Carlos Baanante)

## CONDUCTING MARKET RESEARCH STUDIES

- Using Triple – A Cycle Approach



## Quantitative Studies

- Food Requirement Approach
- Time Series Analysis
- Growth Rate Method
- Cropped Area Approach
- Econometric Analysis
- Statistical Sample Survey
- Non- statistical study

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Delphi Method

## QUALITATIVE STUDIES

- Expert Judgment
- Focus Group Discussion
- Key Informants In-depth interviews

*FERTILIZER PROTOCOL*

*MONITORING & EVALUATION*

*THANKS*