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SWOT Analysis of Andhra Pradesh State Seeds Development Corporation (APSSDC), Srikalahasti, India

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KEYWORDS

SWOT Analysis;
AP Seeds;
Strengths;
Weaknesses;
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Threats.

A B S T R A C T

SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats involved in a project or in a business venture. The objective of the research is to evaluate the performance of APSSDC, Srikalahasti through SWOT analysis and to develop a strategy for effective functioning of the organization.

Introduction

SWOT analysis is an acronym for the internal strengths and weaknesses of a firm and the external opportunities and threats facing by that firm. A good fit maximizes a firm's strengths and opportunities and minimizes its weaknesses and threats.

Seeds form the crucial input of agriculture. A sound seed sector in terms of quality and quantity can only support the agriculture sector of a huge country like India. Although, the APSSDC, Srikalahasti is running with profits, the demand for further strengthening and expansion of the unit has been increasing. In order to further compete

with other competitors in producing quality seeds, the corporation has to be alert and improve in all the aspects of seed production, distribution, marketing etc.,

SWOT analysis of APSSDC, Srikalahasti was done to expose the strengths, weaknesses, opportunities and threats of the organisation which in turn will help the management of APSSDC, Srikalahasti to take a decision to overcome the weaknesses and possible threats of the corporation.

The findings of the study could be gainfully utilized by the administrators, scientists

related to production of quality seed, managements of various seed industries, students and new entrepreneurs entering into the seed business activity.

The managers and technical personnel can apply the SWOT analysis for identifying various weaknesses and threats of the corporation and take various steps in converting them into possible opportunities and strengths respectively.

Materials and Methods

A case study design was adopted for the study. The APSSDC, Srikalahasti unit was purposively selected for the study. Three mandals were purposively selected based on highest certified paddy seed production and from these 10 villages were selected purposively based on the number of farmers involved in the seed production activity.

The sample for the study was taken as 110 respondents comprising 10 officials related to the corporation, 10 dealers were selected randomly from list of the total seed dealers covered by the corporation. From the selected villages 90 farmers were selected randomly. A specially designed schedule was used for the collection of data from the officials, seed dealers and farmers.

Result and Discussion

The important strengths perceived by the respondents were

Agro climatic conditions, vertical support from government of India organizations viz., NSC/SFCI, ICAR and SAU's, support from department of agriculture, forecasting demand and planning, feedback from seed officers/ dealers/ farmers, organization production/ multiplication, support of

shareholders and farmers organization, better extension service, low rejection rate, good coordination from seed certification agency and quality control officials, cooperation of processing staff/labour to the farmers, quality control lab, timely payment of compensation, high acceptance of APSSDC varieties by the farmers.

The important weaknesses perceived by the majority of the respondents were

Lack of government of India policy to encourage the PACS to organize seed production activity, lack of research and development, heavy workload to the staff, fluctuation in power supply, insufficient logistics – storage, transport, warehousing, distance of processing plant, delay in packing of certified seed lots because of delay in the results of quality control, compensation rates based on the market prices prevailing at the time of agreement, lack of support to the dealers from banks, cumbersome reporting documentation work, management information system and computer usage, lack of computer application knowledge to the staff.

The opportunities that have been opined by the respondents were

Support from the government of India, seasonal coordination meetings, status report, staff of the organization - knowledge updating – training, involvement of PACS for seed production, opportunity to expand seed production in new potential areas, adopting staggered sowing, plan to replace old condemned machinery, plan to construct new processing plants to decentralize the processing, strengthening the quality control lab, compensation based on purity percent, opening of more sales counters, production of vegetable seeds.

The important threats identified by the respondents were

Frequent changes in the policies, withdrawal of subsidy on seeds, quality monitoring-threat of rejection due to isolation, threat of damage to seed due to improper storing, black marketing by suppliers during shortage of a popular variety.

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