**Identification of different promotional strategy and promotional tool for enhancing the acceptability of systematic insecticide in Kurukshetra district (Haryana, India)".**


## Abstract

India's people live in rural areas and their main occupation is agriculture. A Paddy is the seed of the grass species *Oryzasativa* (Asian rice) or *Oryzaglaberrima* (African rice). As a cereal grain, it is the most widely consumed staple food for a large part of the world's human population, especially in Asia. A Paddy is the most important cereal food crop of India. It occupies about 24 percent of gross cropped area of the country. It plays vital role in the national food grain supply. Rice contributes 43 percent of total food grain production and 46 percent of the total cereal production specially for most of the people of South-East Asia. Production of paddy in India is highest in West Bengal state, but productivity of paddy in India is highest in Punjab state. A Sample of **100** respondents were drawn by proportional to area under paddy.



*Keywords: Paddy, Farmer, Promotion, Farmer, Grower*


## Introduction

A Paddy is the seed of the grass species *Oryza sativa* (Asian rice) or *Oryza glaberrima* (African rice). As a cereal grain, it is the most widely consumed staple food for a large part of the world's human population. India has the largest paddy output in the world and is the largest exporter of rice in the world as of 2020. In India, West Bengal is the largest rice producing state. Paddy fields are a common sight throughout India, both in the northern Gangetic Plains and the southern peninsular plateaus. Paddy is cultivated at least twice a year in most parts of India, the two seasons being known as Rabi and Kharif respectively. The former cultivation is dependent on irrigation, while the latter depends on the Monsoon. The paddy cultivation plays a major role in socio-cultural life of rural India. Many regional festivals celebrate the harvest, such as Onam, Bihu, Thai Pongal, Makar Sankranti, and Nabanna. The Kaveri delta region of Thanjavur is historically known as the rice bowl of Tamil Nadu, and Kuttanadu is called the rice bowl of Kerala. Gangavathi is known as the rice bowl of Karnataka. This is because a major amount of maize crops is farmed for uses other than human consumption. India has a population of 1.3 billion. The majority of Indians—more than 65 percent—live in rural areas. Agriculture is the backbone of Indian economy because it contributes to economic and social well- being of entire nation through its influence of the GDP and employment. Agriculture sector accounts for only 13.7 percent GDP (2012-13).

(Source link :( articles.economictimes.indiatimess.com). A Paddy is the most important cereal food crop of India. It occupies about 24 percent of gross cropped area of the country. It plays vital role in the national food grain supply. In India, rice is the most important and extensively grown food

crop, occupying about 40 million hectares of land. Rice is primarily a high – energy or high calorie food. It contains less protein than wheat. The protein content of milled rice is usually 6 to 7 percent. Rice, however, compares favourably with other cereals in amino acids content. The biological value of its proteins is high. The fat content of rice is low (2.0 to 2.5 percent) and much of the fat is lost during milling. Rice contains a low percentage of calcium. Rice grain contains as much B group vitamins as wheat. The Indian agrochemical industry has its roots in the year 1906, when the first manufacturing unit was set up in Ranipet with production capacity 6000 metric tons. Subsequently, in the forties and fifties, large sized fertilizer and chemical plants were set up in Cochin and Sindri, with a view to establishing a base for mass production, manufacturing and industrialization. A major boost to the agrochemical industry came with the success of the green revolution in the late sixties. Paddy is grown in warm, waterlogged soil. Farmers traditionally flood rice paddies throughout the growing season - a practice known as continuous flooding - providing ideal conditions for microbes that produce large amounts of methane. Simple changes to farming practices can significantly decrease these methane emissions, while also reducing the amount of water consumed during the growing season. Paddy is a highly prized cash crop and a significant export product. India's greatest industry is paddy processing because it is the world's second-largest producer of the grain. About 128 million tonnes of paddy are produced in India each year, and in addition to milling rice, the business performs many other vital tasks like purchasing, drying, storing, and using by-products. The difference between the paddy's actual and potential fields is considerable. This large gap in India result of a number of issues with production, storage, and marketing. Production issues include improper nursery sowing and nursery management, late sowing, inadequate input supplies, imbalanced fertilizer use, and erroneous irrigation schedules. It is employed in the production of vinegar and wine.

## Research Methodology

The study was conducted in Kurukshetra district, which is situated in the State Haryana, India. In this, we study about the different promotional strategies used by Agrochemical Company in the market and how the companies are, compete with competitor and represent their product in the front of farmer. Moreover, study about farmer problems and understanding the farmer behaviour.

**Sampling Technique and procedure**

Multi stage sampling procedures were selected for selection of samples

**First Stage-** selection of the district

**Second Stage-** Selection of the block

**Third Stage**- Selection of the village

**Fourth Stage**- Selection of the respondents

## Selection of the District

The present study was conducted in Kurukshetra district of Haryana state. Kurukshetra district was selected purposively as Kurukshetra district is known as the 'Rice Bowl of India'. The Kurukshetra District is spread in an area of 1530 Sq.Km is located at 29.99□ North and 76.77□ East. Kurukshetra has 7 blocks and 404 villages in the whole district

**Table:-1: Number of Villages in different blocks of Kurukshetra district**.

| Sr. No. | Name of Blocks | No. of Villages in Block |
|---|---|---|
| **1.** | Pipli | 54 |
| **2.** | Thanesar | 63 |
| **3.** | Shahbad | 76 |
| **4.** | Pehowa | 69 |
| **5.** | Ladwa | 54 |
| **6.** | Ismailabad | 42 |
| **7.** | Babain | 45 |

## Selection of the Blocks

District Kurukshetra comprises of 7 blocks, **Pipli** block was selected purposively for the study, as the farmers of the block Pipli are progressive and ready to adopt new products. Pipli block is situated 7 km away from the district Kurukshetra. The farmers of this block have been growing Paddy for several years.

## Selection of the Villages

Data collection of 10% villages were selected randomly out of 54 villages of Pipli block for the study of Brand Promotion of systematic insecticide

**Table:-2: List of Selected Villages.**

| S. No. | SELECTED VILLAGES |
|---|---|
| **1.** | Bir Mathana |
| **2.** | Palwal |
| **3.** | Pipli |

| | |
|---|---|
| **4.** | Jirbari |
| **5.** | Umri |

**Selection of the Respondents** There were maximum Paddy respondents in Pipli block. A list of all the Paddy growers of block were prepared from the selected village. 100 farmers were considered as respondents for the present study.The selections were done by using simple random sampling method for the purpose of the study.

**Table: - 3: Distribution of selected respondents in Pipli block:**

| S.NO | Size group | Total number selected respondents | Number of selected respondents |
|---|---|---|---|
| **1.** | **Marginal farmers** | 120 | 12 |
| **2.** | **Small farmers** | 210 | 21 |
| **3.** | **Semi-medium farmers** | 230 | 23 |
| **4.** | **Medium farmers** | 280 | 28 |
| **5.** | **Large farmers** | 160 | 16 |
| | **Total** | 1000 | 100 |

**Result and Discussion**

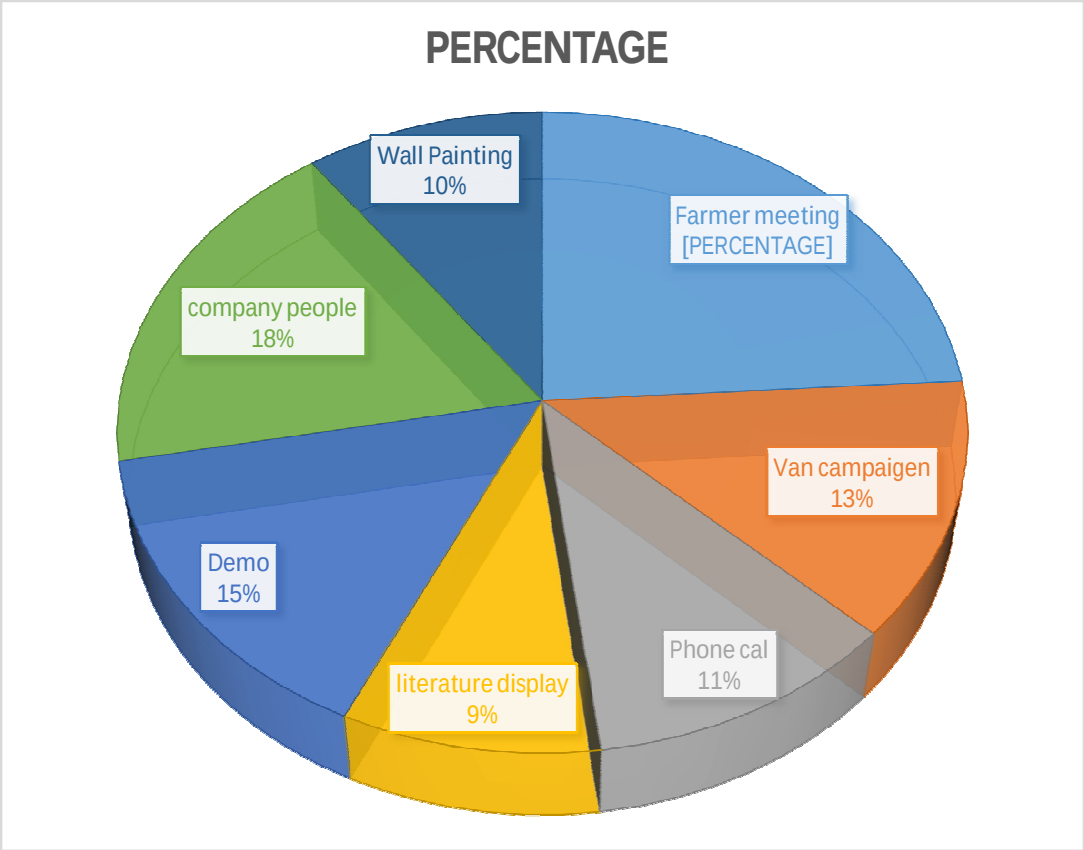
During the study in Haryana (Kurukshetra), region different promotional activities were adopted. Major companies, which had good market share, were leaving no stone unturned to establish themselves as a strong brand in the study area. These companies were practicing most of all the promotional activities that could effectively influence the purchase decision of the farmer. This study gave an insight to the various promotional activities being carried out in the study area by Syngenta. The study carried out perception of respondents about different promotional activities that influence their buying decision.

**Table: - 4: Top promotional tools (Total respondents-100)**

| Sr. No. | Promotional Tools | Number of Respondents | Percentage |
|---|---|---|---|
| **01** | Farmers Meeting | 24 | 24 |
| **02** | Van Campaign | 13 | 13 |
| **03** | Phone call | 11 | 11 |
| **04** | Literature Display | 9 | 9 |
| **05** | Demo | 15 | 15 |
| **06** | Company People/Person | 18 | 18 |
| **07** | Wall Painting/Posturing | 10 | 10 |
| | Total | 100 | 100 |

Out of total sample size, 24% farmers responded that farmers meeting is the best source of information to them. The more fascinating fact is that 18% of farmers believed that company people help them to update their knowledge regarding recent agronomic practices and insecticide in paddy. When asked specifically about the Demo, 15% of the respondents said that every company must practice it and Demo creates good will among farmers followed by Van Campaign i.e., 13%. The company to provide relevant information about their product to the farmers also follows other promotional tools such as phone call (11%), Wall Painting/posturing (10%) and literature display (9%).

**Fig: 1 Pie chart representation of Promotional tools**




**FARMER'S MEETING**

Collecting villagers at common place and give them the product demonstration. Also, take review of the product, listen their problems, and help them to resolve the problems. Face-to-Face meetings with farmers help to build trust in farmers.

**DEMONSTRATION**

A field is selected in the village in which a demo of product is applied on the paddy crop. So that the result of that product comes out a follow up meeting of farmers is organized. Moreover, every farmer of nearby field and villages are came and see the result of the product that attract the farmers to use the particular product.

**VAN CAMPAIGN**

The preparation of best possible route-map for each jeep based on location of priority cluster to cover areas in less time that helped in representative farmer's movement, and identify farmer behavior stock delivery and dealer contact. So that, here small farmers meetings were

conducted to convince farmers about products that helped me to cover remote areas, distribution of booklets and pamphlets, posturing in remote areas, etc.

**Company people**

Company people provide knowledge of product. Moreover, told about the efficient use of product on their field.

## Conclusion

During the study in Kurukshetra region the promotional tools was used by company for increasing the sale of product was farmer meeting, van camping, poster, phone call, Banner, Demonstration etc. these tools was used by company. Farmer meeting is the best way of promoting product in the market. It was very effective way to increase their sale. Out of total sample size, 24% farmers responded that farmers meeting is the best source of information to them. The more fascinating fact is that 18% of farmers believed that company people help them to update their knowledge regarding recent agronomic practices and insecticide in paddy. When asked specifically about the Demo, 15% of the respondents said that every company must practice it and Demo creates good will among farmers followed by Van Campaign i.e., 13%. The company to provide relevant information about their product to the farmers also follows other promotional tools such as phone call (11%), Wall Painting/posturing (10%) and literature display (9%).

**Suggestion:**

- Field staff should be well educated and having good sense of humor and sharp mind.
- Number of stuff should be enough for each level of work.
- Strategy should be made to fulfill all the recommendation of farmer.
- Field staff should keep in mind that our consumers are the giver.
- Company should give the appraisal to the staff for their good work.
- Fieldwork is the most necessary part and it should be done with great potential.
- Company should also focus on medium and small land holding farmers to make its grip strong in the market.
- Quality of products, its packaging supply should be good.

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