

A study on Brand promotion of hybrid paddy in Koderma district of Jharkhand

Abstract: This study was on brand promotion of hybrid paddy in Koderma district of Jharkhand. It was mainly focussed on positioning of Arize 6444 with respect to other hybrid paddies and to formulate a proper promotional strategy for enhancing the acceptability of Arize 6444. It was found that lots of providers were present who supplied hybrid seeds. Bayer, Nath Bio Genes, Syngenta, and Pioneer Corteva were the providers whose sales were in demand with other like Dhanya seeds, Sri Ram seeds, JK seeds, Kaveri seeds, Advanta India limited. As this study is on brand promotion, so, positioning of this product would be needed to evaluate. majority of sales of hybrid paddy varieties is from Pioneer Corteva company and the varieties name are 27P31 and 27P22 i.e. 3000 kg followed by the Bayer arize 6444 of sales 2500 kg. So that, it would be giving the path to analysis proper strategy and planning to executive the brand promotion by proper promotional strategy in front of the respondents. Three Main parameters Bayer can look up to create demand generation among major agro based companies are trust worthiness, product value, affordability.

Keywords: *Brand promotion, Promotional strategies, Market Positioning , Market segmentation.*

Introduction

The farmer of Jharkhand mainly depends on the production of rice compared to wheat and more than 80 percent of the agricultural land is covered by paddy as the main food crop. The average total area of 1.4 million hectares with a production of 3.1 million tonnes (GOI, 2012) for paddy. Paddy-based agriculture is the mainstay of the Jharkhand economy.

Product Profile:

If we see specifically Koderma, District of Jharkhand situated near Bihar border. We divided their region into three categories. In the first category, there is a surplus water supply for the production of rice/paddy.

Crop Profile:

Paddy grown practice in Jharkhand is mainly through conventional method due to this production and productivity of paddy is low and most of the land is in the plateau region of the Jharkhand. So, sometimes it is very hard to install modern machinery inside the fields. Higher production and yield of paddy can be obtained under irrigated rice production system, large investment in the form of equipment and external input requirement of irrigation infrastructure is a challenge to subsistence rice producers.

Company Profile: Bayer AG is a German multinational chemical and pharmaceutical company founded in Barmen (today a part of Wuppertal), Germany in 1863. The headquarter of this company is present in Leverkusen, North Rhine-Westphalia, and Germany, where its illuminated sign is a landmark. Bayer's primary areas of business include human and veterinary pharmaceuticals; consumer healthcare products; agricultural chemicals & biotechnology products; and high-value polymers.. Its Bayer Crop science business develops genetically modified crops and pesticides. Its materials science division makes polymers like polyurethanes and polycarbonate. Bayer sponsors Bayer 04 Leverkusen, a Bundesliga German football club. Bayer has been involved in controversies regarding some of its drug products. However, over a period of time, there has been a gradual shift from using farm hoarded seeds to procurement of High Yielding Varieties (HYVs) and hybrid seeds from different sources, outside of their farm and community. The farmers facing several challenges in procuring and using quality seeds from different sources . Private sector is playing its part in engendering vigorous rivalry, which will ultimately benefit the farmers. Once the private sector is convinced that there is a demand for hybrid seed, the willingness to invest in commercial seed production as it is moderately profitable.

Research Methodology

Research methodology is the systematic way to do research. It is a science of studying and how research is to be carried further. Essentially, the procedures by which research go forward for their work of describing, explaining and predicting phenomena is called research methodology.

Selection of Study Area

The study was confined to the Koderma district of Jharkhand. Koderma district consists of 6 blocks with 717 villages and 109 panchayats. So the focus is to cover all panchayats of Koderma district.

Selection of district

There are 24 districts in Jharkhand. The experiment was carried out in Koderma district, Jharkhand purposively on the basis of maximum area under paddy cultivation.

Selection of blocks

Selection of block was the second stage of sampling. A complete list of six blocks is there under Koderma district. Out of six blocks, Domchanch block was selected purposively.

Selection of villages

A complete list of the villages was obtained from the block office Domchach and 5% villages were selected randomly i.e phulwariya, purnadih, puto, ramdih, pasia, raedih, dhab.

Analytical tools and techniques

Range: Stated succinctly we have the following formula

Range = maximum value – Minimum value

Percentage: The percentage formula is used to find the share of a whole in terms of 100.

Using this formula, you can represent a number as a fraction of 100.

Percentage (Value/Total Value) x100

% Increase [(New number - Original number)/Original number] x 100

Objectives of the Study:

1. Positioning of Arize 6444 with respect to other hybrid paddies.
2. To formulate a proper promotional strategy for enhancing the acceptability of Arize 6444.

Results and Discussion

To determine the positioning of Arize 6444 with respect to other hybrid paddies, it is important to find the status of hybrid paddy in Koderma district. After seeing the position of hybrid paddy in Koderma district, I analysed the percentage of hybrid paddies with respect to un-hybrid paddies. Rice play an important crops as its production is 2000 Qu which is highest among all the crops. Firstly, paddy seeds categorized into two varieties. i.e., Hybrid paddy seeds and other. The quantities of sale of seeds are mentioned in the below table.

Types of paddy seeds	
Categories	Quantity(ton)
Hybrid Paddy	8-10
Others	3-4

Table 1: Quantity of paddy sales for observation

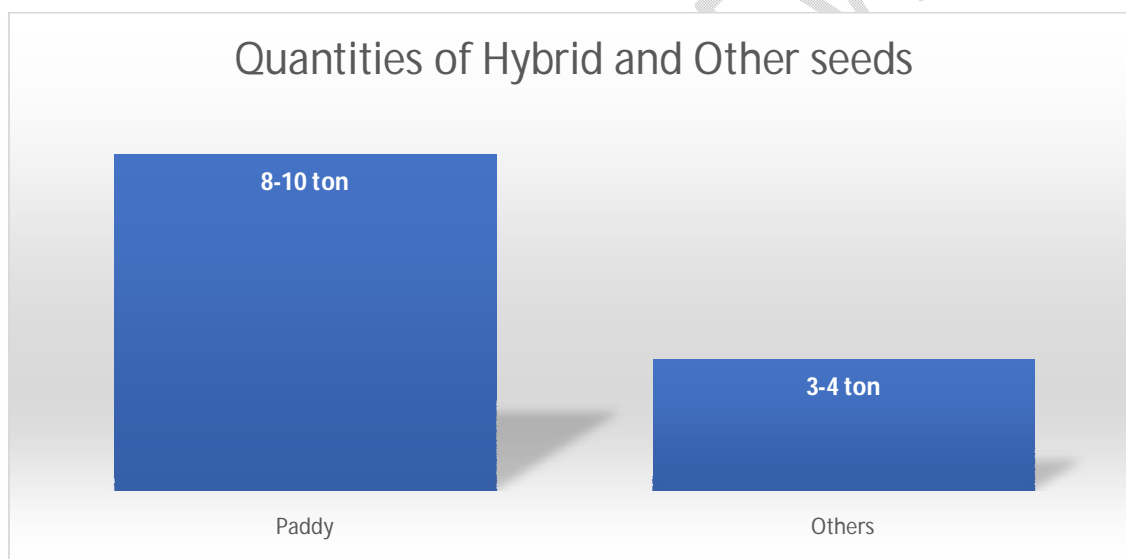


Figure 1: Quantity of paddy sales for observation

From the above figure it was concluded that 72% people using hybrid seeds if it was compare with other seeds. When it was further breakdown of hybrid seeds, it was found that lots of providers were present who supplied hybrid seeds. Bayer, Nath Bio Genes, Syngenta, and Pioneer Corteva were the providers whose sales were in demand with other like Dhanya seeds, Sri Ram seeds, JK seeds, Kaveri seeds, Advanta India limited. etc. So, it was further classified into Bayer, Nath Bio Genes, Syngenta, Pioneer Corteva and Others. Bayer generally provided four types of hybrid paddy which depends on the type of soils. Arize 6444 was Bayer product and used in two types of soil out of the three types of soils. Nath Bio

Genes, Syngenta and Pioneer Corteva, all were also provided seed depends upon the types of soil.

Segmentation of hybrid paddy varieties in Koderma district

Sl. No.	Company	Product	Duration (DAS)	Quantity of sales (kg)	%age of quantity
1	Bayer	Arize 8433DT	130-135	175	1.3
		Arize Diamond	120-125	500	3.7
		Arize 6444	120-125	2500	18.52
		Arize Tej Gold	115-120	500	3.7
		Arize 6129	100-105	500	3.7
2	Nath Bio Genes	FORD-140	130-135	400	2.96
		LOKNATH-505	125-130	2000	14.81
		LOKNATH-510	120-125	300	2.22
3	Syngenta	NK7001-7002	125-130	125	0.93
		NK5251	120-125		
		NK4003	130-135	2000	14.81(combine)
4	Pioneer Corteva	28P67	130-135	1000	7.41
		27P37	125-130	500	3.7
		27P31	120-125		
		27P22	105-110	3000	22.22(combine)

Table 2: Detail description with respect to segmentation in the market

In the above table revealed that majority of the company varieties duration are between 120-125 DAS and 130-135 DAS and followed by the varieties of duration 125-130 DAS. Rest are from 100-120 DAS.

Target Marketing

For marketing of the hybrid paddy seeds it is important to identify a specific market for selling of goods. For this it is important to identify the needs and wants i.e. demand of the consumer according to which company acts. Target marketing are based on the followings:-

Low rate of percent margins for the dealers and retailers

Convincing the mukhias of the villages to grow arize 6444 hybrid paddy variety for better impact on the village farmers so that they undertake the variety for cultivation purpose which helps in creating lead in the market of the of variety as well as the company.

Providing redemption coupon to the dealers for specific sales of the company.

Maintaining good quality of packaging including a transparent patches like other companies for visual attraction to the farmer to the farmer for accumulating better influence in farmers mind and prevent loss.

Creating awareness amongst the farmers about rate cutting and trust the regular dealers for better seed quality because rate cutting also includes duplication of the hybrid paddy variety.

Calculation of positioning of Arize 6444 with another hybrid paddy:

Quantity of Arize 6444 (in sales) = 2500 kg

Total quantities of hybrid seeds (in sales) = 13500 kg

Positioning of Arize 6444 in total hybrid seeds = 18.52%

Above calculation depicts that after Pioneer Corteva 27P31 and 27P22 followed by Bayer arize 6444 contributes 2500kg of sales and contributes 18.52% of total sales of hybrid paddy varieties.

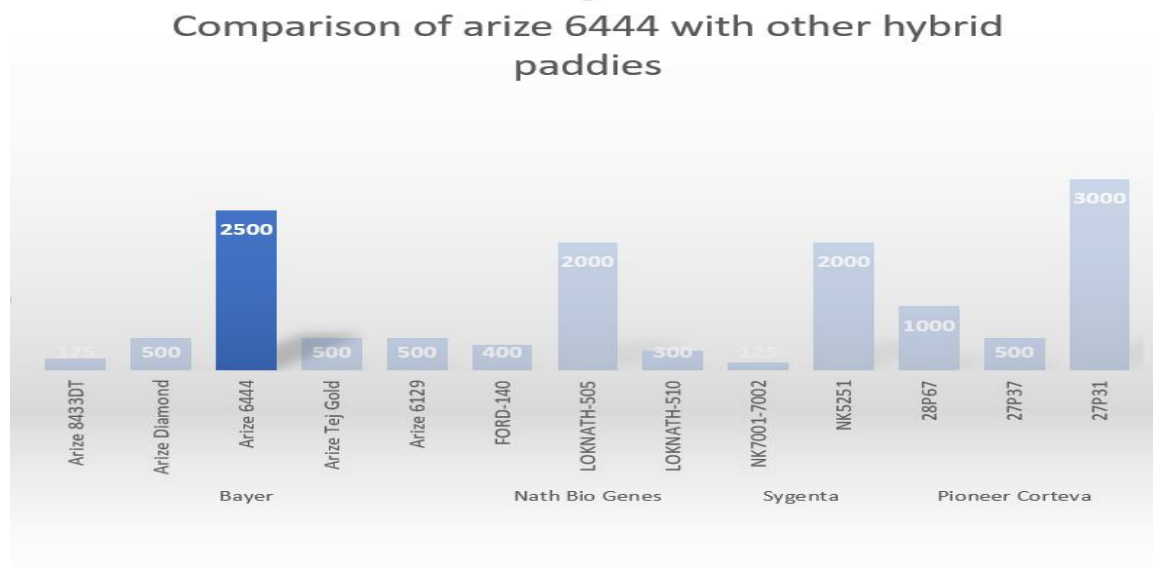


Figure 2: Comparison of Arize 6444 with other hybrid paddies

Above graphical representation reveals the comparison of arize 6444 i.e. majority of sales of hybrid paddy varieties is from Pioneer Corteva company and the varieties name are 27P31 and 27P22 i.e. 3000 kg. followed by the Bayer arize 6444 of sales 2500 kg.

Though in all the markets of this Domchach and Jayanagar villages of Koderma district, companies like Advanta, Pioneer, Syngenta, Dhanya seeds etc. are investing huge amount for promotion of the product for higher share in the market. Though all the companies are having the hybrids but the cooking quality is poor, so the strategy to capture the market is through “Push and Pull Strategy.” Farmers are totally dissatisfied with the cooking quality of the hybrid paddy. Farmers having their own irrigation facility are interested for cultivating the hybrid paddy. With very less time the company should try to reach the farmers better awareness about the product. That can be possible through demonstration of the performance of the seed. The purchase of the hybrid seed is mainly facilitated by demonstration followed by advice of the govt officials (Agriculture Officer) and retailers or dealers.

Through farmer’s Meeting, demonstration, providing gift coupon with each packet of hybrid paddy seeds, vehicle campaigning during the season, video of the package and practices of the paddy can create a huge awareness about a particular brand among the farmer. For distributor/ retailer some special schemes are offered like some gift at selling of some fixed amount of hybrid paddy of the respective companies. To increase the awareness among the farmers about hybrid paddy, demonstration is the most effective tool. Then Govt. officials, advice of dealers and retailer are playing the role of change agent in the farmer’s decision making process at adopting hybrid paddy.

The company should take the sale promotion activity seriously to capture the new market. It is the only tool to make a position among this slowly growing market. To make the effective promotion and awareness of the brand, the better number and trained work force or employee are required. For post-sale service activity a number of field staff is required to make the credibility of the product in the market and prove the product quality better than the competitors product. Packaging plays important role in the product quality. Packaging of seed helps to sustain the quality while facilitating the handling and identification of the product. The packaging should correctly reflect the product at the first glance. Pricing is the most important factor to successfully compete in the open market. The price of the hybrid seed of different companies in this market ranges from 220- 330/Kg. The dealers are used to sell the seed at MRP. Bayer, Pioneer, provide very less margin of only 5-8% to the dealers. But other companies are providing good margin of 10-12% to the dealer. The price of the hybrid seed should be competitive enough to stand with the competitor in the market.

Three Main parameters Bayer can look up to to create demand generation among major agro based companies are: -

Trust Worthiness

One of the most important factor/parameter for a farmer to buy any kind of product is trust, before any other factor is even considered. The trust with a company that the product will be of good quality, will cater to all the needs of the farmers is of paramount importance.

After establishing trust with the customers, three major factors are achieved. That is, it will lead to organic marketing of that company, it will convert a customer into a loyal customer and conversion of pool sale going of that company into push sale (will help in achieving sales target). The layout of packet carries good picture of paddy with information about good cooking, grain quality, clearly mentioning the general label of seed with window which can reflect a good reflection about the both product and company.

Product Value

After building trust with the farmer, the factor on which trust was made becomes the 2nd most important parameter and that parameter is Product itself.

Product value means the different characteristics of that product that made a huge difference with all the other competitive product available in the market and the factors on which trust was built.

Though all the companies are having the hybrids but the cooking quality is poor, so the only strategies to capture the market is through “Push and Pull Strategy.”

Product Characteristics are: -

A) Quality of the seed - Properly treated seed with uniform size and proper colour and luster.

B) Yield - The most sought after characteristics. Higher the yield more is the demand.

C) X - Factor - The extra factor that differentiate the company's product from all the other product. Such as resistance to the major pest or diseases of that area, tolerance to stress etc.

All these characteristics makes up the value of a specific product, which in turn leads to trust building.

Affordability

The factor which makes all the difference for a farmer to choose between buying or not, which in turn leads to demand generation for that specific product. The price of the product should be in such a way that it can cater to the needs of all types of farmers. Be it a large

farmer or a marginal farmer. The price should bring about satisfaction to the consumer who is buying the product.

CONCLUSION

Majority of the company varieties duration are between 120-125 DAS and 130-135 DAS and followed by the varieties of duration 125-130 DAS. 72% people using hybrid seeds if it was compare with other seeds. When it was further breakdown of hybrid seeds, it was found that lots of providers were present who supplied hybrid seeds. Bayer, Nath Bio Genes, Syngenta, and Pioneer Corteva were the providers whose sales were in demand with other like Dhanya seeds, Sri Ram seeds, JK seeds, Kaveri seeds, Advanta India limited. majority of sales of hybrid paddy varieties is from Pioneer Corteva company and the varieties name are 27P31 and 27P22 i.e. 3000 kg. followed by the Bayer arize 6444 of sales 2500 kg.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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