

## PROMOTION OF PRE-EMERGENCE HERBICIDE IN HOSHIARPUR DISTRICT OF PUNJAB

Sachin Kumar\* and Ramchandra\*\*

\*MBA (AGRIBUSINESS), Department of Agricultural Economics, Sam Higginbottom University of Agricultural, Technology and Sciences, Prayagraj-211007, U. P., India Email.id.[sachinthakur9852@gmail.com](mailto:sachinthakur9852@gmail.com)

\*\*Department of Agricultural economics, Sam Higginbottom University of Agricultural, Technology and Sciences, Prayagraj - 211007, U. P, India

Received May02, 2023 and Accepted May 16, 2023

**ABSTRACT:** A Paddy is the seed of the grass species *Oryzasativa* (Asian rice) or *Oryzglaberrima* (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 per cent of gross cropped area of the country. It plays vital role in the national food grain supply. Rice contributes 43 per cent of total food grain production and 46 percent of the total cereal production especially for most of the people of South-East Asia. India has a largest area under paddy in the world but is the second largest producer of paddy next only the China. The other important paddy producing countries are Indonesia, Bangladesh, Vietnam, Thailand and Myanmar. In India paddy constituted 42 per cent of the total food grain producing accounting for about 23.3 per cent of the total cropped area. India has a largest area under paddy cultivation in the world, which is about 45 million hectares. 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 110 respondents were drawn by proportional to area under paddy. The farmers were divided into marginal, small, semi-medium, medium, large with the cumulative total method. The study of promotion of pre-emergence herbicide growers revealed that the 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, 22.72% farmers responded that farmer meeting is the best source of information to them also believed that Company People (Individual Contact) helps them to update their knowledge regarding recent agronomic practices in Paddy. When asked specifically regarding the Demo, 18.18% of the respondent said that every company must practice it and Demo creates good will among Farmers. Because the respondents did not know much about Display items such as Cut-outs, Promo gates, Poster, cubes etc. as they had not observed such items at the shop of retailer. Wall paintings and trolley paintings are virtually inexistent in Case of pesticide market.

Keywords: Paddy, respondents, promotion, grower, pre-emergence, weedicide,

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, especially in Asia. It is the agricultural commodity with the third-highest worldwide production, after Paddy and maize, according to 2012 FAOSTAT data. Since a large portion of maize crops are grown for purposes other than human consumption, rice is the most important grain with regard to human nutrition and caloric intake, providing more than one-fifth of the calories consumed worldwide by humans. India is a country about 1.3 billion people. More than 65 per cent of India's people live in rural areas and their main occupation is agriculture. 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 per cent GDP (2012-13), (Source link: [articles.economicstimes.indiatimes.com](http://articles.economicstimes.indiatimes.com)).

A Paddy is the most important cereal food crop of India. It occupies about 24 per cent of gross cropped area of the country. It plays vital role in

the national food grain supply. Rice contributes 43 per cent of total food grain production and 46 per cent of the total cereal production especially for most of the people of South-East Asia. Among the rice growing countries in the world, India has the largest area under rice crop and ranks second in production next to China. The productivity of rice in India is higher than Thailand, Russian Federation and Nepal but much below the productivity of Japan, China, U.S.A. and Indonesia. Average rice productivity in India at the end of eleventh plan (2006-07 to 2011-12) was 2258kg/ha. The productivity of Paddy, which was 668 kg/ha in 1950-51 and has reached to 2177 kg/ha during 2010 -11 (Source link: [articles.economicstimes.indiatimes.com](http://articles.economicstimes.indiatimes.com)). Rice is a tropical climate crop that can grow from sea level to an altitude of 3000 meters. Paddy cultivation can also be done in temperate and sub-tropical climate under humid conditions. Since rice can grow in a variety of climate and altitude, it is cultivated in different seasons in different parts of the country. 84% of the country's rice supply is grown in the kharif crop. Rice cultivated during rabi season is also called as 'summer rice'. 9% of total rice crop is grown in this season.

Just like season and climatic condition Almost, every type of soil can be used for rice cultivation provided the region has a high level of humidity, sufficient rainfall with irrigational facilities, and a high temperature. It is the staple food of most of the people of South – Eastern Asia. About 90 per cent of all rice grown in the world is produced and consumed in the Asian region. 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 per cent. 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 per cent) 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. In India rice is grown in almost all, the states. Kerala, Bihar, U.P., M.P. and West Bengal lead in the area while West Bengal and Tamil Nadu gave the highest rice production. The average yield per hectare is highest in Punjab. India is a country about 1.3 billion people. More than 65% of India's people are in the rural areas and their main occupation in agriculture. Agriculture is the backbone of Indian economy because it contributes to economics and social well-being of entire Nation through its influence of the GDP and employment. The productivity of rice in India is higher than Thailand, Russian federation and Nepal but much below the productivity of Japan, China, U.S.A. and Indonesia. Average rice productivity in India at the need of eleventh plan (2006-07 to 2011-12) was 2258 kg/ha during 2010-11.

Hoshiarpur district of Punjab has 70.83 thousands hectares of area under paddy cultivation in 2016-17 with production of 185.57 thousand tonnes. Hoshiarpur district has major productivity of paddy under Punjab. Marketing aspect of paddy is no less important. Marketing is regarded as important multiplier and effective engine of development. Due

to inefficient marketing system, the farmer's share in consumer rupees is very low. A significant share of consumer rupee is forfeited by intermediaries. An efficient system of marketing of paddy will result in reduction of marketing cost and intermediaries profit, thereby, increasing farmer's share in consumer rupee. There is an urgent need to work out production costs and returns, marketing costs, milling costs per quintal and price spread in different marketing channels. The present study is an attempt in that direction.

## RESEARCH METHODOLOGY

The study was conducted at the Hoshiarpur district of Punjab at Dasuya block with the objective was to Promotion of pre-emergence herbicide in Hoshiarpur district of Punjab. Hoshiarpur district is located in the north-western part of the State. It falls in the Jalandhar Revenue Division and is situated in the Bist Doab, Doaba region of the State. The district has mild climate compared to other districts of the State. This is due to the abundance of hilly terrain on the one hand and sizeable forest covers thereon, on the other. Moreover, chain of check dams constructed recently on the choes under "Kandi Watershed Development Project" has appreciably enhanced water surface area in the district. The total average rainfalls in district is 1125 mm. Broadly speaking 75 percent of the rainfall is experienced in the period July to September, whereas 15 Percent rainfall is experienced in the winter months of January and February are under the influence of western disturbances.

From the selected village list of all the Paddy cultivators obtained from the village development office in each selected village. For the selection of cultivators from families were listed and 10% farmers were randomly selected from each village and then farmers were classified in to five groups.

**Table-1: Distribution of respondents in different size groups**

S. No.	Size Group	Total Respondents	Selected Respondents
1.	Marginal farmer	170	17
2.	Small farmers	190	19
3.	Semi-medium farmers	210	21
4.	Medium farmers	240	24
5.	Large farmers	290	29
	<b>Total</b>	<b>1100</b>	<b>110</b>

## RESULTS AND DISCUSSION

During the study in Hoshiarpur (Dasuya) region different promotional activities were adopted, which are as follows: -

- Farmer meeting
- Individual contacts
- Demo
- Field demonstrations

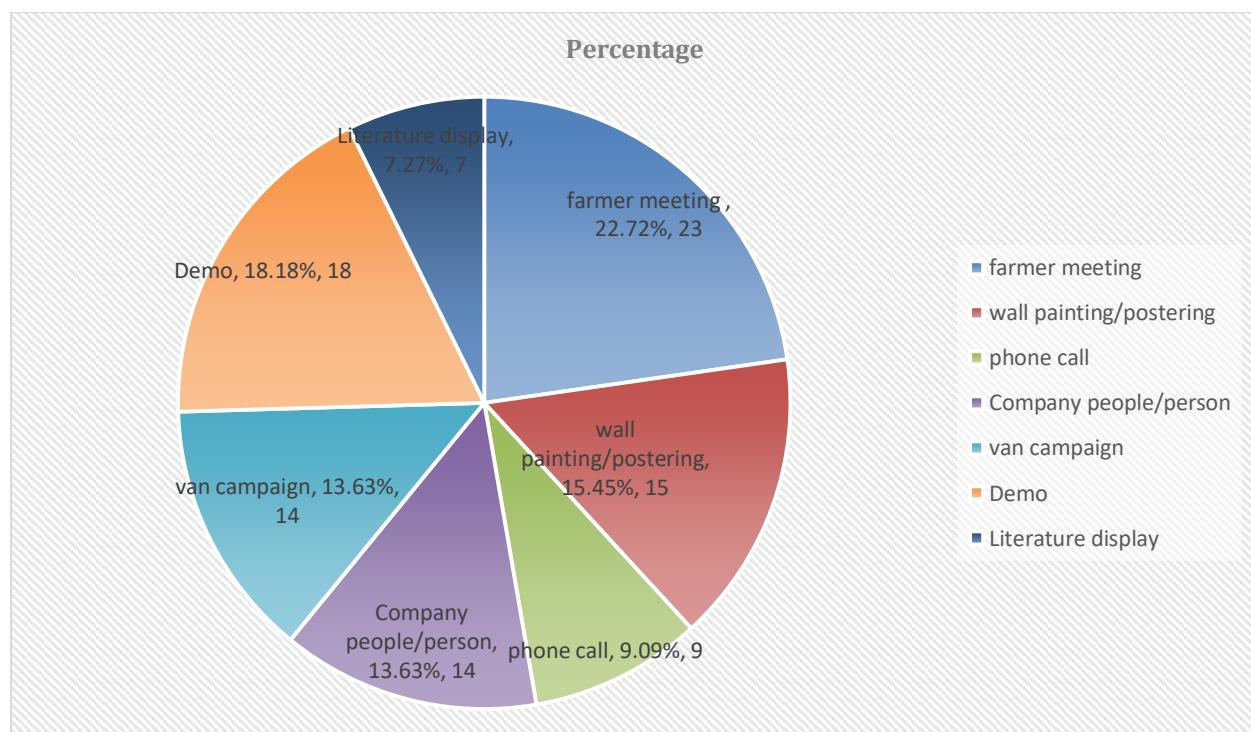
### Identification of Top Seven Promotional by Delphi Technique

S. No.	Promotional tools	Number	Percentage
1	Farmers meeting	25	22.72
2	Wall painting/Postering	17	15.45
3	Phone call	10	9.09
4	Company people/ person	15	13.63
5	Van campaign	15	13.63
6	Demo	20	18.18
7	Literature display	8	7.27
	Total	110	100%

- Tele marketing
- Banners
- POP display
- Display of product

The Delphi Technique was originally conceived as a way to obtain the opinion of expert without necessarily bringing them together face to face. Expert's opinion was taken from the previous year data, company representative and distributors/dealers. Thus, from these opinions we conclude that the following promotional tools were identified as following:

**Table-2:** Identification of top Promotional Tools by Delphi Technique Interpretation



Out of total sample size, 22.72 per cent farmers responded that farmer meeting is the best source of information to them also believed that Company People (Individual Contact) helps them to update their knowledge regarding recent agronomic practices in Paddy. When asked specifically regarding the Demo, 18.18 per cent of the respondent said that every company must practice it and Demo creates good will among Farmers. Because the respondents did not know much about Display items such as Cut-outs, Promo gates, Poster, cubes etc. as they had not observed such items at the shop of retailer. Wall paintings and trolley paintings are virtually nonexistent in Case of pesticide market.

### **FARMER'S MEETING**

Selection of pre-identified villages from the priority clusters based on market size and number of progressive farmers data collected during field days. Delivering pre-decided uniform message during meeting.

### **WALL PAINTING / POSTERING**

The other important aspects of marketing mix of Syngenta approach is its positioning of the product. Currently the company is using 5 positioning points to broad base its approach towards its customers. The other aspect which came to fore in survey was Opinion of Fellow Farmers, around 6 per cent of customers commented that recommendation or experience of fellow farmers play an important role

### **BANNERS**

were also used as promotional tool. We put the banners at the point of purchase and also on four wheelers to cover maximum area. These all tools helped me lot to generate demand for Syngenta product in Bareilly district. After that I am looking for placement of products, liquidation of product and market movement.

### **VAN CAMPANING**

- Preparation of best possible route-map for each jeep based on location of priority cluster to cover areas in less time.
- It helped in representative farmer's movement, stock delivery and dealer contact.
- Here small farmer's meetings were conducted to convince farmers about products.
- It helped me to cover remote areas, distribution of booklets and pamphlets, Pester in remote areas etc.

### **CONCLUSIONS**

During the study in Hoshiarpur region the promotional tools was used by company for increasing the sale of product was farmer meeting, van camping, pottering, 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, 22.72% farmers responded that farmer meeting is the best source of information to them also believed that Company People (Individual Contact) helps them to update their knowledge regarding recent agronomic practices in Paddy. When asked specifically regarding the Demo, 18.18% of the respondent said that every company must practice it and Demo creates good will among Farmers. Because the respondents did not know much about Display items such as Cut-outs, Promo gates, Poster, cubes etc. as they had not observed such items at the shop of retailer. Wall paintings and trolley paintings are virtually nonexistent in Case of pesticide market.

### **SUGGESTIONS:**

#### **Brand Management – Promotion**

- **Promotion on social media** – When the brand is promoted on social media, it is not perceived as “aggressively trying to sell”, rather as being able to communicate at a more personal level.
- **Product Giveaways** – this strategy is used for promoting edibles, toiletries, foods, etc., where a small sample is given away to the consumers for free trial.
- **Point-of-Sale Promotion** – these items are placed near the checkout counter in the store and are often purchased by consumers on impulse as they wait to be checked out.
- **Customer Referral Incentive Programs** – this is a way to bring new customers with the help of the existing customers by offering some incentives to the existing customers.
- **Causes and Charity** – some percent of the amount after selling the product is donated for a cause or charity thereby promoting the product. Charity and cause are the reasons, which induce the feelings of helping in the customers.
- **Promotional Gifts** – It is giving away of gifts which the customers can practically use, such as caps, key chains, pens, etc. This helps the brand to always remain with the customers and creates an emotional attachment.

### **References**

**Furlow, N.E., and Knoff, C. (2009).** “Who is reading the label? Millennials use of environmental products labels”. The Journal of Applied Business and Economics. 10(3), pp.1-12.

**Hansen, L. G (2001).** ‘Modelling Demand for organic products. Implications for the Questionnaire no, pp. 1-13.

**Ibitayo, O. O. (2007).** Egyptian farmers attitudes and

behaviours regarding agricultural pesticides:

Implications for pesticide risk communication. Texas Southern University, U.S.A

**Kathiravan G., Saravanakumar Duraisamy, Chowdhury Ataharul and Ganpat Wayne (2020).**

Determinants of willingness-to-pay a premium price for integrated pest management produced fruits and vegetables in trinidad; AGRO EKONOMI, Vol 31, Issue2

**Lawal, B. O. Torimiro, D. O. Banjo, A. D. and**

**Joda, A. O. (2005).** Operational habits and health hazards associated with pesticide usage by cocoa farmers in Nigeria, lesson for extension work. Institute of Agricultural Research and Training, Moor Plantation, Ibadan, Nigeria. pp. 234-250.

**Lee, K. (2009).** "Gender differences in Hong Kong adolescent consumers' green purchase behavior" Journal of Consumer Marketing 26(2), pp. 87-96.

**Mostafa,M. (2009).** "Gender differences in Egyptian Consumer's green purchase behavior" the effect of environmental concern and altitude". International Journal of Consumer 31, pp. 220-229

**McMullen, Steven, and Matthew C. Haltzman.**

"Against inefficacy objections: The real economic impact of individual consumer choices on animal agriculture." Food Ethics 2 (2019): 93-110.

**Okopido, I. T. (2002).** Environmental pollution. An emerging health hazard. The Nigerian Scenario Lecture. Port Harcourt, Nigeria. pp. 1-20.

**Robinson, J. Z; Das. R. S. and Chancellor, B. C.**

**(2007).** Motivations behind farmers' pesticide use in Bangladesh rice farming. J. Agri. Food and Human Values, 24(3):323-332.

**Sarika Lohana.R (2011).** To study the marketing strategy adopted by syngenta india ltd. company and its impact on consumer buying behavior in nanded city. IJRFM Vol 1, Issue 6 .

**Sharifzadeh Mohammad Sharif , Abdollahzadeh Gholamhosseini, Damalas Christos A. ,and Rezaei**

**Rohollah (2018).** Farmers' Criteria for Pesticide Selection and Use in the Pest Control Process. Agriculture, 8, 24

**Sahu Bhashkar and Nahatkar S. B. (2019).**

Consumer Behaviour of Fungicide for Paddy Crop in Dhamtari District of Chhatisgarh, India. Int.J.Curr.Microbiol.App.Sci Special Issue-9:38-42.

**Sheth, Jagdish N. and Atul Parvatiyar.**

"Sustainable marketing: Market-driving, not market-driven." Journal of macromarketing 41.1 (2021): 150-165.

**Trudel, Remi.** "Sustainable consumer behavior." Consumer psychology review 2.1 (2019): 85-96.

**Tyagic C.L. and Kumar Aruyn (2004).** "Advertising Management" Atlantic. P.570.

**Tantawi, P., O'Shaughnessy, N., Gad, K. and Raghet M.A.S. (2009).** "Green environments of consumers in a developing country: a study of Egyptian Consumers". Contemporary Management Research 5(1), pp.29-50.

**Udooh, A. J. Jackson, C. and Umoh E. (2009).**

Fertilizer use and measures for sustainable consumption by peasant farmers. Food Security approach in rural Nigeria.

J.Discovery and Innovation. 21(3 &4) in Press.

**Watanabe, Hirotoshi, et al.** "Effect of 1-month dual antiplatelet therapy followed by clopidogrel vs 12-month dual antiplatelet therapy on cardiovascular and bleeding events in patients receiving PCI: the STOPDAPT-2 randomized clinical trial." Jama 321.24 (2019): 2414-2427.