MARKETING STRATEGY FOR PRE-SEASON CAMPAIGN ACTIVITY IN NORTHERN CHHATTISGARH FOR KHARIF CROP

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──────── **ABSTRACT** ────────
The study was conducted in Ambikapur, Surajpur, Pathalgaon , Ramanujganj of Chhattisgarh. Total 174 respondent were selected purposively. the data collection through personal interview with the help of pre structured schedule designed with the objective of finding out awareness level, the most effective tools for promotional activity was found to be visible tools which include poster,poleboard, treeboard,banner,Displayboard etc the most effective campaign activity is found to be village level meeting

KEYWORD: *Marketing, Pre-season campaign, MCM tools, livelihood security* ────────

I- INTRODUCTION
Pre Season Campaign
A Pre season campaign is an organized effort which seek to influence the decision making process within a specific group. The message of the campaign contains the specific information about the company product. The message often consists of several talking points about the company and their product. The points summarize the main ideas of the campaign and are repeated frequently in order to create a lasting impression within the farmer's retailer and distributers.

Purpose of Pre Season Campaign
Awareness about the Company, Awareness about the latest product launch by the company Introduction about new techniques and right practices. Knowledge about the control measures for the disease. Interacting with the farmers, retailers and distributers problem.

The Different Types of Pre Season Campaign
•   Campaign Activity
Village Level Meeting (VLM)
Weekly market
Rasi Krishak Mitra (RKM)
Market campaign (Jeep campaign)
Night meeting with projector
Group Meeting

Village Level Meeting
Village level meeting is the initial and most effective pre season campaign activity.VLM is conducted by the Project Officer (PO) in his region. Project Officer (PO) covers 40 villages under his region in which approximately 80 meeting should be conducted. The area is pre decided after the approval of the territory manager the project officer reaches to the particular village after that they find suitable place for the meeting and arranging the necessary facilities like banner MCMs etc. The Project officers gather the farmers from nearby houses, after that the project

officers distributed the MCMs provided from the company after that he introduces about the company and the product information of the company after the completion of the meeting the project officers distributes refreshments to the farmers. The project officer must conduct 2 meeting in a day.

Night Meeting
It is one of the efficient ways to spread the message. It is conducted by the project officer in his region. A project officer contacts with the farmers and arrange the necessary equipment for the projector. It is the combination of audio-visual which interact more as compare to others. It is generally conducted in evening which result in more involvement of farmers in night meeting .The company make a target of 15 night meeting. The farmers are free in the night which results in more gathering of famers which increases the effectiveness of the activity.

Group Meeting
It is generally a expand form of VLM. It is a huge meeting with the farmers retailers and distributers at a particular place. In this meeting generally one user village and two non user village are involve in this meeting the user village is where the product is already used by the farmers and non user villages are those where the product was not used by the farmer, with the help of user village the company tries to expand their product in that villages which are nearby the user village. It is conducted with the support of the other Project Officer where the presence of Territory manager is mandatory. For conducting the group meeting planning is very necessary after that with the help of kotwal the announcement of the meeting was conducted through which farmers get the invitation of the meeting after the all necessary arragement where made the company person used to give company information, product information, Farmers who already used te product give their feedback to the other farmer. After the completion of the meeting the farmers get the refreshment . It is more expensive than VLM as it covers more than one village the expenses like travelling of farmers refreshment are there in the meeting . It is also known as Mega meeting.

Jeep Campaign
It is the fastest mode of campaign activity. In this activity in which a vehicle is decorated with the company and product information along with that a sound system is attached in which audio related to the company play continuous. The vehicle covers the villages and where some farmers are present the project officer gather them and give the details of the company and their products and distribute the MCMs provided from the company. The project officer also visited to the village market and advertises about the company and their product. As it consist of sound system people easily attracted towards it some company used the nagada for the attracting the farmers. The vehicles cover approx 4-5 villages in a day

Rasi Kissan Mitra (RKM)
In RKM the progressive farmers are selected , the farmers are selected by the project officer from their region, planning for meeting was scheduled and after the arrival of the RKM meeting was started the company person introduces themselves after that introduction of company and product information was given by the company person after that the famer are provided free seeds packets which are suitable for their land the company person take proper concern of the farmer and with the help of RKM they spread their product into the other villages also.

II- MATERIAL AND METHOD
The present chapter deals with the methods and procedures used for the study. The different steps that were undertaken are listed below and the details under each step are explained in the succeeding part of the chapter. This chapter has been divided into the following subheads:

Selection of the Study Area
Selection of the state
Chhattisgarh is one of the fastest-developing states in India. Its Gross State Domestic Product (GSDP) is ₹3.63 lakh crore (US$51 billion), with a per capita GSDP of ₹102,762 (US$1,400). A resource-rich state, Chhattisgarh provides electricity, coal, and steel to the rest of the nation. Chhattisgarh is selected purposively because most of the seed company trail there seeds in the region it is known as rice bowl area (Wikipedia).

Ambikapur- Chhattisgarh

Ambikapur is a city in surguja district of Chhattisgarh. The district is one of the oldest districts of the Indian state of Chhattisgarh, in east central India. Ambikapur is also the divisional headquarters of Sugriva division which consist of the five districts of surguja Korea Balrampur Surajpur and jashpur.

North Chhattisgarh

The project was conducted in the region of north Chhattisgarh which consist of four major region

- **Ambikapur**
- **Surajpur**
- **Pathalgaon**
- **Ramanujganj**

Selection of respondent

There are 174 respondents were selected purposely for the study.

Selection of variables, measurements, scoring procedure and categorization For the study purpose eight independent variables namely age, gender, education, land holding size, annual income, mass media exposure, social participation, motivation and awareness were selected for analyzing their relationship with the dependent variable.

Description of variables

Age

Age was operationalized as the number of years an individual had completed at the time of interview and was measured as per the actual chronological age of an individual. On the basis of mean and standard deviation, age was categorized into three categories young, middle and old .

Gender It refers to the differences in man and woman in terms of role and status in society, values, attitude and other socio-psychological variables. It was categorized in two categories i.e. male and female.

Education It refers to the formal education attained by an individual. All the respondents were classified into seven groups according to the number of years of their formal education.

Land holding size The land holding is the area of land possessed by an individual for the purpose of cultivation. The respondents were categorized into five categories viz.-Marginal farmers, Small farmers, Small-medium farmers, Medium and large farmers.

Annual income The annual income from all the sources of respondents was collected. On the basis of the scores obtained by each respondent, they were categorized as follows using mean and standard deviation.

Source of data used for the study

Primary data The respondents of the selected villages were the primary source of data collection. The primary data was collected through a well structured and pre-tested interview schedule. The researcher personaly meet with the respondent and explain them about the study. The data were collected and recorded in a free and frank atmosphere where6 the interviewer and interviewee had a good report.

Secondary data The needed secondary data were collected from the various Government offices like the Department of Farmer Welfare and Agriculture Development, Tehsil office, Block Development Offices, magazines, publications, etc.

Instrument of data collection

The interview schedule was designed for collecting the relevant information of the selected variable. The questions in the interview schedule framed were simple, clear and directly related to the purpose of the study and were arranged in a logical sequence. All the farmer respondents were personally interviewed by the researcher in the study area. The respondents were assured that the information given by them would be kept confidential and it would only be used for the academic purpose.

Validity and reliability of instrument

In order to study the perception of respondents, a list of statements was developed after consulting various literature, books, journals, etc.

Analytical procedure (Mukati *et al.,* 2018)

Data collected were qualitative as well as quantitative. The quantitative data was interpret in terms of % and qualitative data was tabulated. The following statistical techniques were used in the study:

Frequency

This measure was used to know the distribution pattern of respondent's variable wise and to categorize the problems perceived by respondents in order of importance.

Percentage

$$P = \left(\frac{X}{N}\right) * 100$$

This measure was used for simple comparisons. Where; P= Percentage X= Frequencies N= Total number of respondent

Mean

$$X = \sum\left(\frac{Xi}{N}\right)$$

The arithmetic mean is the sum of the scores divided by their number. This measure was used to categorize the dependent and independent variables into low, medium and high categories. Where, X = Mean Σxi = Sum of all the pairs in a distribution N = Total number of items involved.

Standard deviation

$$\text{variance} = \sigma^2 = \frac{\sum (x_r - \mu)^2}{n}$$

$$\text{standard deviation} \quad \sigma = \sqrt{\frac{\sum (x_r - \mu)^2}{n}}$$

$$\mu = \text{mean}$$

This measure was used to categorize the dependent and independent variables into low, medium and high categories. Where, S = Standard Deviation x = deviation of the score from mean n = number of observation

Correlation test

$$r_{xy} = \frac{\text{Covariance } x\, y\ (p)}{\sqrt{\text{Variance } x\ (p) \times \text{Variance } y\ (p)}}$$

Karl Pearson's simple correlation test was used to find out the nature of the relationship between independent and dependent variables. Where, rxy = Correlation coefficient between character x and y Cov(x,y) = Co-variance of character x and y V(x) = Variance of character x, and V(y) = Variance of character y.
t –test t-test was used to test the significance of correlation coefficient.

III-RESULT AND DISCUSSION
Socio-personal, economic, communication and psychological profile of respondent.
3.1 Age wise distribution of respondents
Age denotes the chronologically completed calendar years by the respondents. Physical and psychological development of an individual is related to his/her age. Age influences the behavior of an individual by exposing to varied situations for a number of items. Therefore, the age of the farmers was considered as an essential aspect in the study.

Table 3.1 reveals that out of total respondent, 59.19 per cent were of middle age group followed by young (39.08 per cent) and old (01.73 per cent) age group.

Table 3.1: Distribution of Respondents According to Their Age

S. No.	Categories	Number of Respondents	Percentage
1	Young (18 to 34 years)	68	39.08
2	Middle (35 to 55 years)	103	59.19
3	Old (55 to above years)	3	01.73
4	Total	174	100.00

3.2 Gender wise distribution of respondents
A perusal of Table 3.2 reveals that out of total respondent, 84.48 per cent were male and 13.52 per cent were female

Table 3.2: Gender wise Distribution of Respondents

S. No.	Categories	Number of Respondent	Percentage
1	Female	27	13.52
2	Male	147	84.48
3	Total	174	100.00

3.3 The education level of respondent
Table 3.3 shows that 27.01 per cent were having education up to middle school, followed by were able to read and write (17.81 per cent), illiterate (14.94 per cent), primary education (14.36 per cent), high school education (09.77 per cent), higher secondary (6.32 per cent), graduation (03.74 per cent) and 04.05 per cent had post-graduation education.

Table 3.3: Educational Status of Respondents

S. No.	Categories	Number of Respondents	Percentage
1.	Illiterate	26	14.94
2.	Only read and write	31	17.81
3.	Primary Education	25	14.36
4.	Middle School	47	27.01
5.	High School	17	09.77
6.	Higher Secondary	11	06.32
7.	Graduation	10	03.74
8.	Post-graduation	7	04.05
9.	Total	174	100.00

3.4 Land holding
Landholding size-wise distribution of respondents is presented in Table 3.4. A total sample size of the present study was 174. Out of total, largest sample size was falls in the category of semi-medium category (2 to 4 hectare) followed by a small category of farmers (24.13 per cent), marginal farmers (23.56 per cent), and medium category of farmers (22.41 per cent) and lowest for large size of farmers with 4.04 per cent.

Table 3.4: Land Holding Size

S. No.	Categories	Number of Respondents	Percentage
1	Marginal (up to 1 hectare)	41	23.56
2	Small (1to 2 hectare)	42	24.13
3	Semi Medium (2 to 4 hectare)	45	23.86
4	Medium (4 to 10 hectare)	39	22.41
5	Large (10 hectare and above)	7	04.04
6	Total	174	100.00

3.5 Annual income

Table 3.5 reveals that out of total respondent 47.14 per cent were having a medium level of annual income, followed by 35.05 per cent were in the low-income category and only 17.81 per cent of the respondent holder was belonged to high-income group.

Table 3.5: Annual Income-wise Distribution of Respondents

S. No.	Categories	Number of Respondents	Percentage
1	Low Income(up to Rs 50000)	61	35.05
2	Medium Income (Rs50000 to 200000)	82	47.14
3	High Income(above Rs 200000)	31	17.81
4	Total	174	100.00

3.6 Mass media exposure

It is evident from Table 3.6 that maximum respondents were watching television i.e. 22.98 per cent. Regarding use of telephone, it was around 14.94 per cent use telephone followed by 10.53 per cent respondent using agricultural magazine and the exposure and demonstration (9.19 per cent), whereas respondent attend meeting 8.04 per cent and about 7.47 percent respondent attend *Kisan Mela* and around 3.44 per cent farmer listen to radio.

Table 3.6: Extent of Utilization of Mass Media

S. No.	Categories	Number of Respondents	Percentage
1	Television	40	22.98
2	Radio	6	03.44
3	Telephone	26	14.94
4	Newspaper	10	03.74
5	Agriculture Magazine	18	10.34
6	Demonstration	16	09.19
7	Exposure visit	16	09.19
8	Meeting	14	08.04
9	Exhibition	15	08.62
10	Kisan Mela	13	07.47
11	Total	174	100.00

3.7 Social participation

Social participation means the voluntary sharing in person to person and in a group to group relationship beyond the immediate household (Pathak, 2002). It is clear in Table 3.7 that about 91.95 per cent card holder was not a member of any social group of their area and remaining 7.47 per cent respondents were a member of social groups.

Table 3.7: Involvement of respondent in Social Groups

S. No.	Are you a member of any social group/institution	Number of Respondents	Percentage
1	Yes	14	08.05
2	No	160	91.95
3	Total	174	100.00

Table 3.8 proves that a very negligible involvement of respondent in institution groups i.e. only 8.50 per cent. A total sample size of the respondent was 174. Out of total sample respondents, less than one per cent respondents were a member of the different social group.

Table No 3.8: Involvement of respondent in Different Sectors

S. No.	Categories	Number of Respondent	Percentage
1	Gram Panchayat	1	0.005
2	Janpad Panchayat	3	0.017
3	District	1	0.005
4	Agriculture group	4	0.022
5	social group	5	0.028
6	Total	14	0.097

Comparison of our PSA and Campaign vis-s vis major   competitors

Name of activity	US Agriseeds	Pioneer	JK	Dhaanya	VNR	BAYER	Rasi
VLM	√	√	√	√	√	√	√
Mega group meeting	√	√	√	√	√	√	√
Night meeting	×	√	√	×	√	√	√
Jeep campaign	√	√	√	√	√	√	√
RKM	×	×	×	×	×	×	√

MCMs/Tools used in campaign
- Bunting
- Arch
- Tree board
- Testimonial banner
- Product display
- Pole board
- Digital board
- Hanging bungler
- Leaflet
- Pocket Dairy
- Pouches
- Blister board
- Triangular
- Pillow dangular
- Calendar
- Wall watch

- Vehicle sticker
- Pen

Company used MCMs tools for product

Company	Product
Bunting	
VNR	2355, 2245, 2111
BAYER	Tej gold , 6444 gold
Advanta	PAC 807
Rasi	113, 333
Nath	Tehelka
Pioneer	27P31
Jk	JKH502
Arch	
BAYER	Arize xpress , Arize 6129 gold, Pesticides.
Rasi	113, 333
Triangular, pillow dangular	
Nath	Gorakhnath 509
Dhaanya	MR8655
Bayer	Arize 6444 gold
US	312
Tree Board	
Nath	Ford140, Tehelka, 1008 maize
JK	401 suraksha, 2082, 2062, 401 plus, 502 ,super.
Kaveri	9090, 468, 25K55 maize, Profit maize.
Advanta	PAC 807, PAC740.
Siri seeds	2244
Yasoda	M 9090
US	US312 , US 305
Syngenta	frontline
Pole board	
US	305, 312, 382
VNR	2245
Rasi	113, 333
Limagrain	LG 94.02, LG 92.01
Siri seeds	2266, 4527, 2277
Mahyco	Upaj, 5639
savaanah	134 , 200
Nuziveedu	NMH1247, NPH2003, NP9311
Blister Board	
Spriha	Vijeta100, S2222
Bayer	Regent ultra
Testimonial Banner	
Rasi	113, 333
Limagrain	APH344,LG94.02,LG92.01
Savannah	200, 134
Ankur	7434
Digital Board	
VNR	2111
Bayer	6444 gold, Arize xpress
Calendar	
Savaanah	134,200

US	US382 US305
Nuziveedu	NMH1247, NPH2003, NP9311

ANALYSIS OF DATA
MCMs tools used by the company in pre season activity

Name of company	US	RASI	PIONEER	BAYER	JK	LIMAGRAIN	ADVANTA
Bunting	√	√	√	√	√	×	√
Arch	×	√	×	√	×	×	×
Tree board	√	×	×	×	√	×	√
Pole board	√	√	√	√	√	√	√
Dangular	√	×	×	√	√	×	×
Product display	×	√	×	×	√	×	×
Testimonial banner	×	√	×	×	×	√	×
Digital board	×	×	×	√	×	×	×
Wall watch	√	×	×	×	√	×	√

MCMs tools and their effectiveness
Visible tools (poster,poleboard, treeboard,banner,Displayboard etc

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		79	44.4	44.4	44.4
	*	99	55.6	55.6	100.0
	Total	178	100.0	100.0	

leaflet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		139	78.1	78.1	78.1
	*	39	21.9	21.9	100.0
	Total	178	100.0	100.0	

pouches

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		121	68.0	68.0	68.0
	*	57	32.0	32.0	100.0
	Total	178	100.0	100.0	

pen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		150	84.3	84.3	84.3
	*	28	15.7	15.7	100.0
	Total	178	100.0	100.0	

diary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		162	91.0	91.0	91.0
	*	16	9.0	9.0	100.0
	Total	178	100.0	100.0	

MCMs tools and their effectiveness
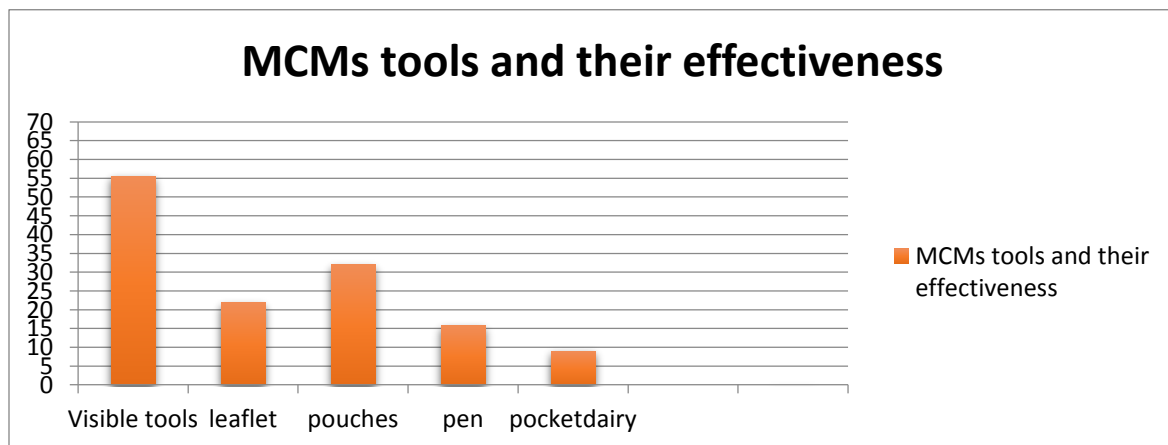
Evaluation of different types of Campaigns in term of Cost/time/man power required versus farmers reach/impact.

| Name of activity	Cost	Time	Man power required	Farmers reach	Effectiveness
VLM	Rs 10-12 /farmer	2 hrs	1 employee	20-25 farmers	3-4 farmers
Night meeting	Rs 300-500	2 hrs	1 employee	40-50 farmers	10-12 farmers
Group meeting	Rs2500-3000	4-5 hrs	3 employee	80-100 farmer	8-10 farmers
Jeep Campaign	Rs 2500/day	8 hrs	1 employee	15-20 farmers	5-7 farmers
RKM	Rs 800/farmer	10 hrs	16-17 employee	108 farmers	108 farmer

Whichisthebestcampaignactivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		20	11.2	11.2	11.2
	Group meeting	9	5.1	5.1	16.3
	Jeep campaign	27	15.2	15.2	31.5
	Night meeting	58	32.6	32.6	64.0
	RKM	2	1.1	1.1	65.2
	VLM	62	34.8	34.8	100.0
	Total	178	100.0	100.0	

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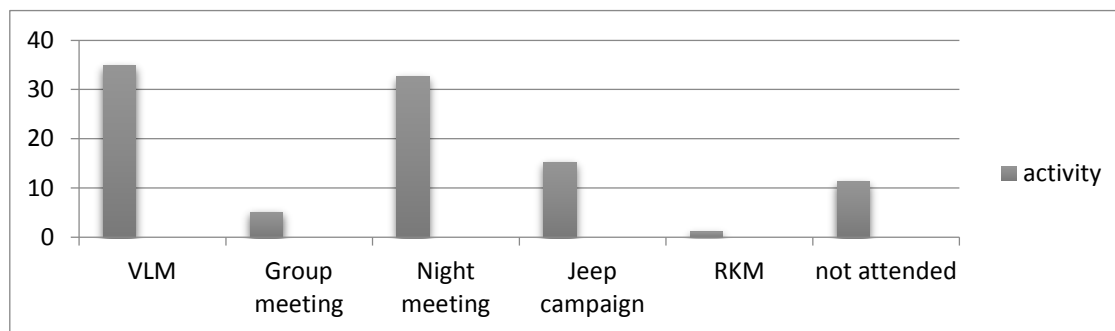
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		20	11.2	11.2	11.2
	AfterNoon	77	43.3	43.3	54.5
	Evening	78	43.8	43.8	98.3
	Morning	3	1.7	1.7	100.0
	Total	178	100.0	100.0	
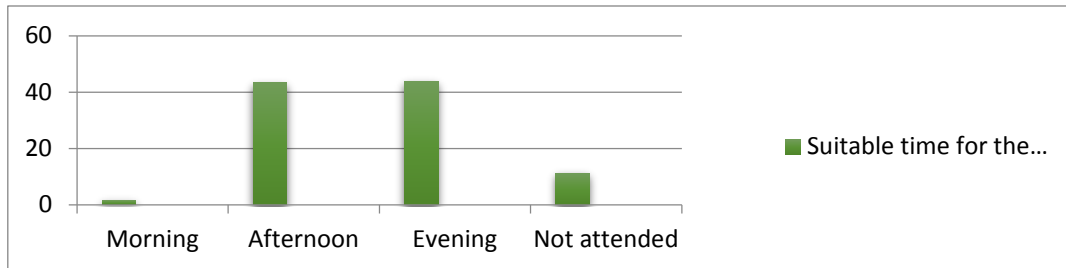
CONCLUSION

As the market scenario is very competitive the pre season activity play a vital role in the market as it is just before the time of selling our product . It is a type of reminder that the company done for the famer and aware them with their product. The market is retailer based which manipulate the farmer at the time of selling. The company person present on the retailers shop tries to manipulate the farmers in his company favor. After the analysis of data it was found that the most suitable campaign was VLM and and most effective MCMs tools was visible tools like Poster, Banner, Tree board, Pole board,Display board, etc. The most suitable time for the activities is in evening as the farmers are free and it is easy to gather them .

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