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Abstract: Sales promotion is one of the elements of the promotional mix. The primary elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations. Sales promotion uses both media and non-media marketing communications for a predetermined, limited time to increase consumer demand, stimulate market demand or improve product availability. VNR Seeds, established in 1993 by a humble farmer Krishi Pandit Dr. Narayanbhai Chawda, is one of the leading and most trustworthy seeds company in central India. The company believes in creating a prosperous and knowledgeable farming community by sharing with fellow farmers every new breakthrough in seed technology in the form of the best quality planting material. VNR seed launched a UNNATI scheme to enhance the sales promotion in which a mobile application (Seedtrac) has been introduced. Many other seed companies like Bayer, Pioneer etc, also exist in the locality. It was felt necessary to know the status, scope and prospects of VNR Seeds Company in Jharkhand. Keeping in view a study entitled "Use of Mobile application for promoting hybrid paddy seeds in Hazaribagh district of Jharkhand state" was done under the department of CABM in Birsa Agricultural University in Kanke, Ranchi with a view to study the sales promotion practices of hybrid paddy seeds before coming of mobile application (Seedtrac). To study the intervention methods involved in Seedtrac application and to analyse the changes in sales and promotion of hybrid seeds after coming Seedtrac application. The survey was conducted in eight villages of Hazaribagh purposely, Barkagaon, Saroni, Daru, Jhumra, Barkatha, Sultana, Jharpo, and Tatijhariya. The application launched by VNR Seeds is for dealers and distributors to maintain the sales data of hybrid paddy seeds. The process of registration of Seedtrac application was done and the total number of dealers approached was 60 out of which 24 were registered dealers and 36 were unregistered. Promotional campaigns were done like distribution of gifts, Paytm vouchers and holiday packages to increase the sales through the Seedtrac application. The study further revealed that mobile application intervention is a relatively new branch of promotion, referring to the two-way promotional communication between company and dealers that takes place via mobile devices. The study shows that, after coming of the Seedtrac application there was a slight increase of 5% in the sales of hybrid paddy seeds as compared to the previous year. Due to this intervention, awareness for mobile application was seen among the dealers of Hazaribagh district.

Description: Use of Mobile application for promoting hybrid paddy seeds in Hazaribagh district of Jharkhand state

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