RESEARCH ARTICLE Indian Journal of Agricultural Research, Volume 60 Issue 2: 315-319 (February 2026)

Evaluate Campaign Effectiveness, Farmer Adoption of Tejaa (081) along with Mapping Success of Tejaa (081) Campaign in Salem

B. Venugopal[1], Aniket Patil[2]

10.18805/IJARe.A-6379

ABSTRACT

Background: This research was conducted during a two-month internship at Advanta Seeds to assess the effectiveness of the marketing campaign for Tejaa (081), a hybrid variety launched exclusively for farmers in Tamil Nadu. The study focused on campaign effectiveness, price protection measures, referral schemes and the acceptance of Advanta's communication strategies among farmers. Understanding the factors influencing farmer adoption and their perceptions of the campaign's effectiveness is crucial for refining marketing strategies in the Agri-input sector.

Methods: Primary data was collected from 141 okra-growing farmers across 51 villages, including regions such as Salem, Edappadi, Konganapuram, Erode, Tharamanglam and Dharmapuri. The research was conducted at the Indian Institute of Plantation Management, Bengaluru. The period of the study was two months, from April 2024 to May 2024. A structured questionnaire was used to gather insights, with the sample consisting of 69 user farmers and 71 random farmers. The study employed a non-probability purposive sampling technique and data analysis involved descriptive statistics, pivot charts and graphical representations to derive key insights.

Result: Findings indicated that 88% of respondents recalled receiving campaign communication, with high yield potential and increased branching being the most attractive features. Referral schemes such as Advanta Kavach and Cashback positively influenced the purchasing decisions of 69.29% of farmers. However, satisfaction with the pricing strategy was mixed, as many farmers expressed concerns about Tejaa's higher prices compared to competitor seeds. Farmer adoption was moderate, with nearly half of the respondents planting Tejaa (081) this season. Future purchases remained uncertain, primarily influenced by crop performance. Many farmers were hesitant to recommend the seeds due to uncertainties in yield and quality.

Key words: Campaign, Communication, Farmer adoption, Referral schemes, Value.

INTRODUCTION

Seeds are the fundamental units of agriculture, serving as the building blocks for crop production and playing a vital role in global food security. As carriers of genetic information, seeds determine the traits and characteristics of plants, making them a critical factor in ensuring successful harvests and sustainable farming practices. The seed industry, encompassing various activities from seed production to distribution, plays a pivotal role in providing farmers with high-quality seeds to achieve optimal crop yields (Manjunatha, 2013)

The seed industry is an integral part of the agricultural sector, contributing significantly to crop productivity, genetic diversity and agricultural innovation (Gadwal, 2003). It involves a wide range of players, including public and private seed companies, research institutions and government agencies collaborating to develop, test and market improved seed varieties. Through extensive research and advanced breeding techniques, the seed industry aims to develop seeds with desirable traits such as disease resistance, drought tolerance, enhanced nutritional content and improved yield potential.

Okra is a widely recognized and well-loved vegetable with a fascinating history and versatile culinary applications. Its origins trace back to Ethiopia, where it is believed to have originated. However, over time, it has been cultivated and adapted to various regions across the globe due to its

[1]Indian Institute of Plantation Management Bengaluru (An Autonomous Organization of the Ministry of Commerce and amp; Industry, Govt. of India), Jnana Bharathi Campus, Malathalli, Bengaluru-560 056, Karnataka, India.

[2]Agribusiness and Plantation Management, Indian Institute of Plantation Management Bengaluru (An Autonomous Organization of the Ministry of Commerce and amp; Industry, Govt. of India), Jnana Bharathi Campus, Malathalli, Bengaluru-560 056, Karnataka, India.

Corresponding Author: B. Venugopal, Indian Institute of Plantation Management Bengaluru (An Autonomous Organization of the Ministry of Commerce and amp; Industry, Govt. of India), Jnana Bharathi Campus, Malathalli, Bengaluru-560 056, Karnataka, India. Email: venugopal.b@iipmb.edu.in

ORCID: https://orcid.org/0000-0003-4327-1612; https://orcid.org/0009-0003-8358-6077

How to cite this article: Venugopal, B. and Patil, A. (2026). Evaluate Campaign Effectiveness, Farmer Adoption of Tejaa (081) along with Mapping Success of Tejaa (081) Campaign in Salem. *Indian Journal of Agricultural Research*. **60(2):** 315-319. doi: 10.18805/IJARe.A-6379.

Submitted: 26-02-2025 **Accepted:** 08-08-2025 **Online:** 24-10-2025

remarkable adaptability and nutritional benefits (Kumar, 2013). Furthermore, it is anticipated that the demand for okra seed will be driven by the growing open-field and protected farming of okra to improve the crop's quality and increase yield.

Farmers are becoming more aware of the advantages of using certified seeds for crop production. Farmers are increasingly interested in seeds that produce okra plants that are resistant to yellow vein mosaic virus (YVMV) and enation leaf curl virus (ELCV). The seed replacement rate (SRR) has also increased significantly as farmers seek seed varieties with improved traits and yield. As a result, businesses are implementing novel strategies to entice more farmers to buy their products (Ram, 2019). Ankur Seeds, for example, includes farmers who are pleased with their products and services in the company's advertising campaign for the region.

Indonesia thus imports a sizable quantity of soybeans. Demands and imbalances in production lead to an intensification of soybean planting. Rhizobium is one of the many bacteria that soybeans can coexist symbiotically with because they are members of the Leguminaceae family. This study examines the effects of nitrogen fertilizer and rhizobium on soybean production and nodule growth. Budiastuti *et al*. (2025).

This paper depicts the application of nitrogen and the addition of rice straw are two important variables affecting wheat productivity. As a residue, rice straw aids in the cycling of nutrients and soil organic matter and nitrogen is essential for grain development and plant growth. In sustainable agricultural systems, maximizing wheat output and enhancing grain quality require an understanding of their combined effects (Yadav *et al.,* 2025).

The area, productivity and production growth rates of food grain and oilseed crops in Rajasthan are estimated in this research. According to the study, the area, productivity and production of all food grains grew at positive and statistically significant rates of 3.18%, 2.19% and 0.63% annually, respectively (Verma *et al*., 2025).

Advanta Seeds is a global seed company committed to sustainable agricultural practices and enhancing farmer prosperity with high quality, hybrid seeds. The company's wide range of products encompasses Field crop, Vegetable and Forage crops, featuring high-yielding and disease-resistant varieties. With over 18 research centers worldwide and 60 years of experience in plant genetics Advanta seeds plays a vital role in revolutionizing Indian agriculture and supporting farmers in their journey towards success. Tejaa (081) is a new hybrid launched exclusively for growers of Tamil Nadu. High yield, fruit quality and better ROI are key drivers for capturing value for Advanta Seeds. The Project was aimed to understand the campaign effectiveness, effectiveness of price protection, referral schemes and understanding acceptance of communication from Advanta.

Objectives

- To study the adoption of Advanta communication from farmers.
- To access campaign effectiveness of Tejaa (081) campaign.
- To understand impact of Advanta Kavach and cash back schemes in adoption of Tejaa (081).
- To evaluate acceptance of value pricing from farmers.

MATERIALS AND METHODS

Descriptive type of research was conducted to collect data from the respondents. One to one interview was conducted with the farmers with a well-structured questionnaire and data was collected through that. The study area for the research was Salem in Tamil Nadu and surrounding regions near Salem. For this research only primary data was considered. The primary data was collected through farmers with the help of a well-structured questionnaire. Sample were taken from okra growing farmers belonging from different areas of Salem and nearby regions such as Edappadi, Konganapuram, Dharmapuri *etc.* The sample size is 141 farmers from 51 different villages out of which 69 were user farmers and 71 were total random farmers. The sampling techniques used is a non-probability sampling method through Purposive sampling. Data obtained was entered in the MS Excel and analyzed. Descriptive statistics namely percentages, frequencies, pivot charts and various other graphics were used to prepare the visual data which would be easier to identify and subsequently observing the data and getting the required inference from that.

RESULTS AND DISCUSSION

Data obtained was entered in MS Excel and analysed. Descriptive statistics, including percentages, frequencies, pivot charts and various other graphics, were employed to create visual data. This approach facilitated easier identification and observation of the data, allowing for precise inferences.

The analysis of the Kavach and Cashback schemes examines their influence on the adoption of Tejaa (081) hybrid seeds by farmers. It aims to evaluate the effectiveness of these incentives in driving product uptake and fostering farmer loyalty. Findings reveal that 83.57% of farmers were aware of both the Advanta Kavach and Cashback schemes, while 8.57% were familiar only with the Kavach scheme. However, 7.86% of farmers reported having no awareness of these schemes, indicating potential gaps in communication or outreach efforts. In terms of impact, 69.29% of farmers stated that these schemes somewhat influenced their purchasing decisions, while 1.43% reported a strong influence. Conversely, 22.14% of farmers indicated that such schemes did not impact their choices. The analysis demonstrates that these schemes effectively encourage product adoption and brand loyalty but highlights the need for targeted efforts to enhance awareness among the remaining farmers.

The evaluation of farmers' perspectives on the pricing strategies for Tejaa (081) hybrid seeds focuses on their willingness to adopt value-based pricing. A significant portion of farmers (65.94%) expressed dissatisfaction with the current pricing model, while 23.91% were somewhat satisfied, 5.07% expressed high satisfaction, 3.62% were neutral and 1.45% were very dissatisfied. High seed costs were identified as the primary factor driving dissatisfaction. The analysis also explored preferences for pricing models, revealing that 58.58% favoured value-based pricing due to its additional benefits, while 5.00% preferred traditional models. Meanwhile, 36.43% indicated their decision depended on the crop's performance. These findings suggest that addressing high price barriers and emphasizing the benefits of value-based pricing could foster greater trust and adoption among farmers.

The evaluation of the Tejaa (081) hybrid campaign highlights its effectiveness in driving farmer engagement, adoption rates and overall reach. The study found that 49.29% of farmers planted Tejaa (081) during the season, 20.71% did not and 30% expressed interest in planting it in the future. Farmers' willingness to recommend Tejaa (081) was largely influenced by personal experiences and crop performance, with 16.43% definitely willing, 58.57% probably willing and 19.29% uncertain. Key barriers to recommendation included insufficient awareness (24.24%), low yield (6.06%), difficult picking (9.09%) and suboptimal fruit quality (3.03%). Predictions for the next season indicate that 47.86% of farmers are ready to purchase Tejaa (081), 48.57% may consider it based on performance and 3.57% are unlikely to adopt it. These insights offer valuable guidance for refining promotional strategies and addressing barriers to maximize adoption and satisfaction.

This study evaluates how farmers receive and engage with Advanta Seeds' communication strategies, particularly regarding the Tejaa (081) hybrid seeds. Analysis revealed that 97.87% of farmers were aware of the product, underscoring the success of Advanta's communication efforts. Additionally, 88% of farmers reported encountering communication materials, while 12% indicated no exposure, highlighting the need for expanded outreach. Table 1 depicts that key communication mediums included field demo activities (52.6%), interactions through Marketing Development Officers (48.2%) and print materials (40.9%). These channels effectively delivered key messages and facilitated informed decision-making. Among the benefits influencing purchase decisions, high yield potential (65.94%) and more branches (31.16%) were the most compelling. In contrast, superior fruit quality and disease tolerance had less impact, each cited by 1.45% of respondents. These findings emphasize the importance of prioritizing high yield potential and more branches in communication strategies to maximize adoption and satisfaction among farmers.

Table 1: Adoption of advanta communication from farmers.

Row labels	Where did you primarily encounter information about the Tejaa (081) hybrid seeds.	Percentage
Field demonstration or farmers meetings	72	52.6%
Print materials (leaflets, banners, hanglers)	56	40.9%
Word of mouth	26	19%
Digital platforms (WhatsApp testimonials)	0	0%
Through MDO	66	48.2%
Dealer recommendation	11	8%
Exploring new varieties	1	0.7%
Traders' recommendation	1	0.7%
Dealers' recommendation	1	0.7%

Source: Primary data.

Findings indicated that 88% of respondents recalled receiving campaign communication, with high yield potential and increased branching being the most attractive features. Referral schemes such as Advanta Kavach and Cashback positively influenced the purchasing decisions of 69.29% of farmers. However, satisfaction with the pricing strategy was mixed, as many farmers expressed concerns about Tejaa's higher prices compared to competitor seeds. Farmer adoption was moderate, with nearly half of the respondents planting Tejaa (081) this season. Future purchases remained uncertain, primarily influenced by crop performance. Many farmers were hesitant to recommend the seeds due to uncertainties in yield and quality.

Recommendation

To effectively promote the Tejaa (081) hybrid and address the various challenges identified during the campaign, a multifaceted approach is necessary. This approach should focus on enhancing communication strategies, leveraging trader influence, addressing price concerns, managing farmer complaints and organizing impactful events like a Mega Farmers Day. Each of these elements plays a critical role in not only promoting the product but also in ensuring that the farmers see the value in choosing Tejaa (081) over competing varieties.

Firstly, it's crucial to acknowledge the potential of social media platforms in enhancing the reach and effectiveness of our communication efforts. The data revealed that not a single farmer had encountered the WhatsApp testimonials shared about Tejaa (081). This suggests a significant gap in our communication strategy, particularly in utilizing social media platforms like WhatsApp and Facebook. Given the widespread use of these platforms among the farming community, they offer a powerful channel to disseminate information, share success stories and build a community around the product. By creating engaging content such as

videos, testimonials and informative posts, we can capture the attention of farmers who are increasingly relying on these platforms for information. Moreover, these platforms allow for interactive communication, enabling farmers to ask questions, share feedback and connect directly with experts. This two-way communication can significantly enhance the trust and credibility of our product, making farmers more likely to consider Tejaa (081) for their cultivation needs.

In addition to bolstering our social media presence, it is essential to recognize the influence of traders in key markets like Edappadi and Konganapuram. Traders in these regions have a significant impact on the purchasing decisions of farmers, often serving as trusted advisors who guide them on the best products to buy. Therefore, organizing a mega Traders Meet in these areas could be a game-changer in boosting the sales of Tejaa (081). Such an event would provide an opportunity to directly engage with traders, showcase the benefits of Tejaa (081) and discuss strategies to promote the product effectively. By equipping traders with the right information and incentives, we can leverage their influence to drive greater adoption of Tejaa (081) among farmers. This could include offering special discounts, providing promotional materials and highlighting the superior features of Tejaa (081) that make it a better choice compared to its competitors.

Speaking of competitors, the pricing of Tejaa (081) has emerged as a concern among farmers. With mixed responses regarding satisfaction with the current pricing and competitors like Senani and Selvum (BASF-Nunhems) offering their products at lower prices, it is imperative to address these concerns head-on. One way to do this is by emphasizing the value for money that Tejaa (081) offers. We need to clearly communicate how the product's superior yield, greater number of branches and other unique features justify its price point. By showcasing case studies, testimonials and data that highlight the long-term benefits and higher returns that Tejaa (081) provides, we can help farmers see that the initial investment is well worth it. Additionally, offering flexible pricing options or loyalty programs could also help alle*via*te concerns and make the product more accessible to a broader range of farmers.

Another critical aspect that needs attention is addressing the complaints from farmers, particularly regarding the yellow ring that appeared this season. It's important to convey to the farmers that this issue was not a flaw in the variety but rather a result of the sudden high temperatures experienced during the season. More importantly, it is crucial to reassure them that this issue is being compensated by the high yield Tejaa (081) is providing. Alongside this, educating farmers on good cultivation practices, such as proper spacing and spraying techniques, can help mitigate such issues in the future. By providing them with the knowledge and tools they need to optimize their cultivation practices, we can help them achieve better results and enhance their overall satisfaction with the product.

Finally, while field day activities have been effective in promoting Tejaa (081) on a weekly basis in different areas, organizing a Mega Farmers Day could take this a step further. A Mega Farmers Day would serve as a grand event to bring together a large number of farmers, traders and other stakeholders. This event would provide a platform to showcase the success of Tejaa (081), share best practices and offer live demonstrations of the product in action. By creating an immersive and informative experience, we can leave a lasting impression on the attendees and further solidify the reputation of Tejaa (081) as a top choice for farmers. Additionally, this event could also serve as an opportunity to launch new initiatives, offer exclusive discounts and gather valuable feedback that can inform future campaigns.

CONCLUSION

In conclusion, the promotion and success of Tejaa (081) hinge on a comprehensive and well-executed strategy that addresses all aspects of communication, trader engagement, pricing, farmer satisfaction and event management. By focusing on these key areas, we can ensure that Tejaa (081) not only stands out in the market but also becomes the preferred choice for farmers looking for a reliable and high-yielding hybrid.

ACKNOWLEDGEMENT

We sincerely acknowledge the support and guidance of all individuals and institutions that contributed to the successful completion of this research.

Disclaimers

The views and opinions expressed in this research paper are solely those of the authors and do not necessarily reflect the official policies or positions of any affiliated institutions.

Informed consent

Informed consent was obtained from all participants in this social science research, ensuring they were fully aware of the study's purpose and procedures and ensuring their voluntary and informed participation.

Conflict of interest

The author declares no conflict of interest regarding this research, including the internship at Advanta Seeds focused on Tejaa (081).

REFERENCES

Budiastuti, M.T.S., Setyaningrum, D., Supriyono, Purnomo, D. (2025). Effects of nitrogen fertilizer and rhizobium on nodule growth and yield of soybean (*Glycine max* L.). *Indian Journal of Agricultural Research*. **59(6):** 926-931. doi: 10.18805/IJARe.AF-904.

Gadwal, V.R. (2003). The Indian seed industry: Its history, current status and future. *Current Science*. **84(3):** 399-406.

Kumar, A.K. (2013). A review on: Abelmoschus esculentus (Okra). *International Research Journal of Pharmaceutical and Applied Sciences*. **3(4):** 129-132.

Manjunatha, B.L. (2013). Trends in seed production, growth drivers and present market status of Indian seed industry: An analytical study. *Indian Journal of Agricultural Sciences*. **83(3):** 315-320.

Ram, H.H. (2019). Vegetable seed business in India: Present and future trends and new emerging technologies-A Review. *Progressive Horticulture*. **51(2):** 103-110.

Singh, R.P. (2013). Impacts of changing climate and climate variability on seed production and seed industry. *Advances in Agronomy*. **118:** 49-110.

Verma, K.D., Khoisnam, N., Maisnam, G., Subba, R., Awatade, C., and Sudarshan. (2025). An analytical study on growth performance of major food grain and oilseed crops in context of food security: Rajasthan, India. *Indian Journal of Agricultural Research*. **59(6):** 1001-1006. doi: 10.18805/IJARe.A-6149.

Yadav, A., Kumar, R., Mehta, S., Rana, N., Kabak, G., Saral, R. and Verma, R. (2025). Impact of rice straw and nitrogen levels on yield and quality of wheat (*Triticum aestivum* L.). *Indian Journal of Agricultural Research*. **59(6):** 955-961. doi: 10.18805/IJARe.A-6357.