



Effective Implication Of Portable Exhibition Media For Advertising Communication

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ABSTRACT

Most farmers purchase essentials like pesticides, fertilizers, equipment, nourishment, and seeds from small businesses and the nearby Krushi Seva Kendra. Farmers do go to agro exhibits to learn about new techniques and trends in the agricultural industry. Farmers attend agro fairs to learn about cutting-edge agricultural inputs including nutrients, seeds, and fertilizers. However, most of these people do not regularly attend agricultural exhibits because of demographic, time, and financial constraints. Many of the most well-known large towns and districts often have exhibitions for three to four days, making it difficult for farmers to attend. A minimum of two to three days must be spent at the Agro shows by the farmers. Exhibitors in agro fairs face stiff competition from other businesses offering similar goods and services.

Keywords: Agricultural exhibitions, Arts and Humanities, Arts and Recreation, Exhibitions, Humanities Multidisciplinary

INTRODUCTION

India has one of the world's and Asia's fastest-growing economies. India, a continent home to more than 1.5 billion people and a country with enormous potential, is ruled by a single individual. Art, ethnicity, industry, etc. all contribute to a country's unique character. Every 8 or 10 kilometers, the local vernacular culture and food change. Every company has several moving parts, including production, research, storage, transportation, sales, marketing, human resources, and public relations. Advertising plays a crucial role in connecting businesses with their target audiences. It's a major ruckus in the corporate world, the result of a lot of effort on the part of those involved. Because so much of India's workforce is dependent on the land for survival, agriculture plays a disproportionately large role in the country's economy and society. In addition, in most sections of districts, the proportion of agricultural workers is higher than that of farmers themselves. Several multinational firms have entered the Indian market thanks to the three-fold mantra of privatization, liberalization, and globalization in the Indian financial sector. Ads have increased in number and prominence as a consequence of the recent entry of international firms and the huge effort of traditional Indian

industry to persist in the market. With marketing chaos on the rise, traditional media fragmenting, and innovative forms of communication emerging, the biggest challenge for businesses is finding the right channel to reach their target audience.

Research on the "Effective Implication of Portable Exhibition Media for Advertising Communication in the Farming Sector in India, with Special Reference to Baramati, Dist. Pune, Maharashtra" has therefore been given the go signal. The overarching goal of this research is to determine the value of mobile exhibitions in India's agricultural sector and to advocate for the widespread use of this format to showcase Agri-input products to farmers. Because of the gravity of the situation, farmers must see the product in action to fully grasp its potential. If a pesticide is sprayed on a crop at the wrong concentration, it might have disastrous consequences. More than a thousand farmers in Yavatmal, Maharashtra, were poisoned in July 2017 after they were exposed to pesticides while spraying their cotton crop, and 23 of them have died as a result. Yavatmal farmers rely on pest-resistant genetically modified 'BT cotton,' but in recent years the plants have been growing abnormally tall, reaching heights of up to 6 feet. An obvious instance of 'how to use the product?' ignorance, farmworkers ingested some pesticide particles while spraying over their heads.

Marketing in the agricultural sector relies heavily on display media to reach the discerning rural consumer and showcase its wares. It allows you to communicate with prospective customers in real time. In terms of product quality, amount, ingredient, and proportion, the demo does not disappoint. Users were also made aware of the correct application procedure, safety measures, and potential risks throughout the demonstration. The rural Indian market has a far lower level of literacy than the urban market. The showcase makes it possible to use regional tongues and communicate with one another in a rural market. The many facets of an idea may be effectively communicated via an exhibition. The public is unable to leave an exhibition. The audience will be mentally and physically engaged. To that end, we plan to use a number of different presenting methods.

LITERATURE REVIEW

Çiftçi, Dilan et.al (2020). Given the critical nature of outdoor advertising in today's society, it's no surprise that these fields have blossomed in recent decades. This research takes a close look at the impact of advertising on brands, including some particularly eye-catching instances of outdoor advertising from across the globe, the role that new technologies like augmented reality are playing in the advertising industry, and the evolution of the advertising industry itself. The study's overarching goal is to provide a comprehensive overview of outdoor advertising in Turkey and throughout the globe, including definitions, best practices, critical considerations, and psychological and perceptual impacts. This study looked at outdoor ads for 1 month starting in November 2019 in 4 of

Ankara's busiest squares. Document analysis was employed as a qualitative research strategy in this study. In this light, with the aid of the aforementioned literature, the study's sample was analyzed in terms of the structure, feature, kind, and similar components of the media.

Grewal, Dhruv et.al (2016). Through mobile advertising, businesses may reach their target audiences with more personalized offerings. Adherence to advertising objectives, consideration of market factors relating to the character of stakeholders and market environment, and the use of suitable mobile ad elements to enhance relevant outcome metrics are all crucial to the success of such campaigns. This article presents a broad structure to synthesize existing knowledge on mobile advertising and a research agenda to encourage further study of this emerging area.

Svabo, Connie. (2016). How digital technologies enhance museum-goers' experiences is a hot issue in the field of museum studies today. This article reports the results of an ethnographic study of the ways in which the exhibit at a contemporary museum of natural history interacts with three portable technologies, one of which is digital, drawing on insights from media and technology studies that new media should be understood for how they overlap with old media. Visitors may connect with an exhibition in their own unique ways by using mobile phone cameras, workout booklets and dress-up outfits. To demonstrate this, I will refer to the work of philosopher Michel Serre's and philosopher of technology Bruno Latour on the topic of mediation. The essay is based on a doctoral thesis titled "Portable Objects at the Museum," which was defended on September 22, 2010, at Roskilde University.

Singh, K. et.al (2015). There is a growing need for the implementation of ICT in the agricultural sector. E-Agriculture is a new discipline that seeks to advance agriculture and rural communities by using technological advances in communication and data analysis. To be more precise, e-Agriculture is the study of new uses for ICT in rural areas, with an emphasis on agriculture. This includes its conception, creation, testing, and implementation. Knowledge sharing, social contact, economic and commercial practices, political participation, the media, education, health, leisure, and entertainment are just few of the areas that stand to benefit greatly from ICT. When it comes to expanding the reach of the country's Agricultural Extension system, ICTs are the most obvious friends. Some 60% of farmers in the nation still aren't being serviced by any extension agency or functionary, despite the fact that there is a sizable Agricultural extension personnel that is highly educated, highly trained, and well organized. Since farmers in both developed and developing nations are on the front lines of the fight against the consequences of climate change, there must be a shift in the agricultural sector to distribute pertinent information to them at the right moment.

Bibhu Santosh Beheraa et.al (2015). Today's agricultural period is recognized as the Age of ICT-Mediated Market-Led Agriculture Extension. In light of this, it's clear that, in the era of the information revolution, we simply cannot function without it. Everyone has a right to information under the R.T.I. Act of 2005. The entrancing mantra "Soochana se Samadhan" calls for a Revolution on Information, which can only be achieved by treating it with the reverence it deserves. Producing goods like fruits and vegetables, India ranks second globally. The post-harvest loss, which is now rather high, is one of the main concerns that needs investigation. To do this, a storage system that is both efficient and kind to the environment would have to be created. In order to increase the profitability of farming, value-added products are essential. This research aims to shed light on the value of information and communication technology (ICT) in boosting the promotional efforts of rural Indian retailers. Several case studies and other examples of the use of ICT in retail agriculture sales in India are provided to illustrate the paper's central argument.

EXHIBITION AS ADVERTISING MEDIA

In the broadest sense, an exhibition is the organized curation and presentation of a collection of items for public viewing. A museum, art gallery, exhibition hall, park, library, or fair are all great places to host an exhibition since they provide a stimulating and informative environment for visitors. Shows may include everything from the works of art seen in major museums and smaller galleries to interpretative displays, historical artefacts, and even natural history specimens.

The Exhibition as A Medium

The exhibition is the very first example of this format for sales promotion. The goal of the Exhibition is to provide consumers an opportunity to try out the product and compare it to other brands in the same category at the same time. The basic idea behind utilising an exhibition as a form of advertising is to find and attract more potential consumers while spending less money. The exhibit with the most people in it is not always the best. The exhibits provide most visitors with some degree of education, entertainment, or inspiration. The audience for an exhibition is often one that would be difficult to reach via other means.

Fairs - The Latin term FERIAE, meaning "FEASTS," is where our modern English word "fair" got its start. This has its roots in the fact that many of the first fairs were held around harvest festivals, seasonal festivities, and religious festivals. Fairs were originally established to address the early days' circulation issues. They provided an opportunity for the display of skills and crafts, which allowed for the interchange of ideas and the trading of commodities. Large fairs gained greater and more importance as the economy improved. Fairs were able to flourish as a result of the developed rise and the increase in people, which in turn benefited farming, food supply, and other businesses. Agricultural fairs, carnivals,

Disneyland, the 1925 Paris Exposition, and World Fairs are just a few of the most well-known examples of exhibition design.

Growth of Exhibition Industry in India

The Indian Exhibition Industries Association (IEIA) estimates that annually, the organized sector of the exhibition business in India generates Rs 23,800 Crores from around 550 events. There are almost 1,20,000 individuals employed in India's exhibition industry, which helps enable company activities worth more than Rs 3,00,000 Crores and supports an expansion of a wide variety of commerce. The current market value of this industry is close to Rs. 94,000 Crores and growing at a pace of 15% annually. According to the current estimate, India's exhibition market has the potential to grow to \$990 million. The Group of Business Strategies reports that the Indian exhibition sector grows by between 15% and 20% annually.

Every year, sometimes twice a year, businesses of all stripes—from manufacturers to retailers to service providers—boost their workforces in an effort to outdo one another and wow consumers with ever-more-generous displays of their wares. Exhibit design that consistently tops previous efforts. It is to exhibits that the public at large is exposed; yet, it is usually the exhibition's lighting, graphics, or management that contributes to its effect and relates the tale in a way that anybody can easily understand. The exhibition's designers are always pondering novel ideas for remarkable objects or simulations that would amplify the show's impact. Many companies that specialize in display design employ personal property designers whose job it is to create confusion. Trade shows in the modern day are intended to display cutting-edge design tendencies and exemplary products. The success of an exhibition may be improved by thoughtful floor and traffic lane design.

Objectives And Role of Exhibition

The exhibition is only a promotional vehicle that brings together potential customers, competitors, and vendors in a commercial context. Customers visiting an event are invested in the product since they have to spend time and money getting there. According to this line of thinking, the intended audience is the only one who matters when using exhibits as a promotional tool. The general public fear is typically the intended effect of exhibitions. Some trade shows are annual gatherings that get extensive media coverage, which in turn attracts a larger audience and more vendors. Due to the small scale of most exhibitions, their audiences are severely limited. Popular shows have limited floor plans and incur substantial transportation costs.

Exposure for products; Meeting customer needs and inspiring loyalty; Learning about the competition; Launching a product; Hiring retailers and distributors; Boosting the company's image; Resolving issues with maintenance and other clients; Creating a perception and establishing a connection with new estimates; Having an impact on the market as a whole

Purpose Of Exhibition

Un skeptical exhibitions are a powerful instrument in the education process. The best way to generate interest in products or ideas is via an exhibition. In many cases, they reach a previously inaccessible community. Its goal is to help customers visualise the product and make an informed buying decision by comparing it to other brands in the same category. The primary goal of holding an exhibition as a kind of advertising is to reach a larger number of potential customers at a lower cost. Organising an exhibition into distinct categories has various benefits. Here are some of the benefits of holding an exhibition:

- **Interaction:** the trade show has evolved into an essential tool for capturing new business in many sectors. An opportunity to network with prospective customers, get insightful feedback on products, and seal deals. Building trust and rapport with customers is facilitated by participating in a trade show. Once the consumer has built trust, they will feel more comfortable leaving a voicemail or sending an email with a photo attached. The success of the exhibition depends on the exhibitors' ability to communicate with each other and with the visitors; it provides a platform for product promotion, direct sales, and the distribution of free samples.
- **Coverage:** participant education, consumer education, innovative research and development, and group execution are all aided by an exhibition (sahu, 2018).
- **Mass medium:** participating in an exhibition is like being given a huge platform from which to announce one's talents to the world. The exhibition is a worldwide platform where people may test their knowledge against that of others.
- **Awareness:** on order to keep yourself busy during an exhibition, you'll need to be well-versed on the most current findings, societal debates, discoveries, and inventions of the people. A visitor who isn't paying attention to his surroundings won't be able to provide the expected results throughout the display.
- In addition to making actual sales or generating potential leads, these events also provide companies the chance to improve their brand's public profile and stir up immediate feedback on innovative products (qi et al., 2018).
- The fact that trade fairs are sites where competing firms and organisations may meet face to face is another factor explaining why companies spend so much money doing so every year. Exhibitors may get a great look into the competition during an expo, and many do so by visiting each other's booths under a false customer guise to take notes on new products, staff knowledge and behaviour, etc.

Role of an Exhibition in Attracting Customers

These range from small-scale presentations at festivals and banquets to major international shows. Again, exhibits may be categorized based on the audience they're aiming for. It is possible to organize an exhibition for the general public, a specific segment of the business sector, or both. Showing off a product's advantages and keeping its brand in the public eye are the two primary goals of advertising at expos. The contemporary mind sees the exhibition as a natural progression of the market. It provides the producer with an exhibition space in which his goods may be shown. This is not likely to happen with traditional methods of product endorsement like advertising, when at most images of the products themselves may be shown to consumers.

AGRO EXHIBITION'S DATA ANALYSIS

Micro Research at Krushik Agro Exhibition

Exhibitors and farmers who came to the fair had been interviewed. Information was compiled from responses to polls on the exhibitors' background, the goods' categories, the agro-exhibitions in which they participated, the recipients' reactions, the promotional medium used, the effectiveness of live demonstrations, and the recipients' acceptance of the information they received. Information gathered from interviews with travelling farmers about their connections to local communities, reasons for attending the show, levels of satisfaction with the information they received, and suggestions for future shows may be used in reverse. All areas of the agricultural industry were represented among the participating farmers and exhibitors. The following table displays the survey responses of visiting farmers from many states, including Maharashtra, Telangana, Goa, Gujarat, Andhra Pradesh, and many more.

Table 1: Inputs of Visitor Farmers in Krushik Agro Exhibition

Respo- nder	Area	Reason for visiting Krushik	How effective was live demo to select products for farm	Other media to get information	Reason for not attending an exhibition regularly	The satisfaction of the audience in terms of getting information.	Suggestions
1	Satara	Live Demo	Very Effective	TV, Newspaper	Time Constrain	100%	Should reach the root level
2	Goa	Live Demo	Very Effective	Co-farmer, TV, Krushi Kendra	Demographic Constrain	100%	Should reach to every farmer
3	Kolhapur	Live Demo	Most Effective	Krushi Kendra, Co- farmer, TV	Demographic Constrain	100%	Should be arranged at Taluka Level
4	Aurangabad	Live Demo	Very Effective	Krushi Kendra, TV	Demographic Constrain	100%	Should be arranged within 50km range
5	Gujarat	Live Demo	Most Effective	Co-farmer, Krushi Kendra	Demographic and time Constrain	95%	Should be arranged in Every Village
6	Karnataka	Live Demo	Very Effective	Co-farmers, TV, Newspaper	Demographic Constrain	90%	Should be arranged in our Village
7	Karad	Live Demo	Most Effective	Shopkeeper, KrushiSeva Kendra	Time Constrain	100%	Should be arranged frequently
8	Solapur	Live Demo	Very Effective	Co-farmer, Krushi Kendra	Time Constrain	95%	Should be arranged in every Village
9	Nashik	Live Demo	Very Effective	Krushi Kendra, Shopkeeper	Demographic Constrain	100%	Should be arranged in every Village
10	Pune	Live Demo	Most Effective	Shopkeeper, Co-farmer, TV	Time Constrain	100%	Should be arranged frequently

While there were some regulars, the vast majority of the farmers at the fair were there for the first time. Farmers like the variety of Agro shows available to them for gaining insight and knowledge. More often than not, they come to the Krushik exhibition to see a live demonstration, which they believe to be the most effective form of communication because it shows the real-world results of the development work and gives the farmers access to the first-hand experience that ultimately answers all of their questions. Another aspect of the micro survey study investigated the usefulness of on-site demonstrations of Agri-input products like nutrients, fertilisers, medicines, services, equipment, and more in bridging the gap between farmers and the companies that make them. The following table lists the contributions made by exhibitors.

Table 2: Inputs of Agri-Input Providers (Exhibitor) in Krushik Agro Exhibition

Respo- nder	Product / Service	Why Krushik is different from other	Another Agro exhibi- tion and participa- tion	The response of the audience.		Other promotional media rather than the exhibition	Effective- ness of a live demo to reach the audience	The satisfaction of the audience in terms of getting information
				Other exhi.	Krushik live demo			
1	Hybrid Corn Seeds	Live Demo Plot	Yes	60%	95%	Newspaper, Social Media, TV Commercial	Most Effective	100%
2	Drip Machine	Actual Ambience & Demo Plot	Yes	40%	85%	Printed leaflets, broachers	Very Effective	100%
3	Filters for Drip	Demo Plot	Yes	50%	90%	Online Platform & Workshops	Very Effective	95%
4	Plant Nutrition	Demo Plot	Yes	60%	90%	Farmer Group & Social Media	Very Effective	100%
5	Mulching Fabric	Demo Plot	Yes	40%	100%	Newspaper	Most Effective	100%
6	Fertilizer & Chemical	Live Demo	Yes	70%	100%	Campaign & Demo Van	Most Effective	100%
7	Seeds	Live Demo	Yes	40%	95%	Rental Demo Plot	Very Effective	100%
8	Mulching Paper	Live Demo	Yes	60%	100%	Magazine, Seminar, Meetings	Most Effective	100%
9	Fertilizer	Live Demo	Yes	70%	100%	Newspaper, Demo Van, TV Commercial	Most Effective	100%
10	Farm Medicine	Live Demo	Yes	60%	95%	Social Media, Print Media	Most Effective	100%

Although many people took part, the data shown here comes from a random sample of 10. Since the majority of krushik exhibitors had already participated in previous Agro shows, this research concluded that a live demonstration plot is the primary motivation to participate in the krushik display. More than 95% of their intended audience (here, farmers) responded to their messages, which was much more than at prior Agro exhibits. Conventional media such as social media, brochures, TV advertisements, newspapers, and meetings with groups of farmers have all been used by the participating exhibitors, but the live demonstration is proving to be the most effective method of communicating with the intended audience. During discussions with the co-exhibitor, Krushik's live demonstration concept was unanimously deemed to be beneficial in promoting the products in question to the intended audience.

The following graphs and tables show the results of a thorough research conducted using a Google form, telephone interviews, and a video conference.

Table 3: Involvement of Farmers in Agricultural Activities

Particulars	Full Time	Part-time
Involvement of the farmers	83.3%	16.7%

Interpretation: It is easy to observe from the table and the accompanying graph that 83.3% of farmers are engaged in agricultural operations full-time, while the remaining 16.7% are employed in farming activities part-time.

Table 4: Purchasing Agro-Input Products

Purchasing of the agri-input products	Outcomes	In Percentage
KrushiSevaKendra	23	76.7%
Private Agri input shop	17	56.7%
Online	4	13.3%
Others	4	13.3%

Interpretation: The following table and its accompanying bar graph show that 23 out of 48 farmers surveyed purchased agricultural goods from the Krishi Seva Kendra, or 76.7%. Of the total number of places where these goods are purchased, 56.7% (17/48) are bought from private agri-input stores, 13.3% (4/48) are bought online, and 13.3% (4/48) are bought via any other methods.

Table 5: Possibility of Attending Agro Exhibitions Every Time

Possibility of attending Agro exhibitions every time		
	Outcomes	In Percentage
Yes	12	40%
No	10	33.33%
Many Times,	5	16.66%
Not Frequently	3	10%

Interpretation: The above data shows that 40% of respondents agree that they can attend the agro exhibitions every time, around 17% of respondents say that they can attend the agro exhibitions many times, and 10% say that it is not possible for them to attend the agro exhibitions so frequently. The other third of those surveyed (33%), however, claim they just cannot make it to these agricultural shows every time they are held.

CONCLUSION

The vast majority of farmers buy their pesticides, fertilizers, equipment, nourishment, and seeds from local Krushi Seva Kendra and individual store owners. Farmers rely heavily on this Krushi Seva Kendra and the proprietors of nearby businesses for knowledge on Agri inputs. As a consequence, a lot of misunderstanding occurs, and it points the road to serious damage, since the comprehensive information is not put into words to the farmers. Shop owners and the Krushi Seva Kendra only promote and sell items that generate a profit for them. Farmers often attend agro exhibits in an effort to better themselves intellectually and professionally. It's not always practicable for the exhibitors to speak with each and every attendee during the course of the two- or three-day event. Usually, the only way for attendees to learn about an exhibitor's wares is to peruse the printed image handed out with promotional materials. They try their best to showcase the goods, but in such a crowded area, it's tough to get to each and every customer.

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