

Case Study

Client	Biotechnology Company
Category	New Product Category
Date	August 2005
Background	<p>Cotton crops require an intensive use of pesticides as various types of pests attack these crops causing extensive damage.</p> <p>In the wake of improving the quality of cotton crops new technology of hybrid cotton variety, Bt, was introduced in India. This technology makes it possible for plants to protect themselves from insects thereby reducing the insecticide applications and increasing farm income for farmers.</p> <p>Bt Cotton is an insect protected variety of cotton seed into which a gene from a soil borne bacterium, <i>Bacillus thuringiensis</i> (Bt) containing protein that kills certain pests has been introduced. In the case of cotton, the Bt protein acts on three major caterpillar pests – the tobacco budworm, the American bollworm and pink bollworm</p>
Communication Objective	Generating awareness on the advantages that this insect protected cotton provides over the conventional cotton in producing higher quality of crop.
Target Audience	<p>Farmers</p> <p>Government agencies</p> <p>NGOs</p>
Opportunities/ Challenges	<ul style="list-style-type: none"> To dispel myths and clear doubts associated with the introduction, diffusion and performance of the genetically engineered cotton, which originated in America.

<p>Communication Campaign</p>	<p>In order to appease the increasing curiosity of the nation a special field trip was organized for the representatives of the media.</p> <p>The journalists were taken to the cotton fields for a one-on-one interaction with the farmers. These farmers were randomly selected by the journalists and interviewed. This helped in acquiring unbiased information from the first hand sources.</p> <p>The journalists were also made to meet the government officials to get their unbiased point-of-view on the use of this hybrid cotton technology as compared to the conventional cottonseeds that was being used in the past.</p> <p>This field trip created a platform for the journalist to acquire desired information, dispel myths and further facilitate in providing the correct information about the advantages of the Bt cotton to the public at large.</p>
<p>Result/ evaluation</p>	<ul style="list-style-type: none"> • Newspapers carried exclusive coverage on the success story of the harvest. • Media got an unbiased opinion of both the farmers and the government that cleared all doubts about the technology. • Higher levels of awareness and acceptance of the biotechnology was generated. • Increased awareness amongst the public at large was also induced on the health benefits of using the hybrid cotton.