

RESEARCH PAPER

The purpose and benefit's of a product demonstration

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ABSTRACT

The study aimed at promotional strategies of Poorva Chemtech Pvt. Ltd. the study was conducted in and around villages of Nasik district. All the villages are located in area of Nasik city, Maharashtra state. It has been observed that more number of agriculture input industries are present in Nasik district of Maharashtra (38 numbers). From this district, Poorva Chemtech is selected on the basis of large production of Agro Chemicals. Various advertising and promotional mediums are used by Poorva Chemtech for sales of different products. This paper mainly highlights the task of demonstration of Agro Chemicals in nearby villages of Nasik district and Under this assignment survey was conducted in Villages where demonstration plays important role in sales, to find out in which area sale is less of agro-chemicals of Poorva Chem-tech, Marketing department employees of Poorva Chemtech guided to select the area in which demonstration should be done and after completion of the activity we found out the impact on customer along with the impact it has happened on sales in that area. Mostly impact of free samples promotion is positive (Bawa and Shoemaker, 2004). The effects of free sample promotions on incremental brand sales.

KEY WORDS : Advertisement, Demonstration, Agro-chemicals, Promotion

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The backbone of any agriculture revolution is access of farmers to modern agriculture inputs. These agriculture inputs range from improved seeds, fertilizers, crop protection chemicals to machinery, irrigation and knowledge. Seeds are critical to successful crop production and inevitably, farm productivity and profitability. Fertilizer supplies nutrients to the soil that are essential for growth. Increased use of fertilizer and improved seeds are partially credited with these it enable off season farming, provides the potential for multiple

harvests per year and brings additional land under cultivation.

Crop protection chemicals (agro-chemicals and fertilizers, herbicides, insecticides and fungicides) control weeds species, harmful insect and plant disease that afflict crops. Finally, technological knowledge and machinery enhance human labour effectiveness and increases farm productivity. Following are some farm inputs.

- Seed
- Fertilizer
- Agro-chemicals
- Irrigation system
- Farm machinery
- Credit
- Electricity

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- Human resource

Fertilizer:

The increasing number in population means higher demand for food. Threats in agricultural production such as pests, loss of soil fertility and lack of nutrients may result in low percentage of plants to harvest. If these problems are not addressed, there would not be enough crops which compose a big fraction of our food supply to sustain the needs of the people. Hence, the importance of using fertilizers rises.

Fertilizers are substances containing chemical elements such as manure or mixture of nitrates that improves the growth of plants. They give nutrition to the crops. When added to soil or water, plants can develop tolerance against pests like weeds, insects and diseases. This means that the need for herbicides and insecticides are reduced producing healthier crops. Diseases can also be eliminated which gives aesthetic value to the harvest.

Apart from pests, one big problem of agriculture is the soil condition. Drought and lack of water are some of the issues in crop production. Dry farms tend to create very low and uncertain yields. Changes in weather like uneven distribution of rainfall or long breaks of rainy season result to either excessive amount of rainfall or deficiency in water when it is highly needed. Fertilizers help plants to overcome these situations by increasing their capacity to hold more water and improve the rooting depth. The potassium found in fertilizers is meant to make the stalks and straws of plants stronger.

Important specific roles of micronutrients:

As each micronutrient has specific functions in plant system, no other elements can enact the role of micronutrients.

Boron:

A primary function of boron is related to cell wall formation, so boron deficient plants may be stunted. Sugar transport in plants, flower retention and pollen formation and germination also are affected by boron. Seed and grain production are reduced with low boron supply. Boron-deficiency symptoms first appear at the growing points.

Copper:

Copper is necessary for carbohydrate and nitrogen

metabolism, so inadequate copper results in stunting of plants. Copper also is required for lignin synthesis which is needed for cell wall strength and prevention of wilting. Deficiency symptoms of copper are dieback of stems and twigs, yellowing of leaves, stunted growth and pale green leaves that wither easily.

Iron:

Iron is involved in the production of chlorophyll, and iron chlorosis (loss of greenish color of leaves) is easily recognized on iron sensitive crops growing on calcareous soils. Iron also is a component of many enzymes associated with energy transfer, nitrogen reduction and fixation, and lignin (complex organic polymer) formation. Iron is associated with sulphur in plants to form compounds that catalyze their reactions. Iron deficiencies are mainly manifested by yellow leaves due to low levels of chlorophyll. Leaf yellowing first appears on the younger upper leaves in interveinal tissues. Severe iron deficiencies cause leaves to turn completely yellow or almost white, and then brown as leaves die.

Manganese:

Manganese is necessary in photosynthesis, nitrogen metabolism and to form other compounds required for plant metabolism. Interveinal chlorosis is a characteristic manganese-deficiency symptom. In very severe manganese deficiencies, brown necrotic spots appear on leaves, resulting in premature leaf drop. Delayed maturity is another deficiency symptom in some species. Whitish-gray spots on leaves of some cereal crops and shortened internodes in cotton are other manganese-deficiency symptoms.

Molybdenum:

Molybdenum is involved in enzyme systems relating to nitrogen fixation by bacteria growing symbiotically with legumes. Nitrogen metabolism, protein synthesis and sulphur metabolism are also affected by molybdenum. Molybdenum has a significant effect on pollen formation, so fruit and grain formation are affected in molybdenum deficient plants. An older leaves also have been observed.

Zinc:

Zinc is an essential component of various enzyme systems for energy production, protein synthesis, and growth regulation. Zinc-deficient plants also exhibit

delayed maturity. Zinc is not mobile in plants so zinc deficiency symptoms occur mainly in new growth. Poor mobility in plants suggests the need for a constant supply of available zinc for optimum growth. The most visible zinc-deficiency symptoms are short internodes (rosetting) and a decrease in leaf size. Chlorotic bands along the midribs of corn, mottled leaves of dry bean and chlorosis of rice are characteristic zinc-deficiency symptoms.

Agro-chemicals:

Agro-chemicals are used to either prevent their attack or control them. These inputs are in the nature of an insurance against possible yield losses. Unlike seeds, these inputs have to be used at different times of crop growth. Weeds compete with crop plant for nutrients. The rising population in India accompanied by rising affluence is seeing a shift in the consumption patterns. There is a need to not just increase production to meet demand but also to ensure that the nutritional needs of an increasingly affluent population are met. Shrinking arable land and loss of crops due to pests lead to wastage posing a critical challenge to ensuring food and nutritional security. India wastes nearly 40 per cent of its total production in terms of value. The agricultural workforce in India is expected to reduce to nearly 50 per cent in 2020s, a trend which will be observed in other developing countries as well. It is further expected to be on a consistent decline due to better remuneration and growth opportunities in the alternate sectors.

These growing challenges indicate that the focus should not only be on raising the agricultural production but also on enhancing the productivity. Therefore, there is an increasing pressure on agricultural sector to usher in the Second Green Revolution, thereby ensuring high output both in terms of quality and quantity as also a wider.

Objective:

To study the effect of product demonstration on customer and sales of company.

METHODOLOGY

Product demonstration:

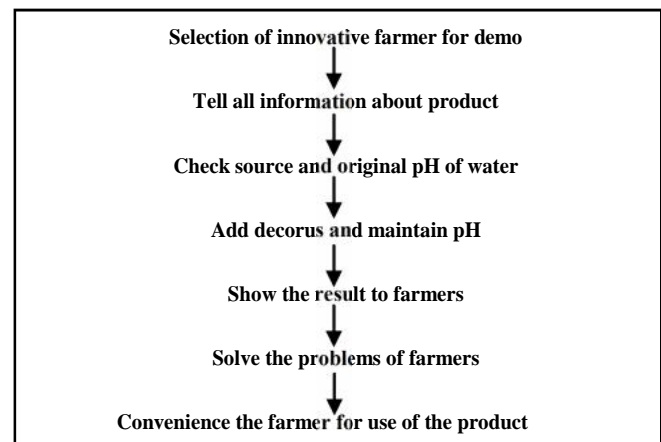
Demonstration can be define as an act of showing that something exists or is true by giving proof or evidence. For that company develop a demo plots for each region and then show to innovative farmer. The

company develop demo plots of every product separately. The company field assistance and field officer directly give demonstration to innovative farmer and after few days they show to the farmer. It can be expected that differences in gender, cultural or the level of experiences of the demonstrator moderates the effect on brand value and brand sales (Bemmaor and Mouchoux, 1991). Measuring the short-term effect of in-store promotion and retail advertising on brand sales.

Decorus:

We gave demonstration to 29 farmers of Decorus product. We gave demo into Wani village, for conducting promotional activity and create demand and awareness into famer about Decorus. We select this area because the sale of decorus product is low and the source of water is river and bore-well is also low. In this demo we check the pH of spraying water get from different sources. The process of demonstration is follows:

Process for selecting farmers:



ANALYSIS AND DISCUSSION

Demonstration are good mediums for promoting new fertilizers in market or to increase their sale in market. As we give demonstrations to farmers they can immediately see the effect also its creates brand image in minds of farmers. Demonstrations also helps to understand root problems of farmers. Which help to increase quality of product. Warranties, brand strength, price, advertisement intensity and seller reputation have the potential to serve as signals for product quality (Heiman *et al.*, 2001). Demonstrations and money-back guarantees: Market mechanism to reduce uncertainty.

Table 1 : Demonstration result

Sr. No.	Crop	Result
1.	Tomato	Roughness of leaves increases, greenness of leaves increases, growth increases
2.	Soyabean	Growth of crop increases, greenness of leaves increase
3.	Pomogranet	Glossy appearance of fruit increases
4.	Groundnut	Change color form yellowish to green (MN deficiency) of leaves
5.	Cucumber	Roughness of leaves increase.

Finding:

In the demonstration of decorus we observe majority of farmer faced problem of high pH of the water. Some farmers are doesn't faced this problem due to use of corporation water for spraying. In that demo we also observe, some farmers are use lemon juice and citric acid for maintain pH. After that we tell disadvantages of citric acid and other material to the farmer and majority of farmers are agreed to us.

Result:

After giving demo to 30 farmers, 15 farmers immediately purchased decorus product from us.

Save-R:

We gave demonstration to 12 farmers of Save-R product. We gave demo into Wani village for conducting promotional activity and create demand and awareness into famer about Save-R. We select this region because in that region the size of holding of farmers is small and marginal so they mainly cultivate vegetables. For vegetables maximum number of spraying is required as compare to other crops to get maximum yield. In this demo we show the result of sticking by adding Save-R and without adding Save-R to farmers on leaf.

**Fig. 1 : Leaf by adding Save-R****Finding:**

In the demonstration of Save-R we observe majority of farmer are already user of this product. In that region vegetable cultivators are more so they used this product. In that demo we also observe, some farmers use other products also. After that we checked the efficiency of other product in that we observe some competitive product gives better result (Amway- Silwet). This is also helpful to penetration, increase the chlorophyll in leaf and improve roughness of leaf.

Result:

After giving demo to 30 farmers, 10 farmers immediately purchased Saver-R from us.

Chelmix combi and grower:

We gave demonstration of Chelmix combined Grower to 30 farmers in Dindori village. In these region farmer mainly grows Tomato and Soybean crops and those crops are in flowering stage and our product Grow-R and Chelmix combi is more effective in flowering stage. It increases the number of flowers and helps to fruit setting. And also company selling is low in these regions. That's why we choose this region for demonstration. For demonstration we mostly select roadside farms because we easily show the results of demo to other farmers. We gave demo by using knapsack spray, electric spray and ST.

Finding:

After demonstration on tomato and soybean crops, it increases greenness, hardness of leaves and also numbers of flowers are increased as well as quality of fruit is improved.

Result:

After demonstration out of 30 farmers 12 farmers immediately purchased Chelmix Combi and Grower products.

Conclusion:

We gave demonstration on different crop and observe current condition of crop and after spraying condition of crop improvement. We also observe improvement of crop in 4 days after demo.

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