

Summer internship project report

On

PROMOTIONAL TOUCHPOINTS & ANALYSIS OF THE SURVEY

By

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2018BBA005



Under the supervision of

DR. LOKANATH MISHRA

(Submitted in partial fulfilment of the requirements of the BBA degree)

Institute of Management

JK LAKSHMIPAT UNIVERSITY

(2019-20)



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4th August '2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Arpit Jangid was working with us as an 'Intern' from 21st May '2020 to 15th July '2020 India Region – SBU3 Department.

During this period, he was involved in below project:

☐ Promotional Touchpoints & Analysis of The Survey.

During his training period in our Organization, he was very dedicated, sincere and efficient and completed his projects within a given time frame.

We wish him all the best in his future endeavors.

Yours sincerely, From
UPL Ltd.

A handwritten signature in blue ink, appearing to read 'Sinay Choudhary'.

Sinay Choudhary
Global HR Shared Services Head

DECLARATION BY THE CANDIDATE

I the undersigned solemnly declare that the project report is based on my own work carried out during our study under the supervision of **Sudama Thakur & Sachin Dhage (Industry mentor) & Dr. Lokanath Mishra (Faculty mentor)**.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

1. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
2. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
3. I have followed the guidelines provided by the university in writing the report.
4. Whenever I have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

Arpit Jangid

2018BBA005

Institute of Management

CERTIFICATE

It is certified that the Summer Internship Report titled **Promotional Touchpoints & Analysis of The Survey** submitted by **Arpit Jangid** is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide
(Dr. LOKANATH MISHRA)

ACKNOWLEDGEMENT

The internship opportunity I had with **UNITED PHOSPHORUS LIMITED** was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

I express my deepest thanks to **Mr. Sudama Thakur [Zonal Marketing Manager] & Mr. Sachin Dhage [Zonal Sales Manager]** for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge their contribution gratefully.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

Sincerely

Arpit Jangid

2018BBA005

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PROJECT SUMMARY

This report covers most of the promotional tools & techniques so that company can meet out some new promotional touchpoints for the UPL Limited.

The authors main objective is to identify all the promotional tools & techniques of promotion and survey the farmers of Madhya Pradesh & Maharashtra.

In this report, the author has included the organization's overview as well as the responsibilities author has been given to handle. The author has also included the analysis of the survey and wrote the conclusion drawn out of it.

This report discusses all the information of the current scenario & all the data which is used in the analysis is primary data i.e. collected by the author itself.

This report has been prepared in a very short time and some data may not be applicable for all because the number of people I have survey are around 2500 +-. Despite all that, I believe this report has enough data related to the tools & techniques and the analysis of people is not copied from anywhere.

INDUSTRY & COMPANY OVERVIEW

OVERVIEW OF AGRIBUSINESS IN INDIA

Agribusiness is the business of agricultural production. The term is a portmanteau of agriculture and business and was coined in 1957 by John Davis and Ray Goldberg.^[1] It includes agrichemicals, breeding, crop production (farming or contract farming), distribution, farm machinery, processing, and seed supply, as well as marketing and retail sales. All agents of the food and fiber value chain and those institutions that influence it are part of the agribusiness system.

Within the agriculture industry, "agribusiness" refers to the range of activities and disciplines encompassed by modern food production. There are academic degrees specializing in agribusiness, departments of agribusiness, agribusiness trade associations, and agribusiness publications.

In the context of agribusiness management in academia, each individual element of agriculture production and distribution may be described as agribusinesses. However, the term "agribusiness" most often emphasizes the "interdependence" of these various sectors within the production chain.^[2]

Among critics of large-scale, industrialized, vertically integrated food production, the term agribusiness is used negatively, synonymous with corporate farming. As such, it is often contrasted with smaller family-owned farms.

COMPANY OVERVIEW

UPL LIMITED (United Phosphorus Limited)

UPL Limited, formerly United Phosphorus Limited, is an Indian multinational company that manufactures and markets agrochemicals, industrial chemicals, chemical intermediates, and specialty chemicals, and also offers crop protection solutions. Headquartered in Mumbai, Maharashtra, the company engages in both agro and non-agro activities.

The agro business is the company's primary source of revenue and includes the manufacture and marketing of conventional agrochemical products, seeds and other agricultural related products. The non-agro segment includes the manufacture and marketing of industrial chemical and other non-agricultural related products such as fungicides, herbicides, insecticides, plant growth and regulators, rodenticides, industrial and specialty chemicals, and nutrifeeds. UPL products are sold in 150+ countries.

United Phosphorus Limited was established on 29 May 1969. The company changed its name to UPL Limited in October 2013.

The 5th agrochemical company in the world, after the acquisition of Arysta LifeScience, UPL is a global leader in global food systems.

With a revenue of **US\$3.14 billion**, UPL is now present in 130+ countries.

We have **market access to 90% of the world's food basket** and are focused on ushering growth and progress for the complete agricultural value chain including growers, distributors, suppliers and innovation partners.

As a new company, we offer an integrated portfolio of both patented and post-patent agricultural solutions for various arable and specialty crops, including biological, crop protection, seed treatment and post-harvest solutions covering the entire crop value chain.

UPL'S STRENGTHS

ADVANTA

Through its group company Advanta, UPL delivers high value crops all over the globe. 1 biotech and 22 research stations develop more disease-resistant and high-yielding seed varieties with valuable traits. Our investments in the most advanced proprietary technologies, combined with enhanced capacities and capabilities to cater to region-specific demands, are helping us emerge as true global leaders.

PRONUTIVA

ProNutiva® is an exclusive program that integrates natural biosolutions (bioprotection, biostimulants and bionutrition) with conventional crop protection products to meet or exceed the real-world needs of today's growers.

The integration of biosolutions with conventional plant protection products answers the latest challenges in agriculture by:

- Supporting sustainable agricultural practices
- Improving grower economics

- Meeting evolving food chain requirements

ZEBA

UPL Zeba is a patented soil enhancement technology, the culmination of a research led by USDA. An excellent water management tool that also improves soil health, Zeba is environment-friendly and leaves no residue. With its wide range of applications across terrains, crops and climate zones, it is sure to change the face of agriculture.

DECCO

UPL's Decco with its range of specialty fruit coatings and storage products provides solutions for increasing shelf life. It also prevents damage during packaging and transportation. In several countries, Decco has also developed equipment solutions with teams of mechanical representatives available to assist you with your packing needs.

VISION & MISSION

Our vision is to be an icon for technology growth and innovation.

Our mission **Change the game** - to make every single food product more sustainable.

OTHER BUSINESSES

ESPP: ENVIRONMENTAL SOLUTIONS & PROFESSIONAL PRODUCTS

It is a UPL group company which, in a strategic alliance with Clarke – USA, the pioneers in Mosquito Control Business and Services, has developed an integrated approach to counter mosquito infestations. The aim is to help communities rid the threat of vector diseases such as Malaria, Filariasis, Dengue etc. through powerful mosquito control solutions.

UEPL: UNIPHOS ENVIROTRONIC PVT. LTD

It is one of the largest manufacturers of Gas Detection Devices in India. It has a wide range of products, all designed and developed state of art R & D efforts with customers in 45 countries. Their customers in 45 countries include large chemical and petro-chemical industries, oil refineries, government establishments, fumigators etc.

SPECIALITY CHEMICALS

UPL today, has the widest range of chemical intermediates. With strong technical strengths and a wide range of specialty chemicals, it's got a good market in India. The company is all set to contribute more than 20% of the total production of specialty chemicals to exports.

OBJECTIVE

- ❖ To identify all the promotional tools and techniques for the company.
- ❖ To survey the farmers for understanding the usage of fertilizers and other chemicals.
- ❖ To identify the new promotional touchpoints.

METHODOLOGY

Theoretically, reports are prepared based on either one or both categories of data. This report is result of the study of data and information collected from the both primary and secondary sources in order to make the report more meaningful and presentable. Considering the present finding, this report is based on descriptive business reach where, information has been collected through different sources to make a constructive output.

In the preparation of this report, I used a structured questionnaire to collect and analyze the data. Although the contact details and names of farmers is given to me by my industry guide as I can't go and collect this data in this pandemic.

In this report primary data is used on large scale and secondary data is used on a small scale. The sources from which I have used the secondary data are: -

- ❖ Company website
- ❖ Internal links
- ❖ Books and articles.

To fulfill the objective, I prepared the questionnaire under the guidance of my industry and faculty mentor and surveyed more than 2500 farmers in rural areas of Madhya Pradesh & Maharashtra like Rewa, Satna, Panna, Jabalpur, Seoni, Katni, Gholvad, Nagpur, Nashik & Mahabaleshwar etc.

Data collected from the survey is analyzed and presented in the diagrammatic form for better interpretation.

SURVEY DATA ANALYSIS & INTERPRETATION

JOBS AND RESPONSIBILITIES

The roles and responsibilities as a sales & marketing intern were not limited to make promotion strategies and sell the product but also to know how their customers are responding about their product. I have survey more than 2500 farmers in Madhya Pradesh so that I can have a ground report of customer satisfaction and tell the company about that.

PROMOTIONAL TOOLS & TECHNIQUES

PROMOTION & PROMOTION MIX

Promotion has been defined as the coordination of all the sellers-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.

Promotion mix are the basic tools to accomplish an organization's communication objective.

- Advertising
- Direct marketing
- Interactive/ internet marketing
- Sales promotion
- Publicity/public relations
- Personal selling

PUSH & PULL STRATEGY

PUSH STRATEGY

The goal of this strategy is to push the product through the channels of distribution by aggressively selling and promoting the items to the resellers, or trade.

Programs designed to persuade the trade to stock, merchandise and promote a manufacturer's product are part of promotional push strategy

PULL STRATEGY

The goal of the pull strategy is to create demand among the consumers and encourage them to request the product from the retailer.

PERSUASION MIX

- To develop an effective advertising and promotional campaign, a firm must select the right spokesperson to deliver a compelling message through appropriate channels or media.
- The **Persuasion Matrix** helps marketers see how each control label element interacts with consumer's responses process.
- The matrix has two sets of variables.

- Dependent variable
- Independent variables.

Dependent variables: Steps in being persuaded	Independent variables: The communication components				
	Source	Message	Channel	Receiver	Destination
Message presentation			(2)		
Attention	(4)				
Comprehension				(1)	
Yielding		(3)			
Retention					
Behavior					

RED & BLUE OCEAN STRATEGY

RED OCEAN STRATEGY

- **Red ocean strategy** is all about competition. As the market space gets more crowded, companies compete fiercely for a greater share of limited demand.
- **Red oceans** are all the industries in existence today – the **known** market space.
- Cut-throat competition in existing industries turns the ocean bloody red. Hence the term ‘**red ocean**.’
- Competing in **red oceans** is a zero-sum game. A market-competing strategy divides existing wealth between rival companies. As competition increases, prospects for profit and growth decline.

BLUE OCEAN STRATEGY

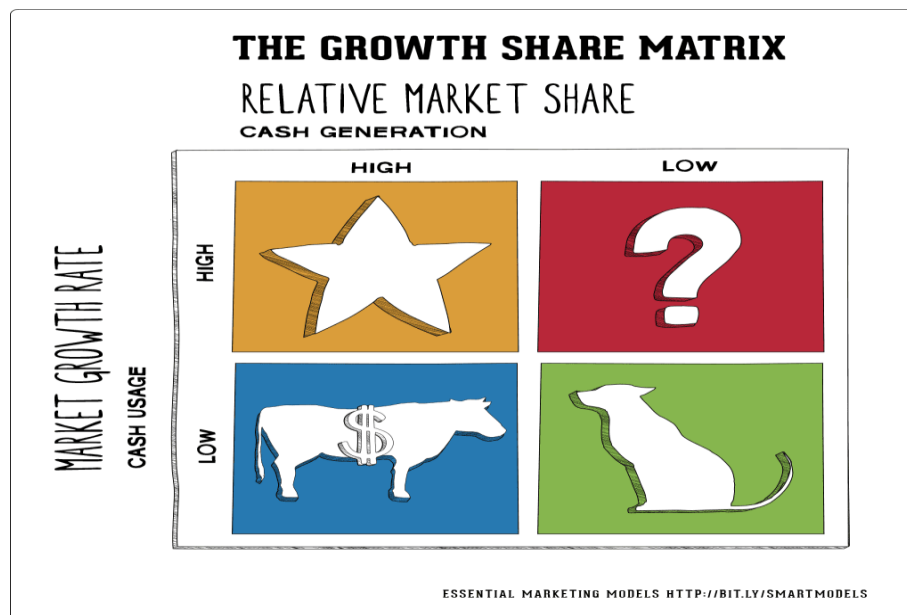
- **Blue ocean strategy** creates new demand. Companies develop uncontested market space rather than fight over a shrinking profit pool.
- **Blue oceans** are all the industries not in existence today – the unknown market space.
- Unexplored and untainted by competition, ‘**blue oceans**’ are vast, deep and powerful in terms of opportunity and growth.

- Creating **blue oceans** is non-zero-sum. There is ample opportunity for growth that is both profitable and rapid.

BCG MATRIX

The Boston Consulting group's product portfolio matrix (BCG matrix) is designed to help with long-term strategic planning, to help a business consider growth opportunities by reviewing its portfolio of products to decide where to invest, to discontinue or develop products.

- **Dogs:** These are products with low growth or market share.
- **Question marks or Problem Child:** Products in high growth markets with low market share.
- **Stars:** Products in high growth markets with high market share.
- **Cash cows:** Products in low growth markets with high market share



PORTER'S FIVE FORCES MODEL

- Porter's Five Forces is a simple but powerful tool for understanding the competitiveness of your business environment, and for identifying your strategy's potential profitability.
- This is useful, because, when you understand the forces in your environment or industry that can affect your profitability, you'll be able to adjust your strategy accordingly.
- Porter recognized that organizations likely keep a close watch on their rivals, but he encouraged them to look beyond the actions of their competitors and examine what other factors could impact the business environment. He identified five forces that make up the competitive environment, and which can erode your profitability. These are:



PROMOTION PROGRAM SITUATION ANALYSIS

INTERNAL ANALYSIS

- Promotional department organization
- Firm's ability to implement promotional program
- Agency evaluation & selection
- Review of previous program results.

EXTERNAL ANALYSIS

- Consumer behaviour analysis
- Market segmentation and target marketing
- Market positioning

FARMERS SURVEY & ANALYSIS

I had created the survey and then survey around more than 2500 farmers in Madhya Pradesh.

ANALYSIS

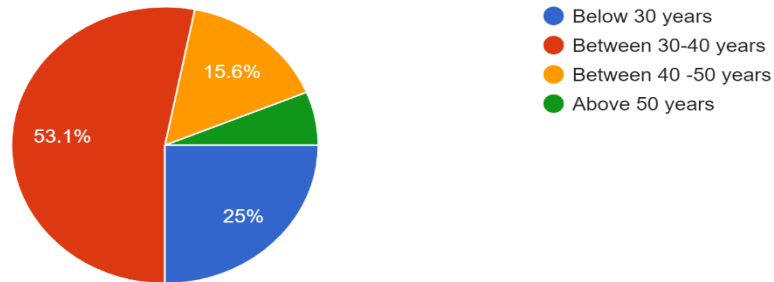
Out of 2500 people, only 593 persons responded to the survey and here is the analysis of the following: -

AGE

- ❖ 25% people are below 30 years
- ❖ 53.1% people have age between 30-40 years
- ❖ 15.6 % people have age between 40-50 years
- ❖ 6.3% people are above 50 years.

Age

32 responses

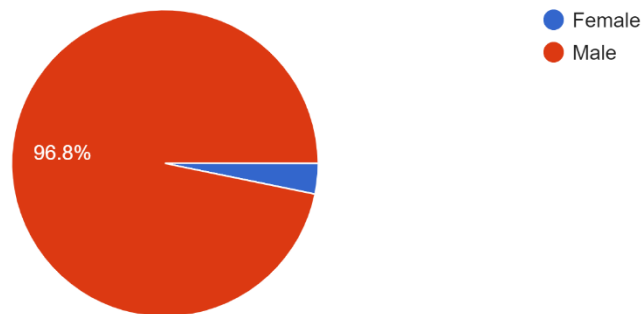


GENDER

- ❖ 96.8% respondents are male.
- ❖ 3.2% respondents are female.

Gender

31 responses

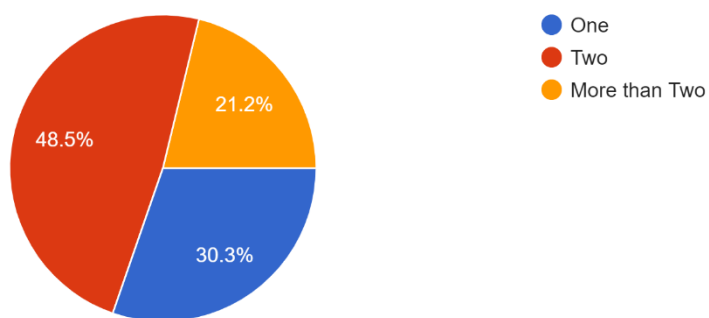


NUMBER OF CROPS PER YEAR

- ❖ Around 30.3% respondent grow only 1 crop in a year.
- ❖ Around 48.5 % respondents grow 2 crops in a year.
- ❖ Around 21.2% respondents grow more than 2 crops in year.

How many no. of crops you produce during an year ?

33 responses

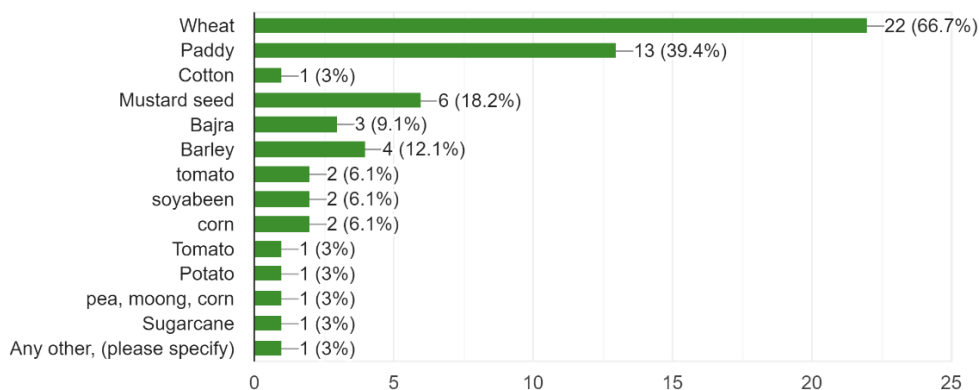


TYPE OF AGRICULTURAL PRODUCT THEY SELL

- ❖ Around 66.7% respondents grow **WHEAT** out of all the respondents.
- ❖ Around 39.4% respondents grow **PADDY** out of all the respondents.
- ❖ Only 3% of respondents grow **COTTON** out of all the respondents.
- ❖ Around 18.2% of respondents grow **MUSTARD SEEDS** out of all the respondents.
- ❖ Around 9.1% of respondents grow **BAJARA** out of all the respondents.
- ❖ Around 12.1% of respondents grow **BARLEY** out of all the respondents.
- ❖ Around 36% of respondents grow other crops and vegetables like **TOMATO, SOYBEAN, CORN, POTATO, PEA, SUGARCANE** etc.

Which type of agricultural produce/crop do you sell?

33 responses

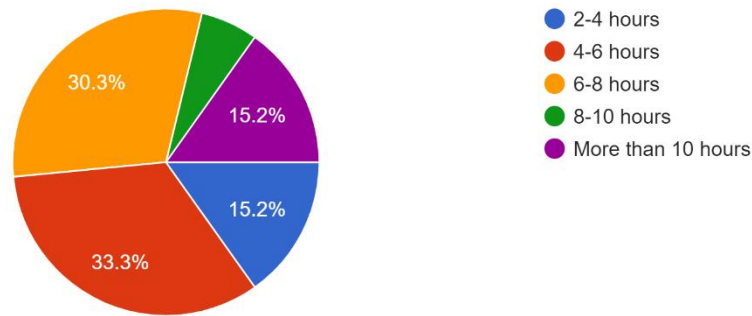


NUMBER OF HOURS SPEND ON FARM

- ❖ Around 15.2 % spend between 2-4 hours in the farm.
- ❖ Around 33.3% spend between 4-6 hours in the farm.
- ❖ Around 30.3 % spend between 6-8 hours in the farm.
- ❖ Around 6.1 % spend between 8-10 hours in the farm.
- ❖ Around 15.2 % spend more than 10 hours in the farm.

Number of hours you spend in the farm for produce per day ?

33 responses

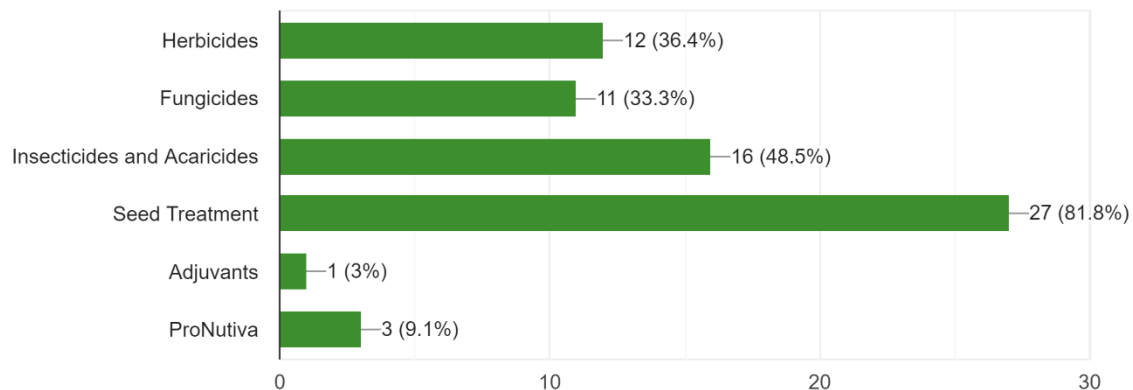


CROP PRODUCTION PRODUCT

- ❖ 36.4% respondents use **HERBICIDES** out of all the respondents.
- ❖ 33.3% respondents use **FUNGICIDES** out of all the respondents.
- ❖ 48.5% respondents use **INSECTICIDES** and **ACARICIDES** out of all the respondents.
- ❖ 81.8% respondents use **SEED TREATMENT** out of all the respondents.
- ❖ 3% respondents use **ADJUVANTS** out of all the respondents.
- ❖ 9.1% respondents use **PRONUTIVA** out of all the respondents.

Do you use any of these things to protect your crop: -

33 responses

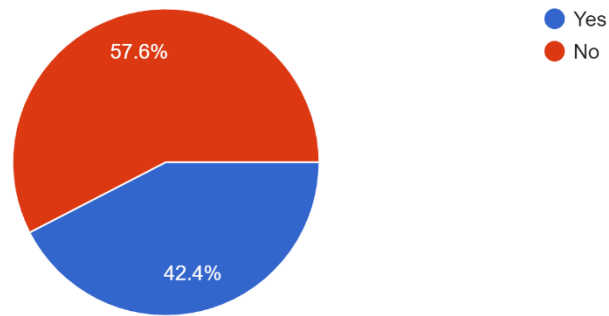


USE OF GMO (GENETICALLY MODIFIED ORGANISMS) SEEDS

- ❖ Around 42.4% farmers use GMO seeds.
- ❖ 57.6% of farmers are not using GMO seeds.

Do you use GMO(Genetically Modified Organism) seeds ?

33 responses

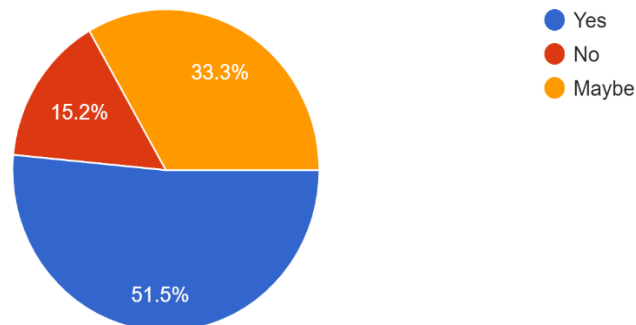


USE OF GMO SEEDS IN FUTURE

- ❖ Around 51.5% farmers are thinking of using the GMO seeds in their next crop.
- ❖ Around 15.2% farmers are not ready to use GMO seeds in the future.
- ❖ Around 33.3% farmers are not sure whether they will be using GMO seeds or not.

Are you thinking of using GMO(Genetically Modified Organism) seeds in future ?

33 responses



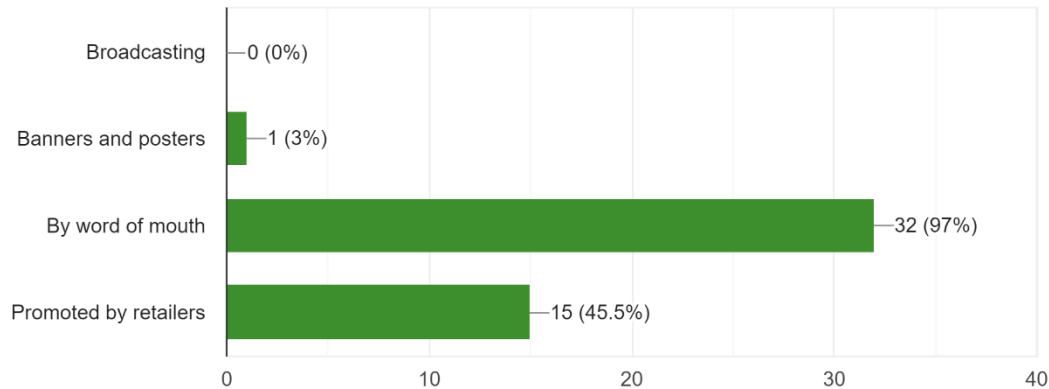
BEST WAY TO PROMOTE COMPANY ACCORING TO FARMERS

The best way to promote our brand & company is by going on field with live demonstration as most of the people know our brand either through WORD OF MOUTH.

- ❖ Around 97% farmers get to know our brand by **WORD OF MOUTH/ FIELD DEMONSTRATION.**
- ❖ Around 45.5% farmers get to know our brand by **PROMOTION THROUGH RETAILERS**
- ❖ Around 3% farmers get to know our brand either by **BANNERS & POSTERS** or **BROADCASTING.**

According to you, which is the most attractive methods to promote our product

33 responses



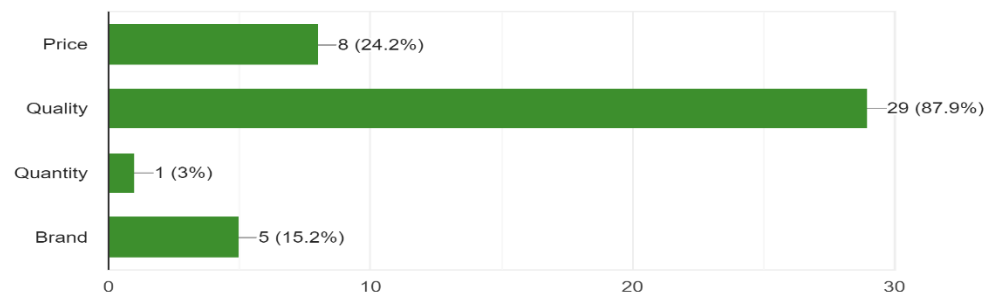
BUYING PREFERENCES OF FARMERS

According to the data which I have collected, most of the farmers prefer quality while purchasing the crop protection products. So, we must maintain quality of our product on the top rather the focusing on the other thing. We should also focus on the costing so that we can give better products at reasonable rates, but quality shouldn't be compromised.

- ❖ Around 87.9% farmers prefer **QUALITY** while purchasing these products.
- ❖ Around 24.2% farmers prefer **PRICE** factor while purchasing these products.
- ❖ Around 15.2% people keep **BRAND** in mind while purchasing these products
- ❖ Only 3% people prefer **QUANTITY** of the product at a certain price.

What are the main factors you consider while buying crop protection products.

33 responses



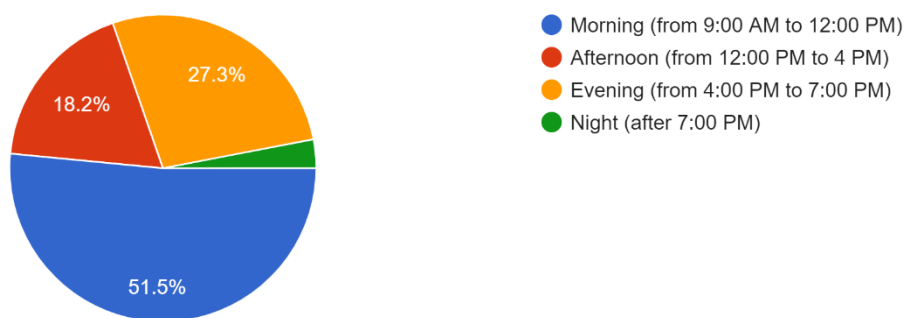
SUITABLE TIMMING FOR MEETING

According to the survey, around 50% of the farmers prefer to meet in the morning hours as they are on their field at that time.

- ❖ Around 51.5% farmers prefer to meet between **9:00 AM–12:00 PM**.
- ❖ Around 18.2% farmers prefer to meet between **12:00 PM–4:00PM**.
- ❖ Around 27.3% farmers prefer to meet between **4:00PM–7:00PM**.
- ❖ Only 3% farmers prefer night meeting i.e. after **7:00 PM**.

At what time you are free so that our executive can arrange a meeting for you

33 responses



CONCLUSION

After pointing out all the tools & techniques of the promotional touchpoints, what I have come through is that company should focus on field demonstrations as it the main source from which our brand is promoted.

Another thing UPL can do is by broadcasting our advertisement on **DD KISAN**. It is a new channel which launched by government where all the information related to farming & all the schemes related to farmers will be broadcasted. So, we can make aware our customers about this channel and start promoting our brand their also.

After analyzing the usage pattern of fertilizers and chemicals for agriculture, UPL should divert their focus from SEED TREATMENT to the PRONUTIVA as it is a integrated crop health solutions to meet the needs of today's grower. It is all about applying crop health expertise to each critical growth stage stating from crop establishment.

This internship has given me many skill and knowledge about how to deal with customers and engage them so that we can have an effective result, how to manage time & complete the given task within a time period and the most important is thinking out of the box.

The greatest things that was learned during the internship was how to accomplish the task effectively, how to make best use of internet, how to use different tools to gain efficiency. The website could be effectively optimized so that its presence can be highly significant on the search engine, with a good content, proper placement of keywords, and appreciable number of visits to inbound links, hits, clicks and impressions.

REFERENCES

WEBSITES

- ❖ <https://www.upl-ltd.com/in>

BOOKS

- ❖ Principles of Marketing (Kotler, Armstrong, Agnihotri, Haque) [Pearson]
- ❖ Advertising & Promotion (Belch, Belch, Purani) [Mc Graw Hill]

SOFTWARE & TOOLS

- ❖ Google Forms
- ❖ Microsoft Office
- ❖ LinkedIn

APPENDICES

Questionnaire

An questionnaire for framers

Name *

Short answer text

Phone number

Short answer text

Address

Long answer text

Age

- ☐ Below 30 years
- ☐ Between 30-40 years
- ☐ Between 40 -50 years
- ☐ Above 50 years

Gender

- ☐ Female
- ☐ Male
- ☐ Other...

...

How many no. of crops you produce during an year ?

- ☐ One
- ☐ Two
- ☐ More than Two

Which type of agricultural produce/crop do you sell?

- ☐ Wheat
- ☐ Paddy
- ☐ Cotton
- ☐ Mustard seed
- ☐ Bajra
- ☐ Barley
- ☐ Other...

Size of land holding under operation ?

- ☐ Below 1 acre
- ☐ Between 1- 2.5 acres
- ☐ Between 2.5 - 5 acres
- ☐ Between 5 - 10 acres
- ☐ Above 10 acres

What is the total cost of your produce ?

Short answer text

What is total revenue from the total produce ?

Short answer text

Number of hours you spend in the farm for produce per day ?

- ☐ 2-4 hours
- ☐ 4-6 hours
- ☐ 6-8 hours
- ☐ 8-10 hours
- ☐ More than 10 hours

Do you use any of these things to protect your crop: -

- ☐ Herbicides
- ☐ Fungicides
- ☐ Insecticides and Acaricides
- ☐ Seed Treatment
- ☐ Adjuvants
- ☐ ProNutiva
- ☐ Other...

...

Do you use GMO(Genetically Modified Organism) seeds ?

☐ Yes

☐ No

Are you thinking of using GMO(Genetically Modified Organism) seeds in future ?

☐ Yes

☐ No

☐ Maybe

According to you, which is the most attractive methods to promote our product

☐ Broadcasting

☐ Banners and posters

☐ By word of mouth

☐ Promoted by retailers

☐ Other...

...

What are the main factors you consider while buying crop protection products.

- ☐ Price
- ☐ Quality
- ☐ Quantity
- ☐ Brand
- ☐ Other...

At what time you are free so that our executive can arrange a meeting for you

- ☐ Morning (from 9:00 AM to 12:00 PM)
- ☐ Afternoon (from 12:00 PM to 4 PM)
- ☐ Evening (from 4:00 PM to 7:00 PM)
- ☐ Night (after 7:00 PM)

Had you attended any for farmer's meeting before ?

- ☐ Organised meeting
- ☐ Unorganized meeting
- ☐ Night meeting
- ☐ Demonstration / Field day

Any suggestions for our company from your side regarding anything ?

Long answer text