

# Study the Effectiveness of Promotion to Accelerate the Potential Farmer with Reference to Narmada Agro Tech

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**Abstract:** The project was undertaken with a view to identify the “Study the effectiveness of Promotion to Accelerate the Potential with Reference to Narmada Agro Tech” according to dispatch of Material and overall distribution channel of Narmada Agro Tech, Baramati. With the objectives in mind study of the of the company was done and Marketing Strategy details of same under study were understood with the help of company’s staff and by referring to the specific materials. Structured Questionnaire method was used to obtain the required information. A Questionnaire was designed carefully incorporating all the questions related to the objective. After consulting with the marketing coordinator and other staffs, area was chosen for carrying out the sample survey. The area chosen was Baramati and Baramati rural area. A sample size of 120 dealers was taken for this purpose and their responses were recorded. After the survey was complete, the data was first sorted, than analysed on the chosen parameter. The information obtained after analysis of the data was later tabulated and represented in Pie diagram form. This makes the results comprehensive and able to understand by anyone. Going through the report, this also make it easy to interpret the pie diagrams gain the findings, draw conclusion based on research and provide a presentable format of the report.

**Keywords:** Narmada Agro Tech.

