

# **CROP AWARENESS PROGRAM**



**AT KOTKHAI (SHIMLA)**

**21.04.2014**

# Brief on Crop Awareness

The apple is the pomaceous fruit of the apple tree. it is one of the most cultivated tree fruits & most widely known of the many members of genus Malus that are used by humans .apple grow on small deciduous trees. Trees are prone to numbers of fungal ,bacterial & pest problems which can be controlled by a no. of organic & non organic means. many commercial orchards pursue an aggressive program of chemical sprays to maintain high Fruit quality tree health & high yields organic methods include for instance Introducing its natural predator to reduce the population of a particular pest.



# Branding





# Session on Crop Awareness



Dr. Virender Sarohi discussing & explaining about Apple crops

# Introduction about Our Brands



Our BDM explaining the key features of Tata shaktee & Nest In



# Distribution Of Tata Shaktee leaflets





# Snacks & Refreshment



# Conclusion

- ❖ Able to deliver our message directly to customer.
- ❖ Customer were made aware & educated about Tata Shaktee Sheets & Nest In
- ❖ Explained the key features & benefits of Tata Shaktee sheets.
- ❖ Discussed & told about Consumer scheme on Tata Shaktee sheets.
- ❖ Introduced about new sku .25 in Tata Shaktee.





Thank you