

**PRE SOWING ACTIVITY**

**MARKETING CAMPAIGN: 1**



**BLINDFOLD**

**TRUST WALK**

- Objective: Sightless farmer move across a field of obstacles while being verbally coached from the sidelines of sighted farmer.
- Equipment: Dummy Packets ,Blindfolds and obstacles like Chair, rope, stools, etc.
- Group Crated: Group of 2 persons ( One who actually in field and another one in instructor.)
- Setup of field: Set up area with obstacles scattered around. The VNR Packet and other Yellow and red color packets are in kept in row.
- Blindfolded players line up at one end and sighted players are on the sidelines.
- Blindfolded players must traverse the field without knocking down the obstacle.
- For going through that obstacles other farmer will guide him that farmer should be planted VNR product already.



- Winning farmer will get Bag of VNR Logo.
- Instructor farmers will get small Dairy as gift.
- Decide the round according to the count of meeting farmers
- Time period : Starting from 1<sup>st</sup> April to 30<sup>th</sup> April Total 30 Days
- Advice to farmer to keep this winning picture as what's app status and upload to Facebook. If possible to make Facebook live at Game time through public accounts.
- Who will take best photo of the event will get prize.
- Slogan: Sunno Apnoki Baat, Ankh Mund Ke kar Vishwas..!
- Requirements:
  1. Banner with Slogan 6\*8 Total Qt. 20
  2. VNR Logo Bags :  $30 \text{ Days} * 5 \text{ Bags/Activity} * 2 \text{ Activities/day}$   
= 300 Bags
  1. 14MDO \* 300 Bags = 4200 Bags





Instructor Farmer



Trust walk Farmer with  
Blind fold



Obstacles



Red  
Product



VNR  
Product



Yellow  
Product



**PRE SOWING ACTIVITY**

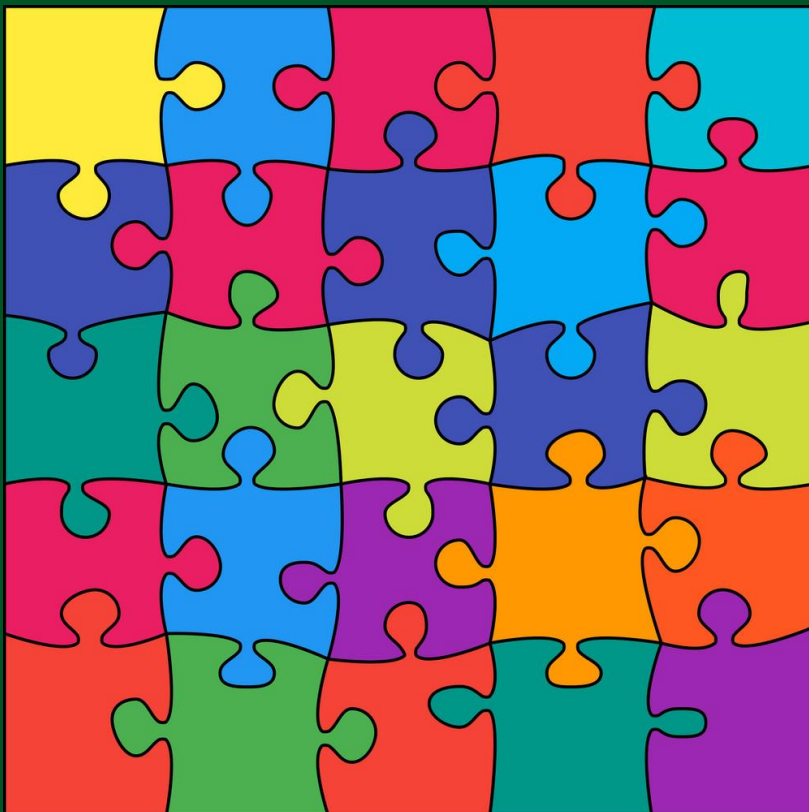
**MARKETING CAMPAIGN: 2**



# Jigsaw Puzzle

- Jigsaw puzzle: A photo puzzle game that requires assemblage of interlocking photo pieces.
- Requirement: VNR Packet Photo into pieces or blocks and assemble the block in proper manner.
- Time Period 1<sup>st</sup> May to 25<sup>th</sup> May. Total 25 Days
  
- Slogan: **Jise ho Sahi beej ki pehechan, vahi hai unnatisheel Kisan..!**
  
- Quantity:
  1. Banner with Slogan 6\*8 (Total 20)
  2. Blocks with Printed VNR Packets
  3. Varieties: 2111/2245/2228/2233/2318/2355+/2377
  4. One Block/Pieces of all Variety per MDO
  5. 7 varieties \* 14 MDO = 98





- Print VNR Variety Packet On it.
- Put it into Box and ask to the farmer assemble the Packet as per packet design.
- Who will complete the whole packet will get price of Dairy or water Bottle.



**PRE SOWING ACTIVITY**

**MARKETING CAMPAIGN: 3**



**Rally**

**Market Day**



- On market Day at village, one Person who will drummer (Kotwali) and followed by TFA /MDO will shout the slogans of VNR Varieties in rally.
- Time Period 25<sup>th</sup> May to 10<sup>th</sup> June. Total 15 Days.
- Slogan:
- Requirement:
  1. Contact of Kotwali at activity village of contract with him with 15 days for activity.
  2. Banner Dress for Kotwali
  3. Slogan Banner 2\*3 Size
  4. Balloon Man with VNR Branding.



# THANK YOU

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