Summer Internship Projects

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Paddy Area

Project Title: 1
To implement and evaluate the effectiveness of different campaign elements in promotion of VNR Hybrid Paddy.

Objectives:
- Promotion of VNR Hybrid Paddy.
- To find out the effectiveness of different awareness media used by the company.
- To evaluate awareness about hybrid varieties of paddy among farmers.
- To create awareness of new paddy variety of the company i.e. VNR 2228 and VNR 2318 to farmers and retailers.
- To evaluate brand and company awareness among the farmers.

Project Title: 2
Understanding the behavior of hybrid paddy products from dispatch to end customer on the basis of price, quantity and relationship between supply chain network.

Objectives:
- Understand the supply chain network in Seed industry
- Analysis of relation between supply chain network in the Market
- To find out the top seed industry in market as per their product sale and analysis their product behavior on the basis of price and quantity.
- To analysis and evaluate the suitable product behavior in market.

Maize Area

Project Title: 1
To implement and evaluate the effectiveness of different campaign elements in promotion of VNR Hybrid Maize.

Objectives:
- Promotion of VNR Hybrid Maize.
- To study the impact of brand awareness of VNR Maize products.
- To find out the effectiveness of different awareness media used by the company.
- To evaluate awareness about hybrid varieties of Maize among farmers.
- To create awareness of new Maize variety of the company i.e. VNR 37510 to farmers and retailers.

Project Title: 2
Understanding the behavior of hybrid maize products from dispatch to end customer on the basis of price, quantity and relationship between supply chain network.

Objectives:
- Understand the supply chain network in Seed industry.
- Analysis of relation between supply chain network in the Market.
- To find out the top seed industry in market as per their product sale and analysis their product behavior on the basis of price and quantity.
- To analysis and evaluate the suitable product behavior in market.

THANK YOU