



# TOPIC

## How to conduct an effective MDA

**Territory:** Daltonganj  
**Presente :** Ritesh Kumar Singh

## Slide 1

---

**RS0**

RITESH SINGH, 2022-08-23T19:41:06.367



# HOW TO CREATE A MDA

- 1- Research your development opportunities
- 2- Set your growth goals
- 3- Create your marketing plan
- 4- Go to market
- 5- Analyse your results



## Conduct an effective MDA

- Read and remember the commutation and practice in front of mirror
- Use to easy or local language for effective MDA.
- Proper knowledge of related crop/ Hybrid complete their Agronomy .
- Always Include the maximum farmer in meeting.
- Developed interpersonal skill.
- Plot selection.



# EFFECTIV USE OF TOOLS MDA

## 1- Promotional media

A- news paper

B- cinema slides

C- Hoardings

D- Radio

E- Melas

F- Demonstration



## Cont...

2- PDA ( Product Differentiation Activity's)

A- Field day

B- Harvest day

C- Plot decoration

3- PSA ( Pre season activity's)

4- OAS ( Off season activity's)

5- Campaign



## MDA- Do's

- Invite the farmer before one day of the meeting.
- Plot decorate with ribbon and use the USP board and fix with stand in field .
- In center, use sun pack related meeting product.
- Always stand the farmer in field bank and show our panicle length ,no of tillers .
- Use the Hand weight machine show for better result.
- In meeting area, Weight 10 panicle of our and competitor hybrid if our 2or3 panicle winner so we can say that our hybrid's production is 20 or 30 percentage maximum in compare of same land other compete hybrid.



## MDA- Do's

- Repeat again and again brand name and related USP.
- Show packet pic in every meeting .
- Promise to farmer for purchase the hybrid.





## MDA- Don't

- Don't choose road side meeting area.
- Don't lie .
- Don't stand farmer in meeting.

Without planning , always disallowed the meeting.



**vnrseeds**  
*Corporate Internet Strategy*

**THANK YOU**