# KANNADA SANGHA PUNE'S KAVERI COLLEGE OF ARTS, COMMERCE AND SCIENCE

DEPARARTMENT OF MANAGEMENT
INTERNSHIP BASED PROJECT PRESENTATION

TO STUDY AND UNDERSTAND (B2B) BUSINESS DEVELOPMENT AT WINNERS FARMERS PVT LTD

BY-SAKET PALASKAR CLASS- TYBBA (IB) ROLL NO-22

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- Name of the organization: Winners Farmers Pvt Ltd
- Nature of the organization: Provides agriculture based Fertilizers
- Registered Address: Ground floor, Shivprabhu Building, Right Bhusari Colony Kothrud, Pune- 38
- Location of Internship: In office
- List of Officers/staff members interacted with and their Designation - 1- Mr. Abhishek Horane (Legal advisor)
  - 2- Mr. Abhinav Deshmukh (Accountant)
- Name and Designation of officer under whom the internship was carried on-
  - 1- Mr. Akshay Chickne (Managing Director)

# About the Internship

- Plan of proposed contents to be learnt during the internship programme
  - 1- Relationship Marketing
  - 2- New Business Development
  - 3- Client Management & Complex Negotiations
- Work Profile assigned to the student
  - 1- Business Development (B2B)
- Details of actual work performed by the student
  - 1 Assisted In digital Marketing
  - 2- Held meetings
  - 3- Delivered commercial messages
  - 4- Provided insights on products and services
  - 5- Assisted client's with details of Winners Farmers products and services .

# Work Allocations

# Allocations of 60 Hours of Internship –

Day 1	Induction regarding the company and its products
Day 2	Assisted with generating leads through online platform
Day 3	Held meetings with potential client's through cold calling.
Day 4	Oraganised events to create awareness of the products and help with marketing
Day 5	Assisted with content creation through Social media marketing.  Delivered commercial messages to clients through Email marketing.
Day 6	Provided keen insights on power point presentations as well as created new presentations for Winners Farmers products and services
Day 7	Manifested customer relations through on site follow ups and Data calling.

# Skills learnt during internship period

1. Internships are a great way to connect classroom knowledge to real world experience . Learning is one thing, but taking those skills into the workforce and applying them is a great way to explore different career paths and specializations that suit individual interests.

#### 2. Gain experience and increase marketability.

Having an internship gives you experience in the career field you want to pursue. Not only does this give individuals an edge over other candidates when applying for jobs, but it also prepares them for what to expect in their field and increases confidence in their work.

#### 3. Professionalism.

Internships can provide students with the soft skills needed in the workplace and in leadership positions. Skills, such as communication, leadership, problem-solving, and teamwork can all be learned through an internship and utilized beyond that experience.

#### 4. Learn how a professional workplace operates.

Depending on your major, you may read about how organizations thrive and function in textbooks, hear from guest speakers who talk about organizational structures or dive into case studies about workplace culture, but nothing compares to living the actual experience. Internships help students learn all about work place culture, employee relations, and leadership structure, which should help them on board in their first professional job with more ease than if they haven't had professional experience.

#### 5. Build your resume.

Most organizations and jobs that you apply to the following graduation want employees to have some sort of professional experience. If you are a finalist for a position and haven't had an internship experience but the other finalist has, you may lose out on a job opportunity, so make sure you at least have one internship on your resume before leaving college to give you a leg up on the competition.

#### 6. Gain professional feedback.

Not only will you be helping out the organization you intern with, but they'll help you out too. While professors and teachers will prepare you for the theoretical side of your field and hands-on projects, internships provide opportunities for receiving feedbacks from someone who works in your desired field daily.

# Skills not covered in syllabus that are learnt during internship period

#### • Figure out what you like and don't like.

While everyone probably wants to walk away from an internship feeling excited and passionate about the experience, there's a silver lining to be found if you didn't enjoy the job: you'll know what you don't like.

#### • Learn from others.

It might seem common sense – you're interning to learn skills, after all – but don't forget to purposefully observe others in their job role to learn the ins and outs of different positions. Consider asking your supervisor if you can shadow them for a day, along with other people in your department. Ask to sit in on departmentwide meetings as well. Act like a sponge and soak up all the information you can during your internship – it will benefit you in the long run.

#### Networking.

Having an internship benefits you in the working environment, and it also builds your professional network. There is a 1 in 16 chance of securing a job by connecting with people, so networking is critical. Internships provide a great environment to meet professionals in the career field you want to pursue, as well as other interns who have similar interests.

### Problems faced

Problems faced during the internship and how are they addressed

- Multitasking Was asked to perform various task at various intervals of time expecting to fulfil without hesitations
- Lack of confidence Had to provide numerous services and product information through cold calling with customers not eager to hear .
- Travelling Had to travel to meet potential clients according to their convenience.
- Addressed the above mentioned problems by continuous discussion with colleague and Akshay sir. Found solutions to them by facing the tasks directly and getting used to the work / task ,explained and required to perform.

# Opinion

#### **Utility of the Internship Programme**

- Adequacy of the time allotted for programme –
   Would have loved to work more as an intern provided the time asked to perform internship was less.
- Suggestions for improvement in the syllabus Projects demanding presentations regarding main subjects should be increased to understand more in a practical way.
- Will the programme improve employability?

  Yes, I firmly believe if every student performs an internship regardless of their course they would definitely get insights about their future preference in real working world and would also have a hands on experience rather than just being a fresher.
- Suggestions to make the internship programme more meaningful and effective –
   Should ask students to stat part time or internships from 2<sup>nd</sup> year itself to understand more of knowledge provided in books through real hands on experience.
- Overall feedback about the internship experience –
   Made me understand that real world requires various practical skills in order to fulfil various task assigned.

PART 2-	PROJECT DE	TAILS	
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# Introduction To the project

The project is undertaken to Study the Perception of nursery owners towards organic fertilizers in Uruli- Kanchan area, Strategy adopted by winners farmer Pvt.Ltd.as well as, its competitor in Pune, Nashik region of Maharashtra State. The study was done on one type i.e the nursery owners.

The project conducted for organic fertilizers was with two major aspects viz. to find out perception of nursery owners toward organic fertilizer and factors influencing nursery owners perception.

Nursery owners perception refers to the mental and emotional process and the observable behavior of nursery owners during searching, purchasing, and result of organic fertilizers or services. Nursery owners perception involves study of how owners buy what they buy and why they buy. It blends the elements from psychology, sociology, and economics. It also tries to access the influence on the customers from groups such as family, friends, reference groups and society in general.

50 nursery owners response was taken using non probability convenience sampling method selected for the study under the project from the area Uruli-Kanchan. Considering the objectives of the project the questionnaires prepared to know the Nursery Owners reaction about the organic fertilizers about perception, market share and preference over other competitive product in the market. The tabular and graphical methods were employed the information.

The study conducted in Uruli-Kanchan area focused to know the level of perception about organic, competitive products, promotional activities and market share, This will help to decide the supply pattern of the organic fertilizer in the market. It will also help to know the problem in distribution of the product in the market. It will also help the company by promoting its farming solution services viz. scope for drip irrigation system and plant disease control measures and its application.

It is observed that most of the nursery owners buy the non-organic fertilizers. However, nursery owners use non-organic fertilizers because they need quick results.

There is need for increased awareness of organic fertilizers so that farmers can learn how to identify what is organic and what is not. This should be done through increased promotion. Field demonstrations should be taken on the field of to improved more awareness of organic fertilizers in the studied area. Company increases the focus in Khed, Ambegaon and Junnar Tahasil.

Company should focus on promoting benefit of organic fertilizers for health amongst the nursery owners as well as the customers of nursery plants.

# 3- COMPANY PROFILE

### 3.1 Profile of Winners Farmer Company-



Winners Farmer Pvt. Ltd. Was established in the year 2012 at kothrud, Pune. There are two branches of company one branch in Kothrud (Pune) and another branch in Satara. Winners Farmer Pvt. Ltd is a ISO certified company. Manufactures and markets Organic fertilizers and sprayers. The company provide fertilizers, fungicides, and plant growth regulators. Winners Farmer Pvt. Ltd is a organic fertilizers and sprayer company. There are two Marketing Channel Producer to Farmer and Producer to Dealer to Farmer

Name of company	Winners Farmer Pvt.Ltd.
Address (Pune Office)	Ground floor, Shivprabhu Building, Right Bhusary
	Colony Kotharud ,Pune- 38
Company Website	www.winnersfarmer.com
Email ID	winnersfarmer111@gmail.com
Managing Director	Mr.Akshay Chikne

#### 3.2 Mission

- 1. Provide high-quality, affordable product to the farmers.
- 2. Achieve complete customer satisfaction.
- 3. Ensure proper farming through proper training.
- 4. Improve our product and services continuously.
- 5. Maintain professional and long-term relationship with our authorized dealers to achieve the highest standard of business.

#### 3.3 Vision

- 1. Ensure the development of agriculture sector by developing skilled manpower.
- 2. Make employment opportunity for unemployment people by creating job field.
- 3. Make sure to remove toxic chemical from agricutural product.
- 4. Make sure hygienic food to the people.

#### 3.4 Fertilizer product of Winners Farmer Company

- 1. Winners root
- 2. Superfast gel
- 3. Plant stimulator
- 4. Quick stick
- 5. Quick fungicides
- 6. Biogold-3
- 7. Neem gold
- 8. Winsil
- 9. Siligold
- 10. Neem strong
- 11. N.B. fast flower
- 12. Humi gold



**HUMI GOLD** 



NEEM STRONG



GROWTH FERTILZER



PLANT STIMULATOR

#### INDUSTRY PROFILE

# 3.5 Agricultural Inputs-

Agricultural Inputs are those which are used in raising or cultivation crops. For the cultivation of one crop, it requires number of inputs. The input marketing management applies the various marketing concepts in the context of agriculture input marketing in India. The objective of study is to enhance the understanding and analytical capability with respect to products, market environment and operational issues in marketing of agricultural inputs. The emphasis of the study is not on the context of the operational strategies of the major marketed agricultural inputs. Agriculture, in spite of its contribution of 14.8 percent to Indian GDP still provides bread and butter to 70 percent of Indian population but its dependence on monsoon is nothing but a stark reality. The effect of bad monsoon is not only felt at farmers' level but also by the agro-input industry. Adding to this problem, the increase in competition due to opening of the economy, increasing concerns about environmental and soil pollution and onslaught by the local companies with their cheap brands have turned the market into a battle ground where all the Indian companies and MNCs have to strive hard to get their share of shrinking pie. To cope with the situation the companies must show competence in reducing the marketing costs along with increase in sales. This can be done only if the companies have access to right information from the market. Using this information, decisions at the strategic and tactic level can be taken to increase the profit of the organization and to use the available marketing resources efficiently.

Corporate or brand image is the essence of all experiences, thoughts and feelings about a company. A successful brand image can drive a premium pricing and create barriers to entry for competition by strengthening the loyalty of customers for any company. In fact marketing is battle of perceptions not products the real driving force for any company in present competitive arena is recognition and perception of its image. In this present context the aim of marketing is therefore to address the need of the customers, the creation of value

through incorporating them into plans and later supporting them with a lasting satisfaction programs. Pesticides are the most important need of today's successful farm cultivation, to keep in pace with new generation molecules, there is a need to analyze the trend of various brands in the market, the prevailing market environment, need of the end users along with the channel members will help the company in knowing the potential market. Here lies the need of selecting such channel members who can be assets for the company and going ahead, a true partner for the company. Since it is very difficult to develop a separate niche on product front so it becomes imperative for any company to start focusing on the base of the pyramid of the market viz. farmers dealers and the staffs working with the ground operation. The company that will hone the aforesaid aspects will experience the sweet taste of success. The aim of Agra-input companies must now be changing the purchasing behavior of the end users for their products. The buying decision still mostly continues to be in dealers' shops but now it has to be changed to preconceived decision. The customer when comes to the shop should ask for a particular product of a particular company. Thus creating brand awareness is what is required for doing business. Therefore creating high recognition and powerful perception is the key to success. The input marketing management applies the various marketing concepts in the context of agriculture input marketing in India. The objective of study is to enhance the understanding and analytical capability with respect to products, market environment and operational issues in marketing of agricultural inputs. The emphasis of the study is not on the context of the operational strategies of the major marketed agricultural inputs.

## 3.6 Present Status of Organic Fertilizers

In the present agricultural scenario, crop yield is declining day by day despite maximization of chemical inputs. Vicious cycle of chemical farming is now exposed in the increasing crop un-sustainability, higher input requirement, poor soil quality as well as recurrent pest and disease infestation. Moreover, in the pretext of climate change yield interference has become quite predictable under the unpredictable weather conditions visa-vis hike in biotic potential. The excess/indiscriminate use of pesticides and fertilizers has led to the entry of harmful compounds into food chain, death of natural enemies and deterioration of surrounding ecology (Chitale et al., 2012). Enhanced use of pesticide has resulted in serious health implications to man and his environment. Hence, enhancement and maintenance of system productivity and resource quality is essential for sustainable agriculture. Organic farming can solve many of these problems as this system helps to maintain soil productivity and effectively control pest by enhancing natural processes and cycles in harmony with environment. Today, it is clear to the agricultural community that organic farming is the best option for not only protecting/sustaining soil-plant -ecological relationship but to mitigate the adverse effect of climate change. However dearth of proper technological advancement is the major hindrance towards achieving the true objectives of organic farming. In this background, an Indian organic farming practice called Inhana Rational Farming (IRF) Technology has demonstrated some promising results that have brought bring forth the relevance of organic farming in today's agricultural scenario.

# **SWOT ANALYSIS**



#### 4. RESEARCH METHODOLOGY

The chapter deals with understanding the basics of research methodology.

**Marketing Research** - Marketing research is the process of designing, gathering, analyzing and reporting information that may be used to solve a specific marketing problem.

**Research Design**- Design implies some purposive and thoughtful activity. A research design is a vital requisite for any research project. It is design is a type of blueprint prepared depending on various types of blueprint available for collection, measurement and analyzing of data. A research design calls for developing the most efficient plan of gathering the needed information. The design of a research study is based on the purposed of the study.

A research design is the specialization of methods and procedure used for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which source by what procedures.

#### Types of research design-

- Exploratory
- Description
- Causal

#### Exploratory research

Exploratory research is most commonalty unstructured, informal research that is undertaken to gain background information about the general nature of the research problem. It is more common in young displine where the existing body of knowledge is limited.

#### The whole project was carried out using the exploratory Research methodology

In the study of this project exploratory type of research design is appropriate as the study is in its nascent stage and ready data is not available for reference. The three most popular methods, employed in the case of an exploratory study are:

#### • Survey of relevant literature

Relevant literature such as books, articles, reports and earlier research work helps the researcher work helps the researcher in the task of precisely formulating the research problem

For the phase I of this project most of the researcher that was carried out was done on the basis of secondary researcher sources like the reports, data collected etc.

#### • An experienced surrey

An experienced surrey is of the individual who have had actual experience of the problem situation or subject matter of the study.

In the phase second to the survey an experienced surrey of the human recourse department heads in various industries were carried out

#### • Analysis of insight –stimulating cases

In this type of research within little information available, it is beneficial to undertake study to collect insight stimulating information from new comers, marginal or peripheral individual and reactions of individual from various strata.

#### **Problem Brief-**

It is here that the scope of the problem can be understood. Under problem brief we try to understand the problem on a much wider scale. This helps the researcher to define the research problem more accurately.

#### **Problem formulation**

This is an accurate definition of the research problem. It helps in understanding the objective of the research, scope of the research, and the other recourse available at hand.

#### Identity information needs and recourse

This phase helps in understanding the information that is needed from the research for further analysis. It also identifies the various source that can be used collecting the various sets of information

#### **DATA COLLECTION METHOD**

Collection of data is the first step in statistics the goal of conclusion. The data collection process follows the formulation of research design including the sample plan. Data, which can be secondary or primary in nature, can be collected using a variety of tools.

#### Collection of primary data- Sources

- Questionnaire
- Interview method
- Observation method
- Consumer panels
- Depth interviews
- Content analysis
- Observation methods
- Observation method
- Product offered
- Product type

#### Secondary data- Sources

- Various publications of central, state and local governments.
- Various publications of international books.
- Public record statistics, historical documents and other sources of public information.
- Technical and trade journals.
- Reports and publications of various associations connected with business and industry, banks, stock exchange e.t.c.
- Books, magazines and newspapers.
- Reports prepared by scholars, universities economist, etc in different fields.
- Technical and trade journals.

#### SAMPLING PLAN/DESIGN-

A sample plan is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure adopted for selecting items for sample. As integral component of a research design is the sampling plan. Specially, it addresses three questions:

#### • Type of universe

The first step in developing any sample design is to clearly define the set of objects, technically called the universe, to be studied. The universe can be finite or infinite.

#### • Whom to survey (sampling Unit)

In the project the sampling unit was each organization that fulfilled the criteria to be in the universe set.

#### • How to select them (sampling procedure)

The sampling procedure used was probability sampling There are basically two types of sampling methods:

#### Probability sampling

- Sequential sampling
- Simple random sampling
- Cluster and area sampling
- Stratified sampling
- Multi stage sampling
- Systematic sampling

#### Non-probability sampling

- Quota sampling
- Panel sampling
- Judgment sampling
- Convenience sampling

#### Data collection-

This step is all about the actual data collection that requires the researcher to undergo the fieldwork, to collect the data, from the respective sources.

#### Data analysis-

On successful completion of data collection, the nest is data processing and analysis. To start with data is edited. Followed by data coding, classification and tabulation.

Data analysis is the process in which various tools such as marketing models, statistics tools and strategic management models are used to analyze the data to identify with the prescribed objectives of the research.

#### Data interpretation-

Data interpretation deals with preparing necessary reports that are results of the research concluded.

#### **RESEARCH METODOLOGY IS USED**

#### **RESERCH DESIGN:**

There are three types of Research Design they are as follows:

- 1. Casual
- 2. Descriptive
- 3. Experimental Research Design

#### **Casual Research Design:**

The main purpose of such design and studies is that formulating problem for more desire investify or of developing the hypotheses from an operation point of view.

#### **Descriptive Research Design:**

Descriptive attempted to obtain complete accurate decision of a situation. Descriptive data is commonly used as direct base for marketing decision. After analyzing of data investigator attempted to predict the result of certain actions. However it dose not show direct cause and affect of relationship sometimes it also called as qualitative research

#### **Experimental Research Design**

Experimental studies are those where the researcher test the hypothesis of casual relationship between variable it will permit drawing interfaces about causality.

#### RESEARCH DESIGN FOR DATA COLLECTION-

#### **DATA COLLECTION METHOD**

Collection of data is the first step in statistics the goal of conclusion. The data collection process follows the formulation of research design including the sample plan. Data, which can be secondary or primary in nature, can be collected using a variety of tools.

#### Collection of primary data- Sources

- Questionnaire
- Interview method
- Observation method

In this project data collection for the research design are used is Primary data source for the company Winners Farmers Pvt. Ltd company give the question Collection of data is the first step in statistics the goal of conclusion. The data collection process follows the formulation of research design including the sample plan. Data, which can be secondary or primary in nature, can be collected using a variety of tools.

#### **Secondary data- Sources**

- Newspaper& journals
- Websites
- TV and government

# • RESEARCH DESIGN-

#### • DATA COLLECTION

Two types of data was collected for this study

#### 1. Primary data:-

Primary data was collected from nursery owners by interview techniques using a structured questionnaire.

#### 2. Secondary data:-

- Secondary Data is the data which have been collected by someone else &
  which have already been passed through the statistical process. This data helps
  in extensive saving of time & money of researcher by providing already
  published data.
- Followings are the sources of Secondary Data of the marketing research:-
- Books, magazines and newspaper
- Company booklet and leaflet
- Internet

#### 1-PRIMARY DATA

### • SAMPLING PLAN –

Sampling Area	Uruli-Kanchan
Sample Unit	Nursery owners
Sample Population	90
Sample size	Approached 60 nursery owners out of which 50 responded and completed the questionnaire
Data collection tool	Google forms

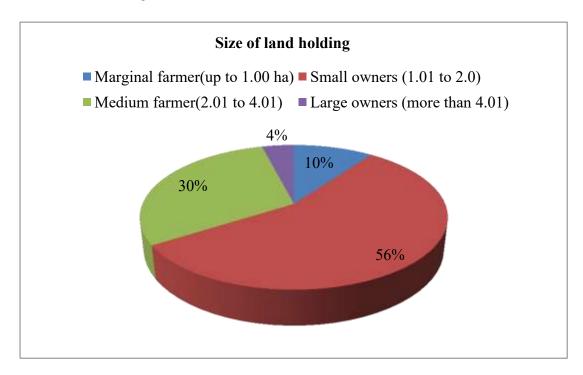
# 5. DATA ANALYSIS AND INTERPRETATION (Nursery Owners Survey)

### 5.1 Size of land holding

Table No. 5.1

Size of land holding	No of Nursery Owners	Percentage (%)
Marginal farmer(up to 1.00 ha)	5	10
Small owners (1.01 to 2.0)	28	56
Medium farmer(2.01 to 4.01)	15	30
Large owners (more than 4.01)	2	4
Total	50	100

#### CHART NO. 5.1



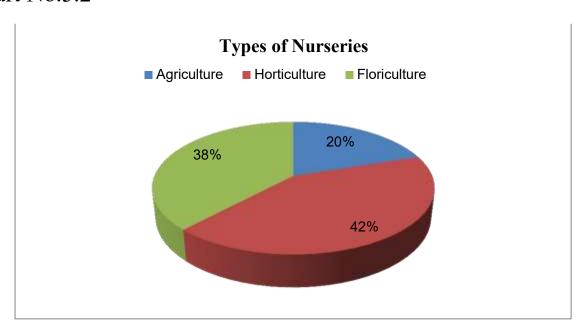
#### **♣** INTERPRETATION

• From the fig. it is observed that majority of surveyed owners were 56% small owners, 30% medium owners, 10% marginal nursery owners 4% large nursey owners

# 5.2 Types of Nurseries

Types of Nurseries	No of Nursery Owners	Percentage (%)
Agriculture	10	20
Horticulture	21	42
Floriculture	19	38
Total	50	100

### Chart No.5.2



#### **4** INTERPRETATION-

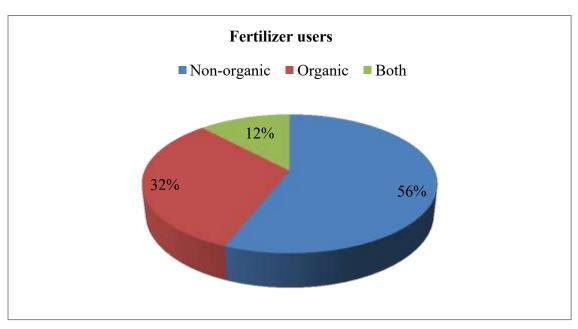
• From the fig. it is observed that 42% of horticulture nurseries,38% of floriculture nurseries,20% of agriculture nurseries.

# 5.3 Types of fertilizers mostly used of Winners farmers

Table No.5.3

Fertilizer users	No of Nursery Owners	Percentage (%)
Non-organic	28	56
Organic	16	32
Both	6	12
Total	50	100

**Chart No. 5.3 -**



#### **♣** INTERPRETATION \_

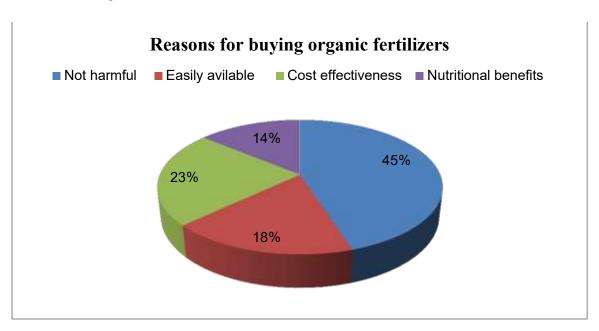
- From the fig. it is observed that 68% of the Nursery owners are use non- organic fertilizers
- Less percentage of nursery owners are used organic fertilizers.

# 5.4 Reason for buying organic fertilizers of Winners Farmer -

Table No. 5.4

Reasons	No of Nursery Owners	Percentage (%)
Not harmful	10	45
Easily available	4	18
Cost effectiveness	5	23
Nutritional benefits	3	14
Total	22	100

Chart No. 5.4



#### **INTERPRETATION**

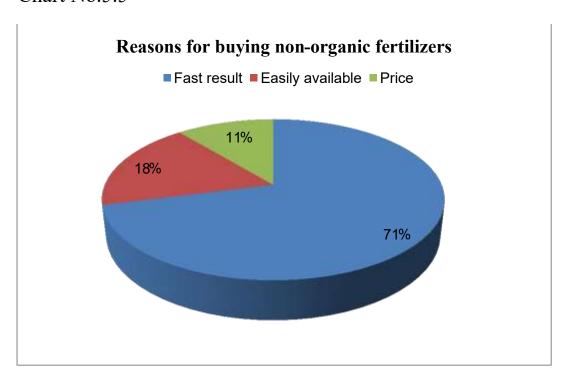
- From the fig. it is observed that 45% of the Nursery owners are buying organic fertilizers because it has not harmful for health.
- This percentage share is high as it is one of the effective reason of the Winners farmer company.

# 5.5 Reason for buying non-organic fertilizers of Winners farmer

Table No. 5.5

Reasons	No of Nursery Owners	Percentage (%)
Fast result	24	71
Easily available	6	18
Price	4	11
Total	34	100

Chart No.5.5



#### **♣** INTERPRETATION

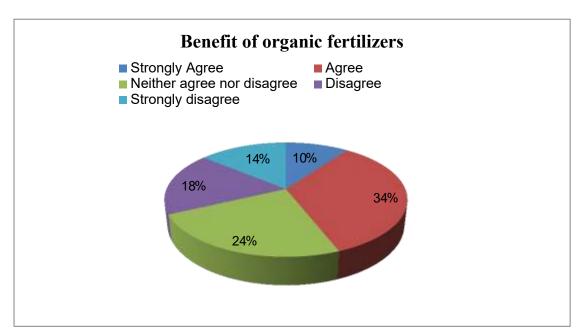
- Most of nursery owners buy the non-organic fertilizers.
- From the fig. it is observed that 71% nursery owners give the preference of fast result of productivity growth.

# 5.6 Opinion about benefit of organic fertilizers for increasing soil fertility –

Table No.5.6

Particulars	No of Nursery Owners	Percentage (%)
Strongly Agree	5	10
Agree	17	34
Neither agree nor disagree	12	24
Disagree	9	18
Strongly disagree	7	14
Total	50	100

Chart No. 5 .6



#### **INTERPRETATION-**

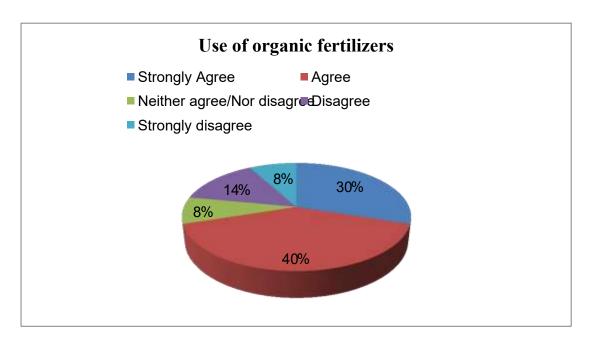
- From the fig. it is observed that 34% of nursery owners are agree, 24% of
  Neither agree/nor disagree, 18% of Disagree, 14% of Strongly disagree and 10% of strongly
  agree with Organic fertilizers affect the increasing soil fertility.
- 14% of the owner are said no greater impact on soil fertility.

# 5.7 Opinion about use of Organic fertilizer for long term gives high production

Table No. 5.7

Particulars	No of Nursery Owners	Percentage (%)
Strongly Agree	15	30
Agree	20	40
Neither agree nor disagree	4	8
Disagree	7	14
Strongly disagree	4	8
Total	50	100

#### Chart No. 5.7



#### **INTERPRETATION-**

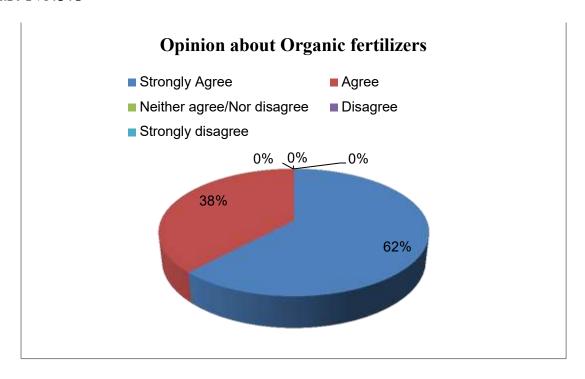
- From the fig. it is observed that 40% of Nursery owners are agree,30% of nursery owner strongly agree, 14% of nursery owners disagree, 8% of nursery owners neither agree nor disagree, 8% of nursery owners strongly disagree for above question.
- This percentage share is high hence, most of the owner perception is positive about organic fertilizers result.

# 5.8– Opinion about (WF) Organic fertilizers being healthy

Table No.5.8

Particulars	No of Nursery Owners	Percentage (%)
Strongly Agree	31	62
Agree	19	38
Neither agree nor disagree	0	0
Disagree	0	0
Strongly disagree	0	0
Total	50	100

#### Chart No.5.8



#### **INTERPRETATION:**

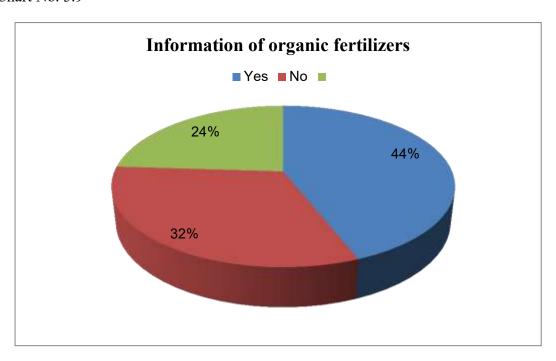
- From the fig. it is observed that 62% nursery owner strongly agree and 38% nursery owners agree with organic fertilizers being healthy.
- Everyone disagreed about organic fertilizers not being healthy.

# 5.9 Belief in the Information published about advantages of organic fertilizers

Table No.5.9

Particulars	No of Nursery Owners	Percentage (%)
Yes	22	44
No	16	32
To some extent	12	24
Total	50	100

Chart No. 5.9



#### **INTERPRETATION-**

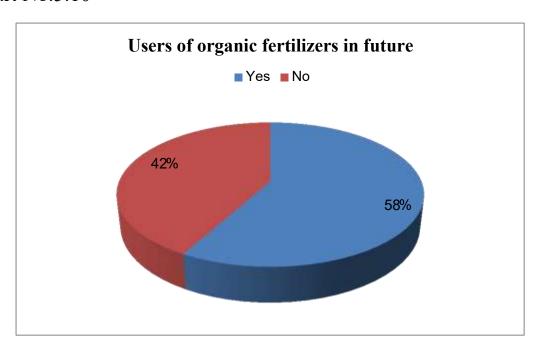
- From the fig. it is observed that 44 % nursery owners believe the information published about organic advantages.
- 32% nursery owners not believe the information published about organic advantages.
- 12% nursery owners sometime becoming change our decision.

# 5.10 Opinion about use of organic fertilizers in future after knowing all the benefits of organic fertilizers –

Table No.5.10

Particulars	No. of Nursery Owners	Percentage (%)
Yes	29	58
No	21	42
Total	50	100

Chart No.5.10



#### **INTERPRETATION**

- From the fig. it is observed that 58% Nursery owners are use in future.
- Only 42% owners are not use organic fertilizers in future.

#### 6. FINDINGS AND CONCLUSION

- It was found during this study that most of the nursery owners agreed upon and endorsed the benefits of using organic fertilizers that these are safe to use and not harmful, cost effective and are having nutritional benefits.
- They agreed that use of organic fertilizers increases soil fertility.
- Most of the nursery owners had an opinion that long term use of organic fertilizers can increase productivity in due course.
- It was found that almost all the nursery owners felt that use of organic fertilizers is good for health as compared to non-organic fertilizers.
- Despite of the that fact that almost all the nursery owners were well aware about the
  advantages of using organic fertilizers, that positive perception is somehow not
  enough to motivate them to buy organic fertilizers most of the times.
- This study helped to find out the reasons of non-conversion of positive perceptions about organic fertilizers into actual buying motive amongst the nursery owners.
- Those reasons included fast results given by chemical fertilizers as compared to
  organic fertilizers, price of chemical fertilizers being comparatively lower than
  organic fertilizers and easy availability of the chemical fertilizers.
- The lack of product awareness and advertisement made the product not being identified easily.
- Majority of respondent responded that after knowing about all the benefits of organic fertilizers they would use them in future as those are not harmful and gives long term benefits of soil fertility and productivity.
- In near future the market opportunities for organic fertilizers seem to be good.

- The summer internship gave researcher a platform to learn the perception of nursery owners toward the use of organic fertilizers.
- The objective of the study to find out the factors affecting of buying organic fertilizers.
- From the above study researcher understood that large numbers of nursery owners used non-organic fertilizers because they need fast results.
- Majority of nursery owners are known about all the benefits of organic fertilizers but more owners have agreed to use them in future.
- As they are not harmful and get long term benefits for soil fertility and productivity.

# 7 .SUGGESTIONS AND RECOMMENDATIONS -

- Company should provide products, because many times nursery owners do not buy
  the product due to unavailability of product.
- 2. Company should focus on Digital marketing for product awareness.
- 3. Company should create awareness about benefit of organic fertilizers for health.
- 4. Company should try to motivate all stakeholders towards the advantages of organic fertilizers.
- 5. The nursery owners should be encouraged by way of rewards for using more cultivated land by utilizing organic fertilizers for higher productivity.
- 6. Company should explore other markets/territories like Ambegaon, Junnar, Khed as their land is well irrigated and there are market opportunities.
- 7. Company should adopt methods of free trials to nursery owners in order to create or establish market.
- 8. Company should hire a dedicated full timer for Digital marketing and Market research.

#### **REFERENCES**

# Books -

- Kothari, C.R, Research Methodology: Methods and Techniques, New Age International Publisher, New Delhi, 2<sup>nd</sup> Edition 2004
- Marketing Management Philip Kotler, Kevin Lane Keller, Abraham Koshy, Milthileshwar Jha, Pearson, 13<sup>th</sup> Edition.

#### Website-

http://www.winnersfarmer.com/

# ANNEXURE Questionnaires-

# Questionnaire for the Nursery Owners

1. Size of land holding			
<ul><li>a. 1 hector</li><li>b. 2.0-3.0 hector</li><li>c. 3.0-4.0 hector</li><li>d. 4 or more hector</li></ul>			
2. Type of nursery –			
<ul><li>a. Agriculture</li><li>b. Horiculture</li><li>c. Floriculture</li></ul>			
3. Which fertilizer of winners farmers do you mostly use for nursery plants?			
a. Non – organic b. Organic fertilizer c. Both			
4. What is the reason for buying organic fertilizers of winners farmers?			
a. Not harmful b. Easily Available c. Cost Effectiveness			
b. d. Nutritional benefits			
5. What is the reason for buying Non-organic fertilizers of winners farmers?			
a. Fast result b. Easily available c. Price			
6. Do you know about organic fertilizer affect the increasing soil fertility?			
a. Strongly Agree b. Agree c. Neither Agree nor Disagree e. Disagree			
f. Strongly Disagree			
7. If you used organic fertilizers for long term period you get high production?			
a. Strongly Agree b. Agree c. Neither Agree nor Disagree e. Disagree			
f. Strongly Disagree			
8. Do you believe that organic fertilizers of winners farmer are healthier?			
a. Strongly Agree b. Agree c. Neither Agree nor Disagree e. Disagree			
f. Strongly Disagree			
9. Do you believe the information published about advantages of organic fertilizers?			
a. Yes b. No c. To some extent			
10. If you know all the benefits of organic fertilizers, can you use them in the future?			
a Yes h No			