

Version: 2.0



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## 7. SALES & MARKETING



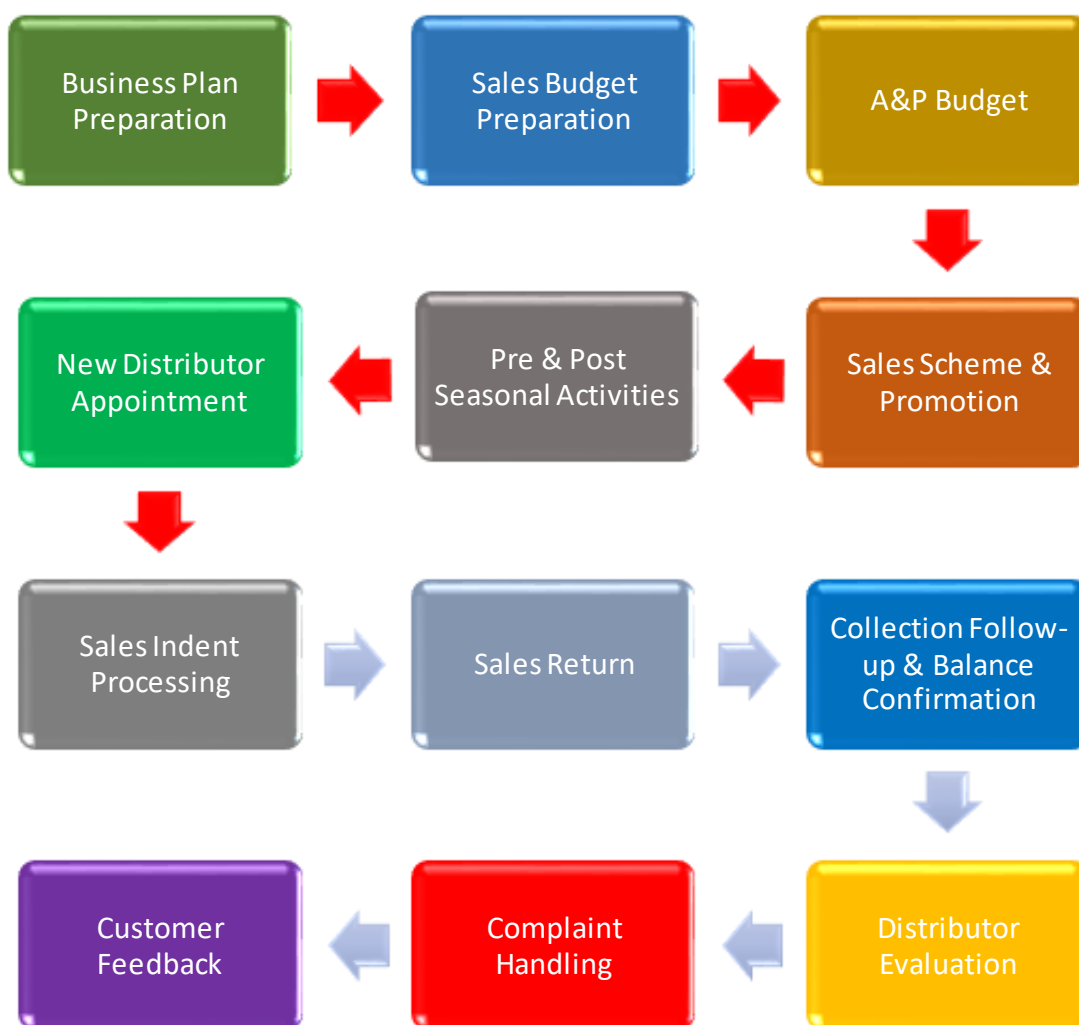
## 7. SALES & MARKETING

### PROCESS SUMMARY

#### Objective:

- Setting of Business Goals and promoting its products to potential consumers to achieve the Goal within a given time frame.
- To achieve annual business plan and customer satisfaction

#### Process Overview:



### Process beginning:

- Business Plan Preparation

### Process ending:

- Customer Feedback

### Key Inputs

S. No	Particulars	From	Document Code
1.	Inventory Monitoring	Unit Head	-
2.	Trials and Demos Evaluation	NPDM	PD/COM/011
3.	A&P Design	Designer	S&M/COM/013
4.	A&P Material	A&P Purchase	S&M/COM/014
5.	New Distributor Appointment	F&A	S&M/COM/021
6.	Sales Invoice	C&F/Plant	SCM/COM/019
7.	Sales Return Declaration	Quality	S&M/COM/027
8.	Payment Outstanding	F&A	S&M/COM/025
9.	Balance Confirmation	F&A	S&M/COM/028
10.	Customer Feedback	Farmer	S&M/COM/032
11.	Customer Feedback	Distributor	S&M/COM/033

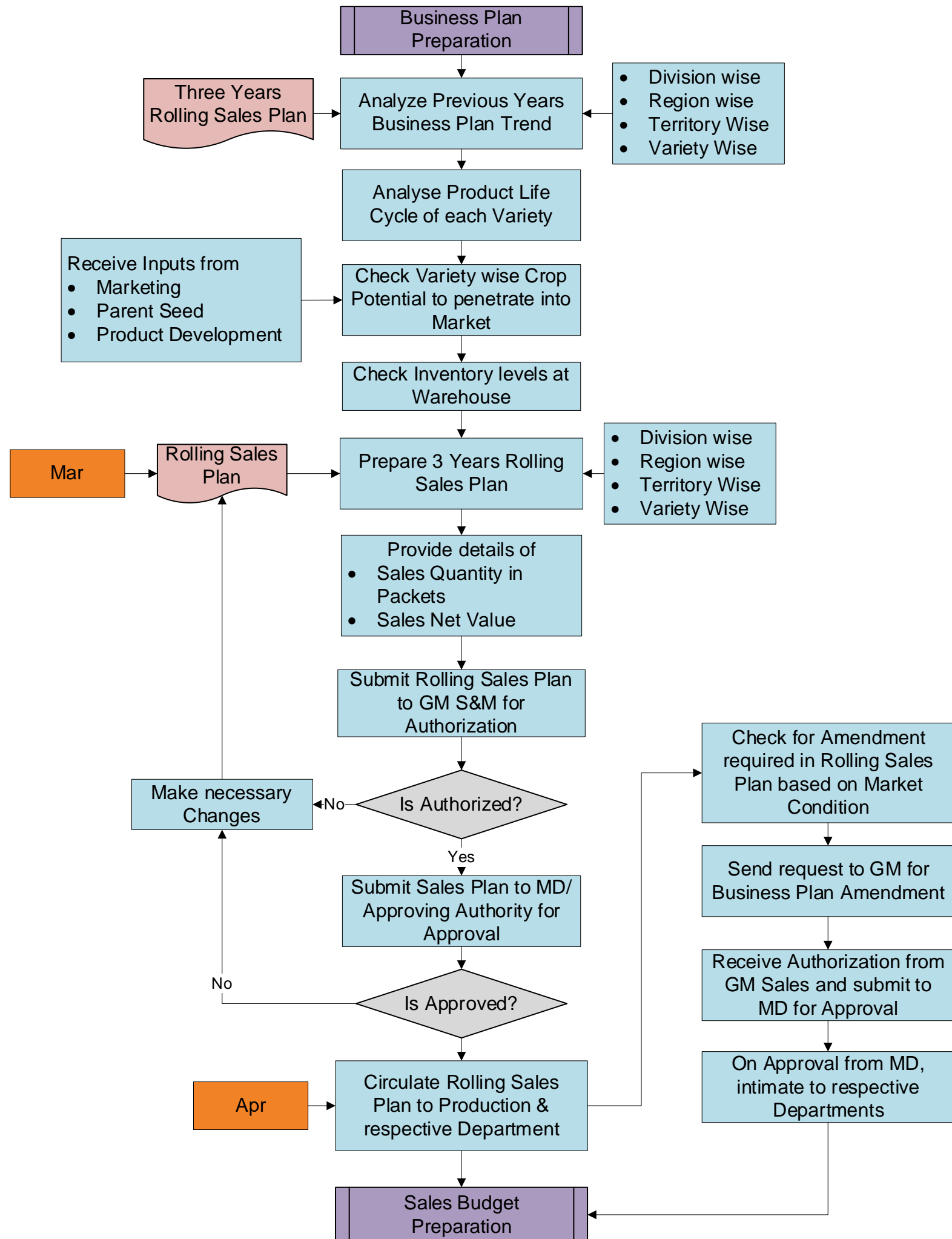
### Key Outputs

S. No	Particulars	To	Document Code
1.	Three Years Rolling Sales Plan	PD, Parent Seed, Production	S&M/COM/001
2.	Annual Business Plan	Logistics, F&A	S&M/COM/002
3.	Sales Budget	F&A	S&M/COM/003
4.	A&P Budget	F&A	S&M/COM/004
5.	Sales Scheme & Promotion	F&A, MD	S&M/COM/005
6.	Pre-& Post Seasonal Activities	RBM/DBM	S&M/COM/008
7.	A&P Indent	Purchase	S&M/COM/009
8.	A&P Expense Reimbursement	F&A	S&M/COM/020
9.	Sales Indent	C&F	S&M/COM/025
10.	Sales Return Cut Off	Distributor	S&M/COM/026

## Key Documents / Register / Files

Document / Register Name	Format	Document Code
Three Years Rolling Sales plan	Excel	S&M/COM/001
Business Plan	Excel	S&M/COM/002
Sales Budget Plan	Excel	S&M/COM/003
A & P Budget Plan	Excel	S&M/COM/004
Price & Scheme	Excel	S&M/COM/005
ABS Plan	Excel	S&M/COM/006
FG Stock Report	Excel	S&M/COM/007
A&P Activity Planning	Excel	S&M/COM/008
A&P Purchase Indent	System Generated	S&M/COM/009
Vendor Price Comparison Statement	Excel	S&M/COM/010
A&P Purchase Order	System Generated	S&M/COM/011
A&P Pending PO Report	System Generated	S&M/COM/012
A&P Design	Corel Draw	S&M/COM/013
A&P GRN	System Generated	S&M/COM/014
A&P Advance Requisition	System Generated	S&M/COM/015
Field Day Agenda	Excel	S&M/COM/016
Farmer Registration Form	Pre-Printed Form	S&M/COM/017
Farmer Feedback Form	Pre-Printed Form	S&M/COM/018
Plants Show Route plan	Word	S&M/COM/019
A&P Expense Statement	Excel	S&M/COM/020
Customer Application Form	Pre-Printed Form	S&M/COM/021
Customer KYC Documents	External Document	-
Due Diligence Report	Excel/Word	S&M/COM/022
Credit Limit Fixation	Excel	S&M/COM/023
Placement Plan	Excel	S&M/COM/024
Sales Indent	System Generated	S&M/COM/025
Sales Return Cut Off	Excel	S&M/COM/026
Sales Return Declaration	Word	S&M/COM/027
Balance Confirmation	Word	S&M/COM/028
Distributor Evaluation Report	Word	S&M/COM/029
Customer Complaint	Excel	S&M/COM/030
First Inspection Report	Pre-Printed Form	S&M/COM/031
Variety Feedback – Farmer	Excel	S&M/COM/032
Variety Feedback – Distributor	Excel	S&M/COM/033

## 7.1 BUSINESS PLAN PREPARATION



**Sub-process Owner:**

Sales Head & NMM  
GM S&M

**Departments Involved:**

Sales & Marketing  
Finance & Accounts

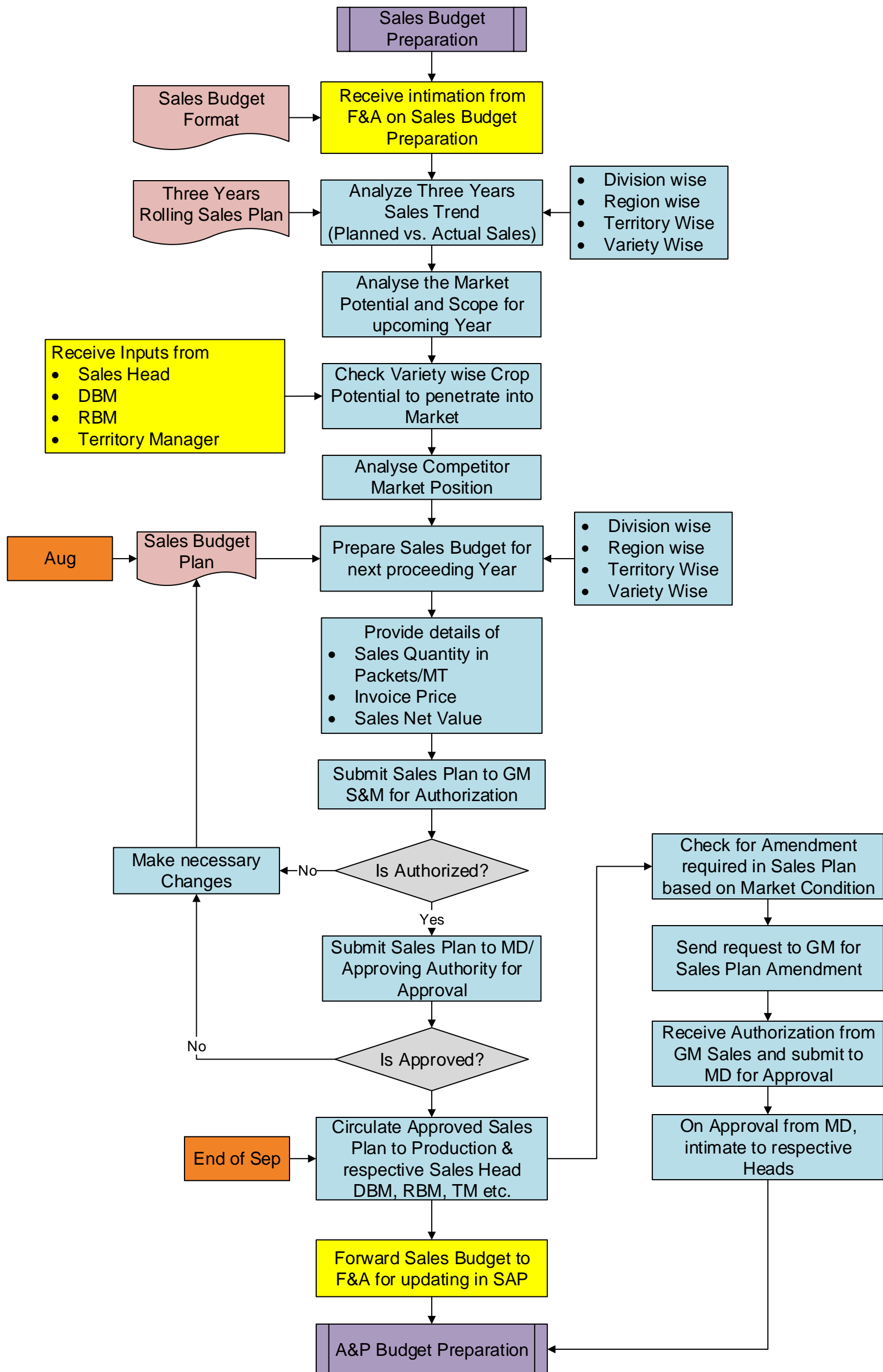
**Key activities:**

- 7.1.1 Business Plan Analysis
- 7.1.2 Preparation and Approval of Business Plan
- 7.1.3 Business Plan Amendment

Process	Maker	Checker	Approver
<b>7.1.1 Business Plan Analysis</b>			
1) Analyze Previous Years Business Plan Trend based on the following reports obtained from three years rolling sales plan <ul style="list-style-type: none"> <li>Division wise</li> <li>Region wise</li> <li>Territory wise</li> <li>Variety wise</li> </ul>	Sales Head & NMM	GM S&M	-
2) Analyze Product Life Cycle of each Variety	Sales Head & NMM	GM S&M	-
3) Check Variety Wise Crop Potential to penetrate Market based on product life cycle analyses and inputs from <ul style="list-style-type: none"> <li>Marketing</li> <li>Breeding</li> <li>Parent seed</li> <li>Product development</li> </ul>	Sales Head & NMM	GM S&M	-
<b>7.1.2 Preparation and Approval of Business Plan</b>			
1) Check inventory levels at warehouse and prepare 3 years rolling sales plan based on <ul style="list-style-type: none"> <li>Division wise</li> <li>Region wise</li> <li>Territory wise</li> <li>Variety wise</li> </ul>	Sales Head & NMM	GM S&M	-
2) Provide details for rolling sales plan as follows <ul style="list-style-type: none"> <li>Sales quantity in packets</li> <li>Sales net value</li> </ul>	Sales Head & NMM	-	GM S&M
3) Submit Rolling Sales Plan to GM S&M for authorization and submit the same to MD for approval	Sales Head & NMM	-	GM S&M & MD

Process	Maker	Checker	Approver
4) In case of no authorization or approval, make necessary changes in rolling sales plan and submit it for approval	Sales Head & NMM	GM S&M	-
5) On approval, circulate rolling sales plan to Production and respective department	Sales Head & NMM	GM S&M	-
<b>7.1.3 Amendment in Business Plan</b>			
1) Check for Amendment required in Rolling Sales Plan based on Market Condition	Sales Head & NMM	GM S&M	-
2) Send request to GM for Business Plan Amendment	Sales Head & NMM	-	GM S&M
3) Receive Authorization from GM Sales and submit to MD for Approval	Sales Head & NMM	GM S&M	MD
4) On Approval from MD, intimate to respective Departments	Sales Head & NMM	GM S&M	-

## 7.2 SALES BUDGET PREPARATION





**Sub-process Owner:**

Sales Head & National Marketing Manager  
GM S&M

**Departments Involved:**

Marketing  
Sales  
F&A

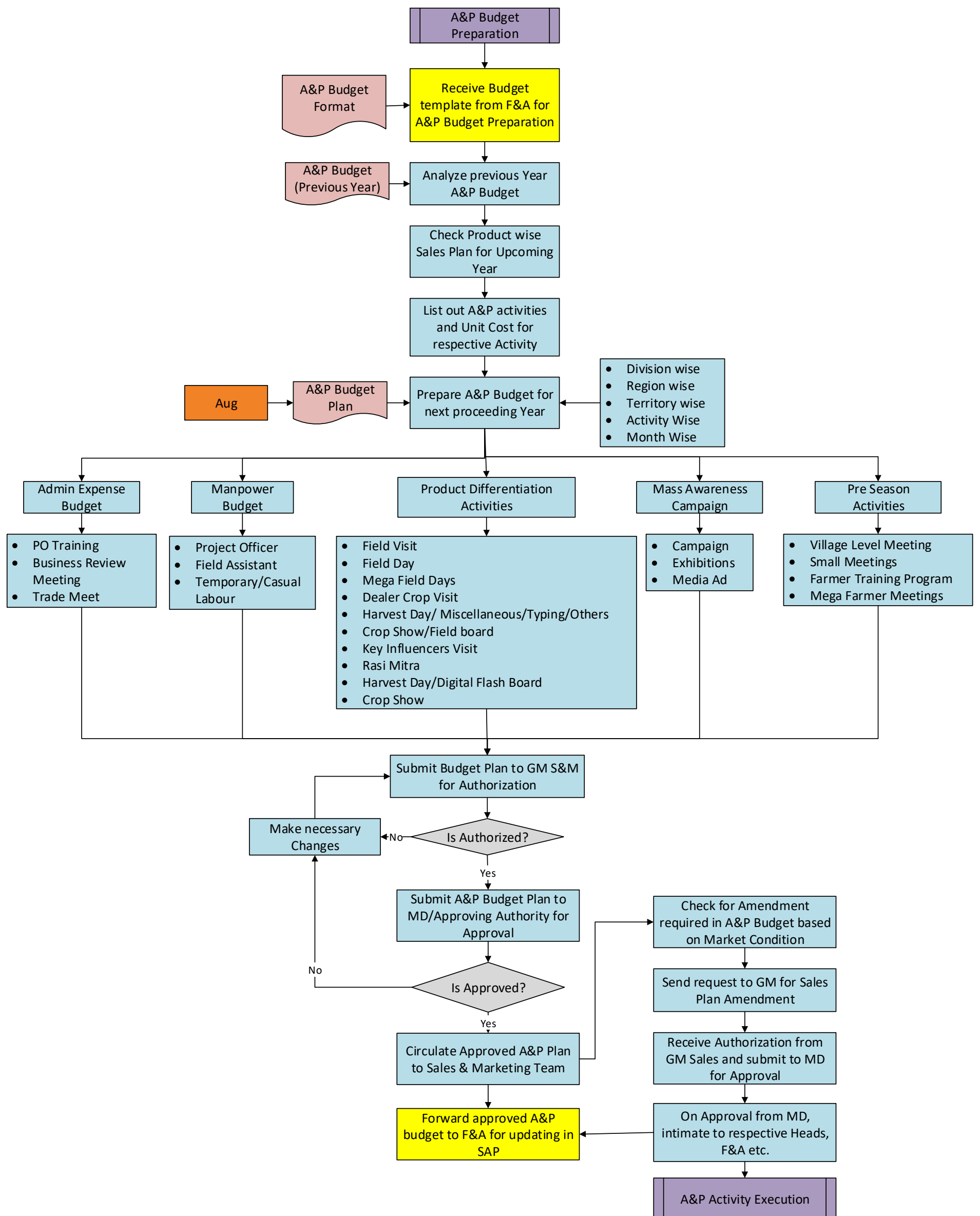
**Key activities:**

- 7.2.1 Sales Budget Analysis
- 7.2.2 Preparation & Approval of Sales Budget

Activity	Maker	Checker	Approver
<b>7.2.1 Sales Budget Analysis</b>			
1) Receive budget template from F&A for Sales Budget Preparation	Sales Head & NMM		
2) Analyze three years sales trend (Planned versus Actual sales) based on the following reports <ul style="list-style-type: none"> <li>• Division wise</li> <li>• Region wise</li> <li>• Territory wise</li> <li>• Variety wise</li> </ul>	Sales Head & NMM	GM S&M	-
3) Analyze the Market Potential and Scope for upcoming Year	Sales Head & NMM	GM S&M	-
4) Check Variety Wise Crop Potential to penetrate Market based on market potential analyses and inputs from <ul style="list-style-type: none"> <li>• Sales Head</li> <li>• RBM</li> <li>• DBM</li> <li>• Territory Manager etc.</li> </ul>	Sales Head & NMM	GM S&M	-
5) Analyze Competitor Market Position	Sales Head & NMM	GM S&M	-
<b>7.2.2 Preparation &amp; Approval of Sales Budget</b>			
1) Prepare Sales Budget for next proceeding Year <ul style="list-style-type: none"> <li>• Division wise</li> <li>• Region wise</li> <li>• Territory wise</li> <li>• Variety wise</li> </ul>	Sales Head & NMM	GM S&M	-
2) Provide details for rolling sales plan as follows <ul style="list-style-type: none"> <li>• Sales Quantity in Packets</li> <li>• Invoice Price</li> <li>• Sales Net Value</li> </ul>	Sales Head & NMM	-	GM S&M

Activity	Maker	Checker	Approver
3) Check whether the Rolling Sales Plan is authorized from GM (S&M) and submit the same to MD for approval	Sales Head & NMM	GM S&M	MD
4) In case of no authorization or approval, make necessary changes in the rolling sales plan and submit for approval	Sales Head & NMM	GM S&M	-
5) If approved, Circulate Approved Sales Plan to Production & respective RBM, DBM, TM etc.	Sales Head & NMM	GM S&M	-
6) Forward approved sales budget to F&A for updating in SAP	Sales Head & NMM	F&A	-
<b>7.2.3 Sales Plan Amendment</b>			
1) Check for Amendment required in Sales Plan based on Market Condition	Sales Head & NMM	GM S&M	-
2) Send request to GM for Sales Plan Amendment	Sales Head & NMM	-	GM S&M
3) Receive Authorization from GM Sales and submit to MD for Approval	Sales Head & NMM	GM S&M	MD
4) On Approval from MD, intimate to Sales Team and respective other Departments.	Sales Head & NMM	GM S&M	-

### 7.3 ADVERTISEMENT & PROMOTION BUDGET PREPARATION



**Sub-process Owner:**

National Marketing Manager

**Departments Involved:**

Marketing

Sales

F&A

**Key activities:**

7.3.1 A&P Budget Analysis

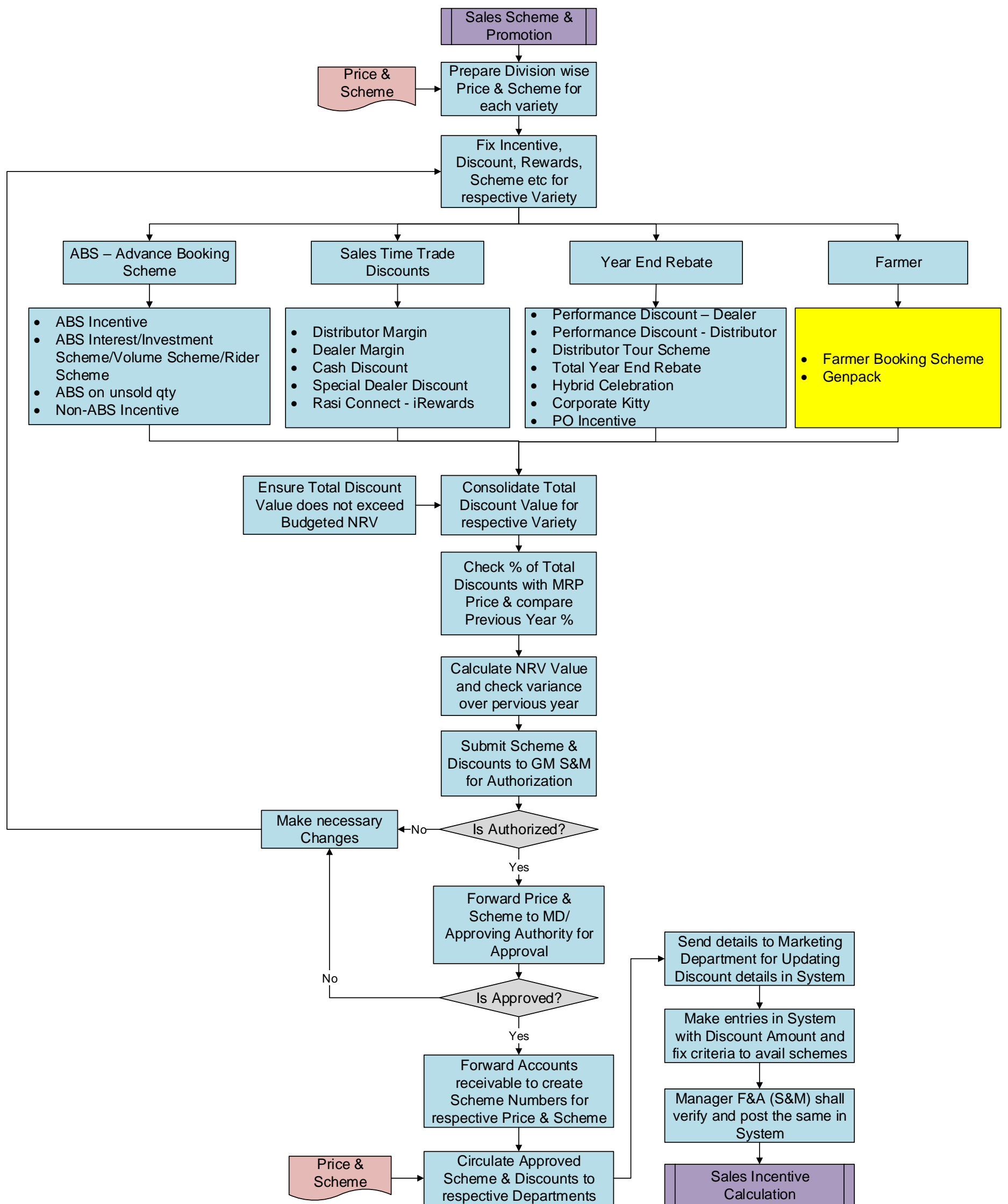
7.3.2 Preparation & Approval of A&P Budget Plan

7.3.3 A&P Budget Amendment

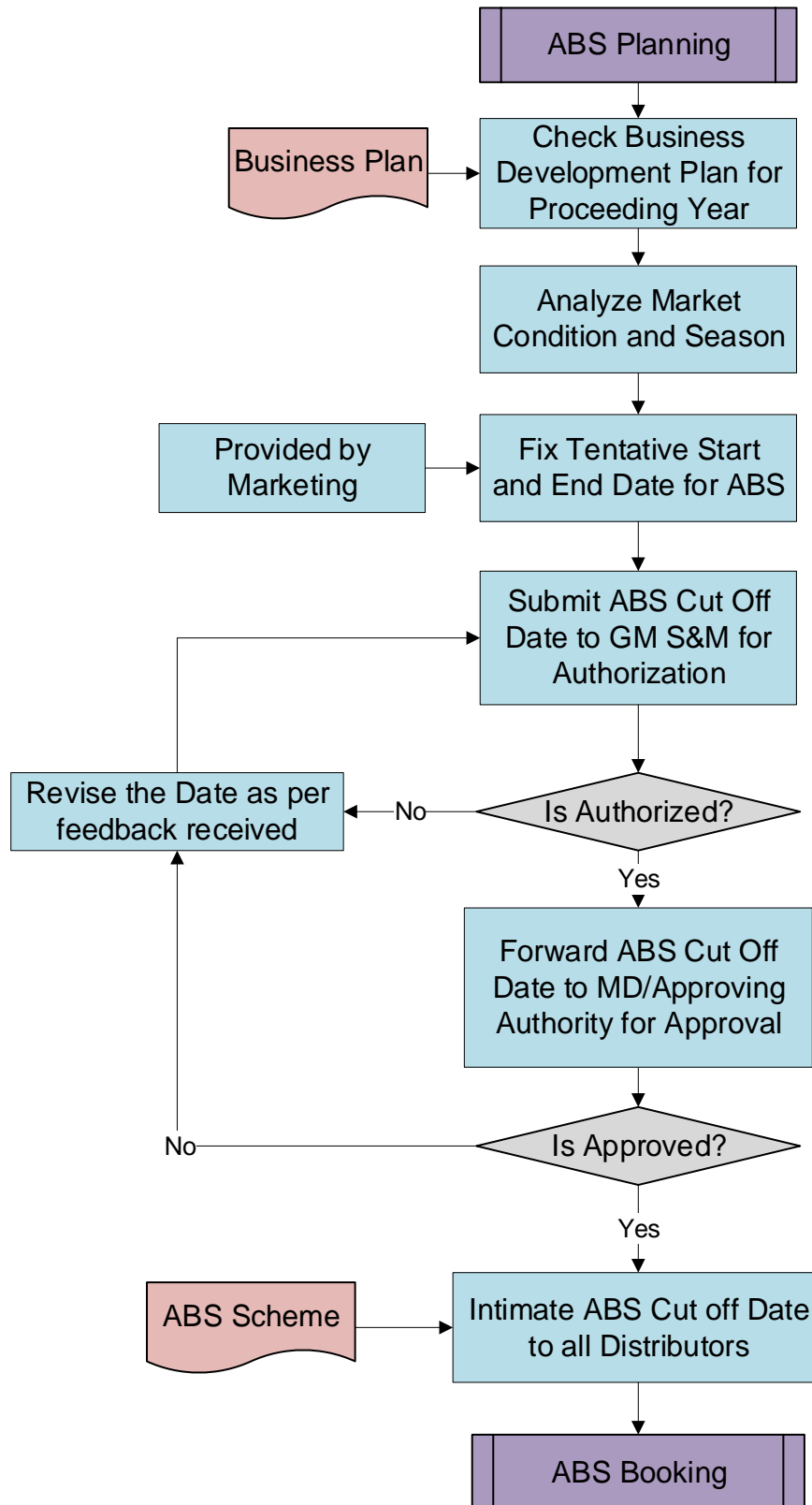
Activity	Maker	Checker	Approver
<b>7.3.1 A&amp;P Budget Analysis</b>			
1) Receive budget template from F&A for A&P Budget Preparation	NMM	-	-
2) Analyze previous Year A&P Budget – Planned Vs Actual and % of Sales Growth	NMM	GM S&M	-
3) Check Product Wise Sales Plan for Upcoming Year and List out the A&P and Unit Cost for respective Activities	NMM	GM S&M	-
<b>7.3.2 Preparation &amp; Approval of A&amp;P Budget Plan</b>			
1) Prepare A&P Budget for proceeding Year as per Sales Plan <ul style="list-style-type: none"> <li>• Division wise</li> <li>• Region wise</li> <li>• Territory wise</li> <li>• Activity Wise</li> <li>• Month Wise</li> </ul>	NMM	GM S&M	-
2) Segregate A&M Budget plan as follows <ul style="list-style-type: none"> <li>➤ Admin expense budget – PO training, Business review meeting &amp; Trade meet</li> <li>➤ Manpower budget- project officer, field assistant, temporary/casual labor</li> <li>➤ Product differentiation activities-Field Visit, Field Day, Mega Field Days, Dealer Crop Visit, Harvest Day/Miscellaneous/Typing/Others, Crop Show/Field board, Key Influencers Visit, Rasi Mitra, Harvest Day/Digital Flash Board, Crop Show</li> <li>➤ Mass awareness campaign- campaign, exhibitions, media Ad</li> <li>➤ Pre-season activities- Village Level Meeting, Small Meetings, Farmer Training Program, Mega Farmer Meetings</li> </ul>	NMM	-	GM S&M

Activity	Maker	Checker	Approver
3) Check whether the Budget Plan is authorized from GM (S&M) and submit the same to MD for approval	NMM	GM S&M	MD
4) In case of no authorization or approval, make necessary changes in the Budget plan and submit it for approval	NMM	GM S&M	-
5) On Approval, Circulate approved A&P Plan to Sales & Marketing Team	NMM	GM S&M	-
6) Forward approved A&P budget to F&A for updating in SAP	NMM	Manager F&A	-
<b>7.3.3 A&amp;P Budget Amendment</b>			
1) Check for Amendment required in A&P Budget based on Market Condition	NMM	GM S&M	-
2) Send request to GM for Sales Plan Amendment	NMM	-	GM S&M
3) Receive Authorization from GM Sales and submit to MD for Approval	NMM	GM S&M	MD
4) On Approval from MD, intimate to respective Heads, F&A etc. and make entries in System as per approved Budget allocated for each activity	NMM	GM S&M	-
5) Verify entries and post the same in System	NMM	Manager F&A	-

## 7.4(A) SALES SCHEME & PROMOTION



## 7.4 (B) ABS PLANNING



**Sub-process Owner:**

National Marketing Manager

**Departments Involved:**

Marketing

Sales

F&A

**Key activities:**

7.4.1 Price & Scheme Preparation

7.4.2 Fixing and Approval of Scheme, Incentive, Discount & Rewards

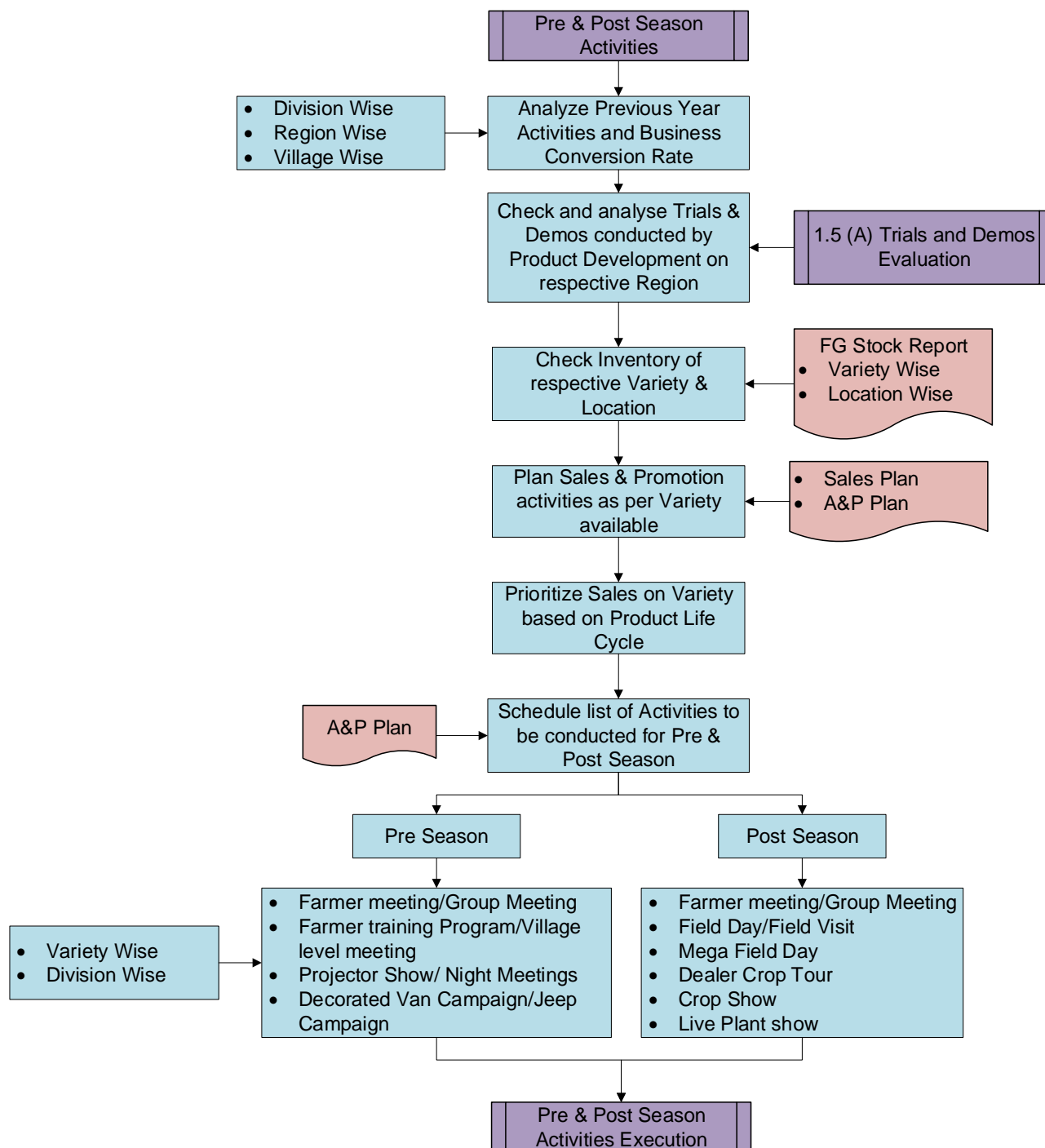
7.4.3 ABS Planning

Activity	Maker	Checker	Approver
<b>7.4.1 Price &amp; Scheme Preparation</b>			
1) Prepare Division Wise Price & Scheme for each variety and fix Incentive, Discount, Rewards, Scheme etc.	NMM	GM S&M	-
<b>7.4.2 Fixing and Approval of Scheme, Incentive, Discount &amp; Rewards</b>			
1) Scheme, Discount, Incentive were fixed based on <ul style="list-style-type: none"> <li>• ABS (Advanced Booking Scheme)               <ul style="list-style-type: none"> <li>➤ ABS Incentive</li> <li>➤ ABS Interest/Investment Scheme/Volume Scheme/Rider Scheme</li> <li>➤ ABS on unsold qty</li> <li>➤ Non-ABS Incentive</li> </ul> </li> <li>• Sales time trade discount               <ul style="list-style-type: none"> <li>➤ Distributor Margin</li> <li>➤ Dealer Margin</li> <li>➤ Cash Discount</li> <li>➤ Special Dealer Discount</li> </ul> </li> <li>• Year-end rebate               <ul style="list-style-type: none"> <li>➤ Performance Discount - Dealer</li> <li>➤ Performance Discount – Distributor</li> <li>➤ Distributor Tour Scheme</li> <li>➤ Total Year End Rebate</li> <li>➤ Hybrid Celebration</li> <li>➤ Corporate Kitty</li> <li>➤ PO Incentive</li> </ul> </li> <li>• Farmer               <ul style="list-style-type: none"> <li>➤ Farmer Booking Scheme</li> <li>➤ Genpack</li> </ul> </li> </ul>	NMM	GM S&M	-



Activity	Maker	Checker	Approver
2) Consolidate Total Discount Value for respective Variety by ensuring that Total Discount Value does not exceed Budgeted NRV	NMM	GM S&M	-
3) Check % of Total Discounts with MRP Price & compare Previous Year %	NMM	GM S&M	-
4) Calculate NRV Value and check variance over previous year	NMM	GM S&M	-
5) Check whether the Scheme and discount is authorized from GM (S&M) and submit the same to MD for approval	NMM	-	GM S&M
6) In case of no authorization or approval, make necessary changes in the scheme and discount and submit it for approval	NMM	GM S&M	-
7) On Approval, Circulate Approved Scheme & Discounts to respective Departments	NMM	GM S&M	MD
8) Send details to Marketing Department for Updating Discount details in System	NMM	GM S&M	-
9) Make entries in System with Discount Amount and fix criteria to avail schemes	NMM	GM S&M	-
10) Manager F&A (S&M) shall verify and post the same in System	NMM	Manager F&A	-
<b>7.4.3 ABS Planning</b>			
1) Check Business Development Plan for Proceeding Year and Analyze Market Condition and Season	NMM	GM S&M	-
2) Fix Tentative Start and End Date for ABS which is provided by marketing	NMM	GM S&M	-
3) Check whether the ABS cutoff date is authorized from GM (S&M) and submit the same to MD for approval	NMM	-	GM S&M
4) In Case on not approved/authorized, revise the date as per feedback received	NMM	GM S&M	-
5) On approval, Intimate ABS Cutoff Date to all Distributors	NMM	GM S&M	MD

## 7.5 PRE-& POST SEASONAL ACTIVITY PLANNING



**Sub-process Owner:**

National Marketing Manager

**Departments Involved:**

Marketing

Sales

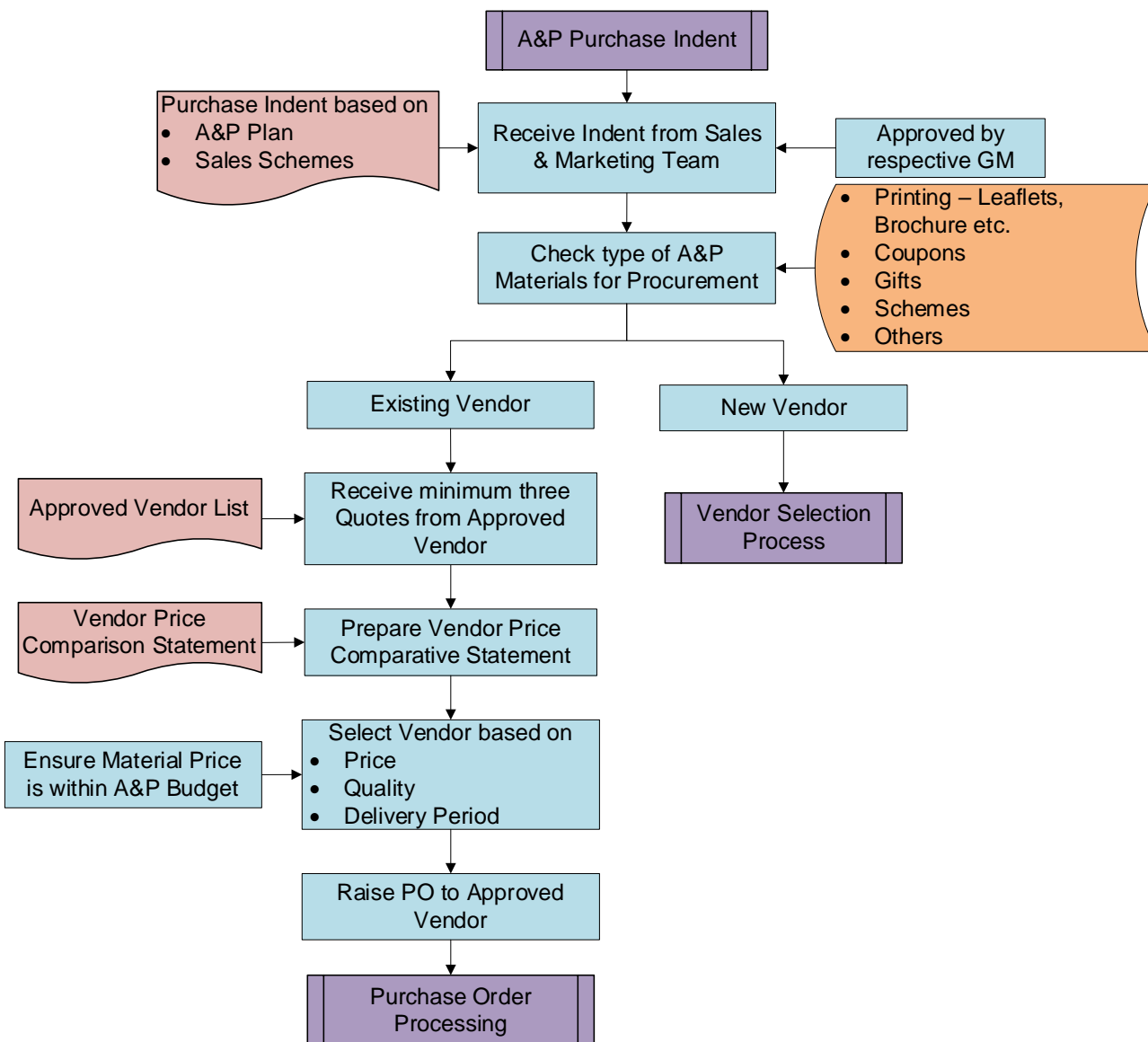
Product Development

**Key activities:**

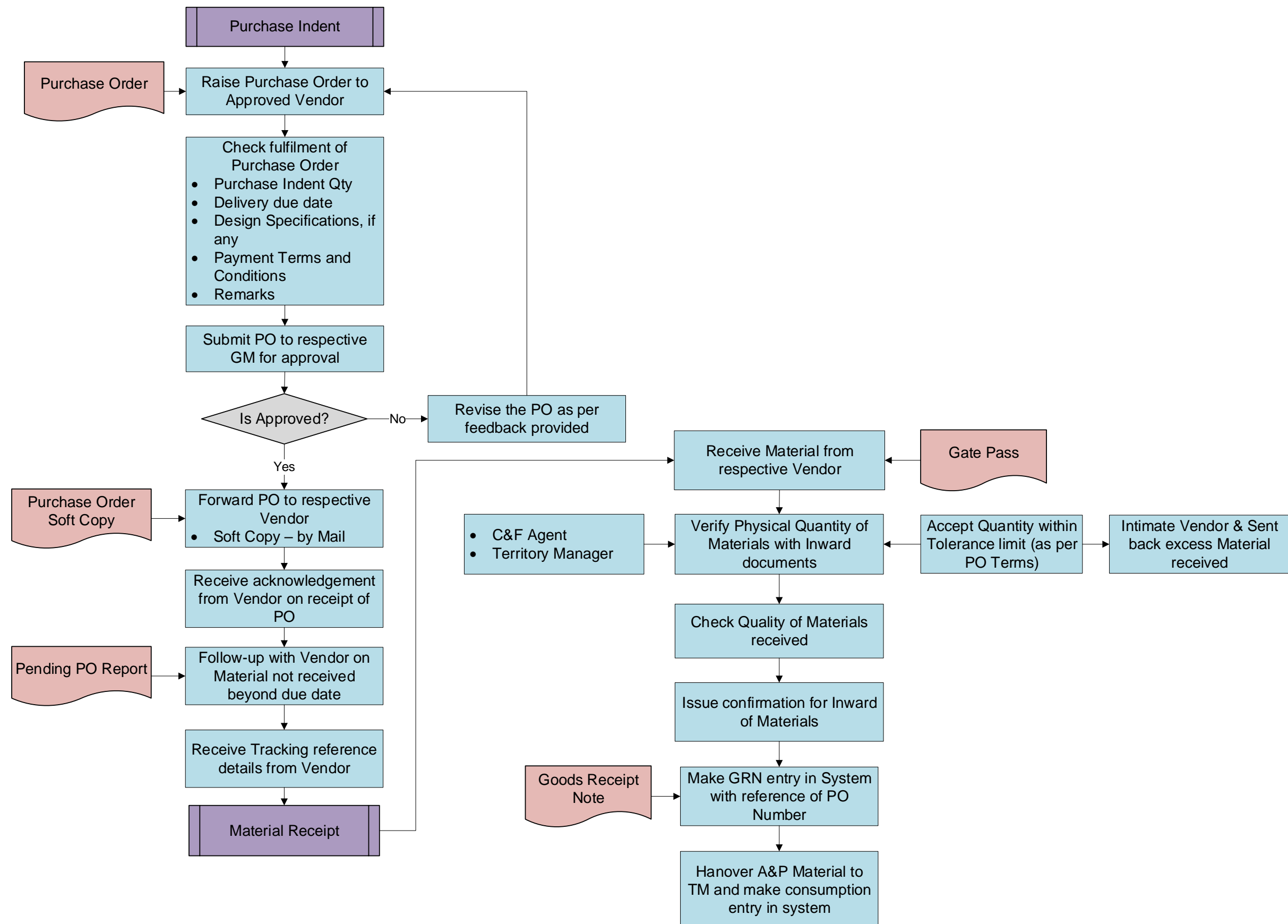
7.5.1 Pre-& Post Seasonal Activity Planning

Activity	Maker	Checker	Approver
<b>7.5.1 Pre &amp; Post Seasonal Activity Planning</b>			
1) Analyze Previous Year Activities and Business Conversion Rate based on the following reports <ul style="list-style-type: none"> <li>• Division wise</li> <li>• Region wise</li> <li>• Village wise</li> <li>• Variety wise</li> </ul>	NMM	GM S&M	-
2) Check Inventory of respective Variety & Location, Plan Sales & Promotion activities as per Variety available	NMM	GM S&M	-
3) Check and analyze Trials & Demos conducted by Product Development on respective Region	NMM	GM S&M	-
4) Prioritize Sales on Variety based on Product Life Cycle	NMM	GM S&M	-
5) Schedule list of Activities to be conducted for Pre-& Post Season	NMM	GM S&M	-
6) Pre-season activities include: <ul style="list-style-type: none"> <li>• Farmer meeting/Group Meeting</li> <li>• Farmer training Program/Village level meeting</li> <li>• Projector Show/ Night Meetings</li> <li>• Decorated Van Campaign/Jeep Campaign</li> </ul>	NMM	GM S&M	-
7) Post Seasonal Activities include <ul style="list-style-type: none"> <li>• Farmer meeting/Group Meeting</li> <li>• Field Day/Field Visit</li> <li>• Mega Field Day</li> <li>• Dealer Crop Tour</li> <li>• Crop Show</li> <li>• Live Plant show</li> </ul>	NMM	GM S&M	-

## 7.6 A&P MATERIAL PURCHASE



## 7.6.2 A&P PO Process, Material Receipt & Issue



**Sub-process Owner:**

Purchase Officer – A&P

**Departments Involved:**

Marketing

Sales

**Key activities:**

7.6.1 A&P Indent Process

7.6.2 A&P Design Confirmation

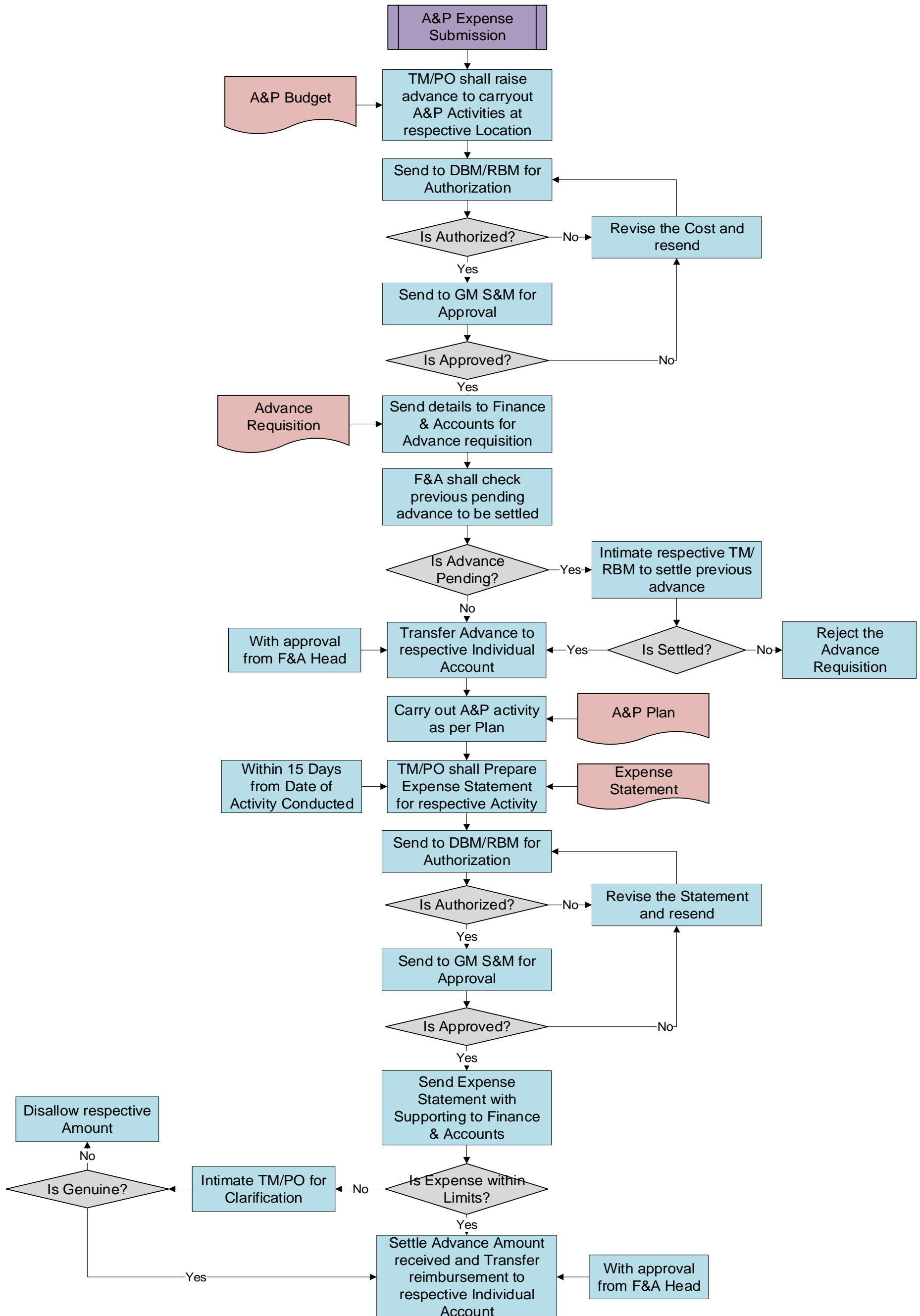
7.6.3 A&P PO Processing & Material Receipts

7.6.4 A&P Material Issue and Return

Activity	Maker	Checker	Approver
<b>7.6.1 A&amp;P Indent Process</b>			
1) Receive Indent from Sales & Marketing Team based on A&P Plan and Schemes.	RBM/DBM	Purchase Officer	GM S&M
2) Check type of A&P Materials for Procurement <ul style="list-style-type: none"> <li>• Printing – Leaflets, Brochure etc.</li> <li>• Coupons</li> <li>• Gifts</li> <li>• Schemes</li> <li>• Others</li> </ul>	RBM/DBM	Purchase Officer	-
3) In case of Material to be procured from Existing Vendors, receive Quotes from minimum three vendors	Purchase Officer	NMM	-
4) Prepare Vendor Price Comparative Statement and Select Vendor based on Price, Quality, Delivery Period	Purchase Officer	NMM	-
5) Raise PO to approved Vendor	Purchase Officer	NMM	-
<b>7.6.2 A&amp;P Design Confirmation</b>			
1) Provide Inputs to Designer for Advertisement & Promotion <ul style="list-style-type: none"> <li>• Variety Testimonial</li> <li>• Leaflet, Notice</li> <li>• Flex, banners</li> <li>• Display Boards</li> <li>• Gifts, Coupons</li> <li>• Packing Design etc.</li> </ul>	NMM	GM S&M	-
2) Receive Draft design for respective Activity	Designer	NMM	-
3) Check the Design & provide inputs to make necessary changes in Design	Designer	NMM	-
4) Submit Design to GM S&M for Approval	Designer	NMM	GM S&M
5) On Approval of Design, send to Vendor for Printing	Designer	NMM	GM S&M

Activity	Maker	Checker	Approver
6) Receive sample from Vendor and cross check with Master Design	Respective Vendor	NMM	-
7) Forward Samples to GM S&M for Approval	Purchase Officer	NMM	GM S&M
8) On Approval, issue confirmation to Vendor for Bulk Printing	Purchase Officer	NMM	GM S&M
9) Maintain records of Master Design for future reference	Purchase Officer	NMM	-
<b>7.6.3 A&amp;P PO Processing &amp; Material Receipts</b>			
1) Check fulfilment of Purchase Order <ul style="list-style-type: none"> <li>• Purchase Indent Qty</li> <li>• Delivery due date</li> <li>• Design Specifications, if any</li> <li>• Payment Terms and Conditions</li> </ul>	Purchase Officer	NMM	-
2) Submit PO to GM S&M for approval	Purchase Officer	NMM	GM S&M
3) On approval from GM, forward PO to respective Vendor and receive acknowledgement	Purchase Officer	NMM	-
4) Follow-up with Vendor on Material not received beyond due date	Purchase Officer	NMM	-
5) Receive Tracking reference details from Vendor and forward to Sales Team for planning	Purchase Officer	NMM	-
6) Receive Material from respective Vendor at respective C&F location as per PO delivery terms	C&F Agent	TM/RBM	-
7) Verify Physical Quantity of Materials with Inward documents	C&F Agent	TM/RBM	-
8) Check Quality of Materials received and Issue confirmation for Inward of Materials	C&F Agent	TM/RBM	-
9) Make GRN entry in System with reference of PO Number	C&F Agent	TM/RBM	-
<b>7.6.4 A&amp;P Material Issue and Return</b>			
1) Hanover A&P Material to respective TM/RBM and make consumption entry in system	C&F Agent	TM/RBM	-
2) Receive back A&P Material from Sales Team after sales closure	TM/RBM	C&F Agent	
3) Make return entry in System and transfer A&P stock to respective Unit as per instruction provided`	C&F Agent	TM/RBM	-

## 7.7 A&P ADVANCE REQUISITION & EXPENSE SUBMISSION





**Sub-process Owner:**

RBM  
TM

**Departments Involved:**

Marketing  
Sales  
F&A

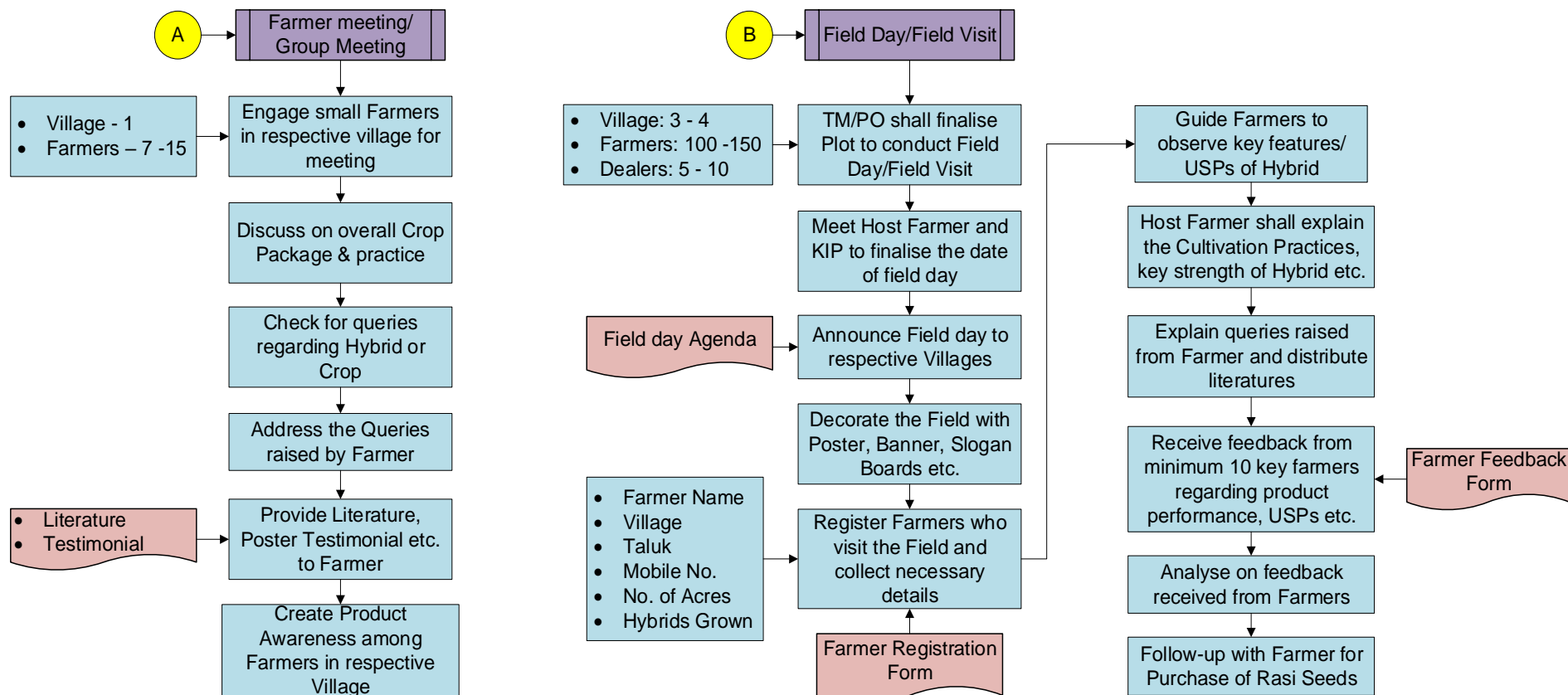
**Key activities:**

7.7.1 A&P Advance Requisition  
7.7.2 A&P Expense Submission

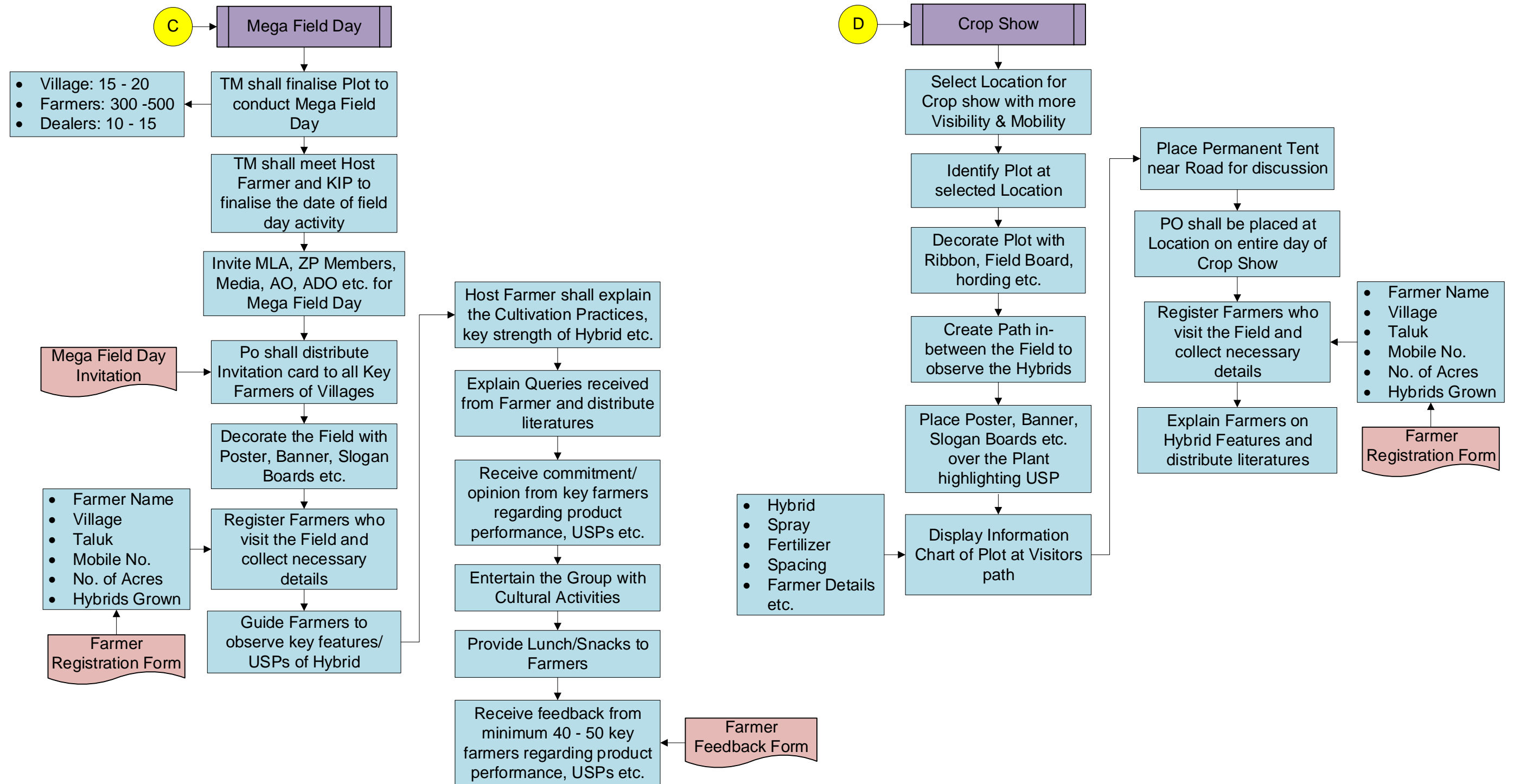
Activity	Maker	Checker	Approver
<b>7.7.1 A&amp;P Advance Requisition</b>			
1) TM/PO shall raise advance to carryout A&P Activities at respective location	TM/PO	DBM/RBM	-
2) Send to DBM/RBM for Authorization and then to GM S&M for Approval	TM/PO	DBM/RBM	GM S&M
3) If not authorized/approved, Revise the Cost and resend	TM/PO	DBM/RBM	-
4) If approved, send details to Finance & Accounts for advance requisition	TM/PO	DBM/RBM	GM S&M
5) F&A shall check previous pending advance to be settled.	TM/PO	F&A	-
6) In case of advance pending, intimate respective TM/ RBM to settle previous advance. If not settled, reject the Advance Requisition	Manager F&A	TM/PO	-
7) In case of no pending advance or previous advance settled, transfer advance to respective Individual Account With approval from F&A Head	Manager F&A	-	Head F&A
<b>7.7.2 A&amp;P Expense Submission</b>			
1) Carry out A&P activity as per Plan	TM/PO	DBM/RBM	-
2) Within 15 Days from Date of Activity Conducted, TM/PO shall Prepare Expense Statement for respective Activity	TM/PO	DBM/RBM	-
3) Send to DBM/RBM for Authorization and then to GM S&M for Approval	TM/PO	DBM/RBM	GM S&M
4) On approval, Send Expense Statement with Supporting to Finance & Accounts	TM/PO	DBM/RBM	GM S&M
5) In case of expense, exceeding budget, Intimate TM/PO for Clarification and if it is not genuine, Disallow respective Amount	TM/PO	Manager F&A	-
6) On expense within budget, settle advance amount received and transfer reimbursement to respective individual Account, with approval from F&A Head	Manager F&A	-	Head F&A

## 7.8 A&P ACTIVITY EXECUTION

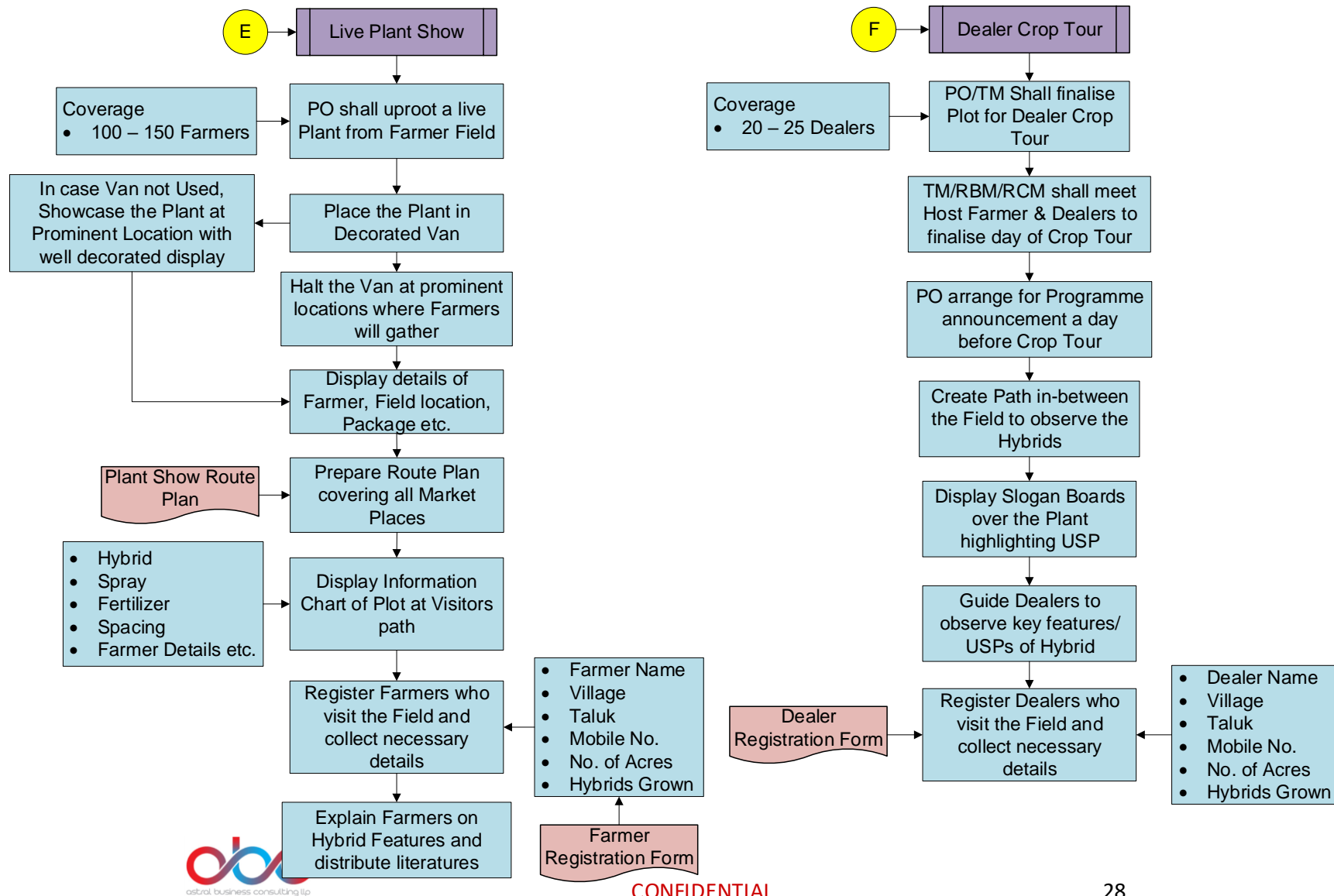
### 7.8.1 Farmer Meeting/Group Meeting & Field Day/Field Visit



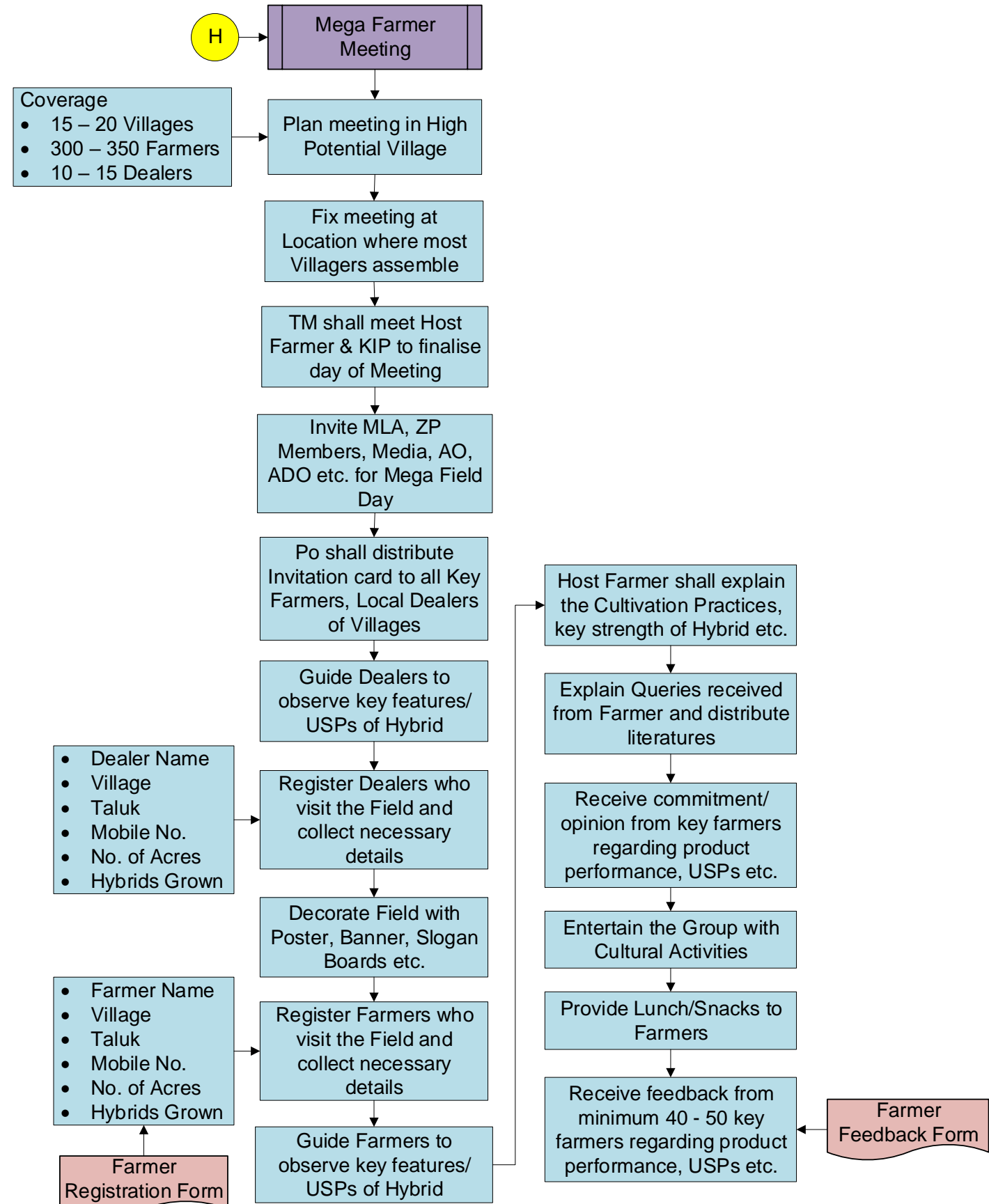
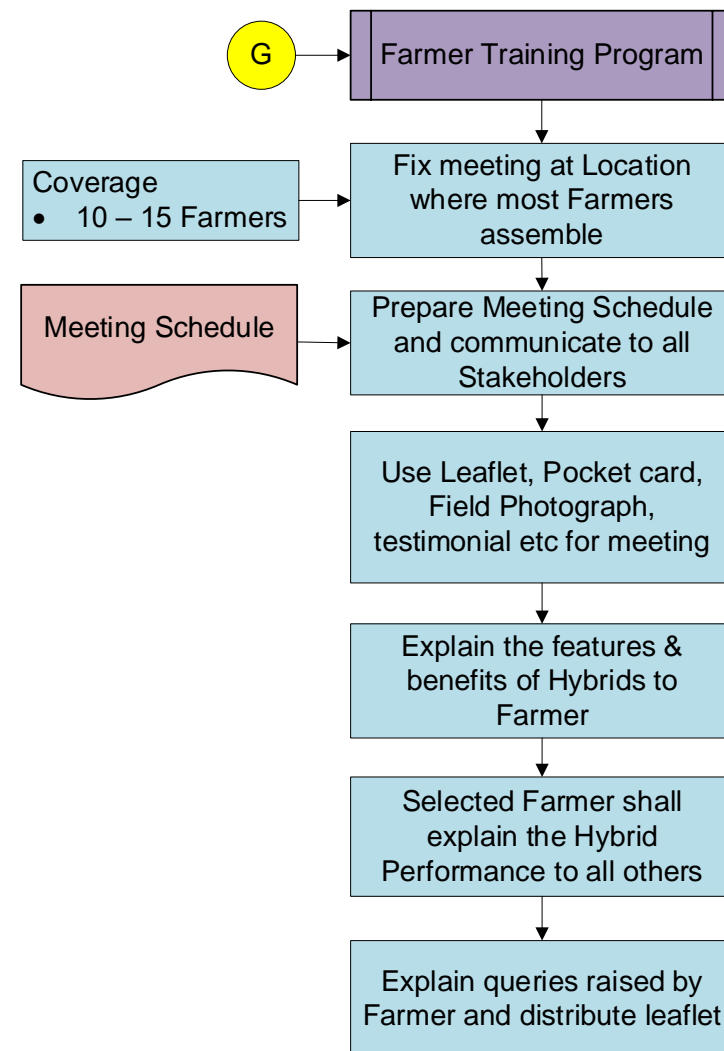
## 7.8.2 Mega Field Day & Crop Show



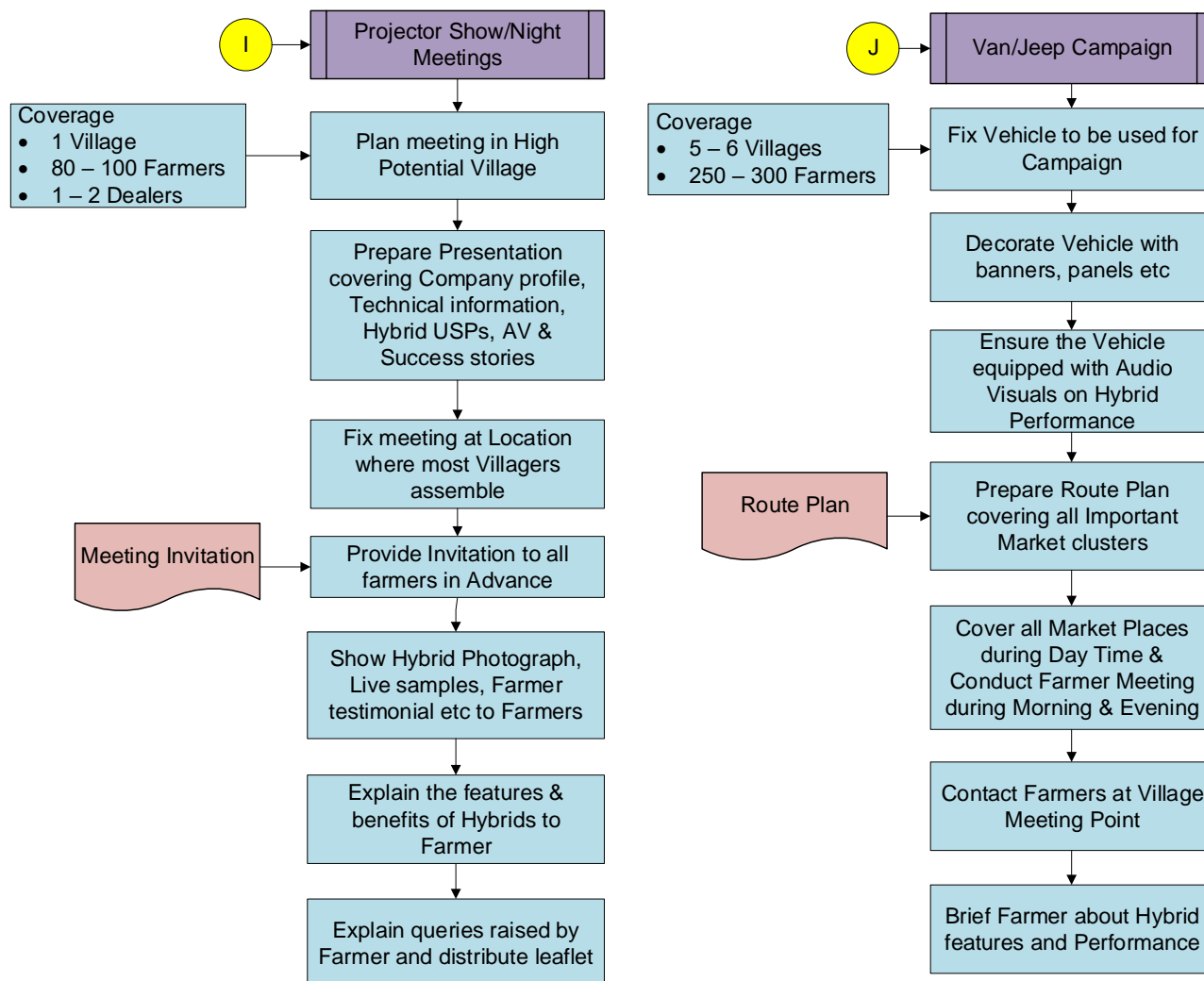
### 7.8.3 Live Plant Show & Dealer Crop Tour



### 7.8.4 Farmer Training Program/Village Level Meetings & Mega Farmer Meeting



#### 7.8.4 Projector Show & Vehicle Campaign



**Sub-process Owner:**

RBM  
TM

**Departments Involved:**

Marketing  
Sales  
F&A

**Key activities:**

- 7.8.1 Farmer meeting/Group Meeting
- 7.8.2 Field Day/Field Visit
- 7.8.3 Mega Field Day
- 7.8.4 Crop Show
- 7.8.5 Live Plant show
- 7.8.6 Dealer Crop Tour
- 7.8.7 Farmer Training Program
- 7.8.8 Mega Farmer Meeting
- 7.8.9 Projector Show/Night Meetings
- 7.8.10 Van/Jeep Campaign

Activity	Maker	Checker	Approver
<b>7.8.1 Farmer meeting /Group Meeting</b>			
1) Engage 7-15 farmers in respective village for meeting	TM/PO	RBM/DBM	-
2) Discuss on overall Crop Package & practice	TM/PO	RBM/DBM	-
3) Check for queries regarding Hybrid or Crop and Address the Queries raised by Farmer	TM/PO	RBM/DBM	-
4) Provide Literature, Poster Testimonial etc. to Farmer	TM/PO	RBM/DBM	-
5) Create Product Awareness among Farmers in respective Village	TM/PO	RBM/DBM	-
<b>7.8.2 Field day/ Field Visit</b>			
1) TM/PO shall finalize Plot to conduct Field Day/Field Visit from 3-4 villages, 100-150 farmers, 5-10 dealers	TM/PO	RBM/DBM	-
2) Meet Host Farmer and KIP to finalize the date of field day	TM/PO	RBM/DBM	-
3) Announce Field day to respective Villages based on field day agenda	TM/PO	RBM/DBM	-
4) Decorate the Field with Poster, Banner, Slogan Boards etc.	TM/PO	RBM/DBM	-
5) Register Farmers who visit the Field and collect necessary details based on the following details <ul style="list-style-type: none"> <li>Farmer Name</li> <li>Village</li> <li>Taluk, Mobile No.</li> </ul>	TM/PO	RBM/DBM	-

Activity	Maker	Checker	Approver
<ul style="list-style-type: none"> <li>No. of Acres</li> <li>Hybrids Grown</li> </ul>			
6) Guide Farmers to observe key features/ USPs of Hybrid	TM/PO	RBM/DBM	-
7) Host Farmer shall explain the Cultivation Practices, key strength of Hybrid etc.	TM/PO	RBM/DBM	-
8) Explain queries raised from Farmer and distribute literatures	TM/PO	RBM/DBM	-
9) Receive feedback with the help of farmer feedback form from minimum 10 key farmers regarding product performance, USPs etc.	TM/PO	RBM/DBM	-
10) Analyze on feedback received from Farmers and Follow-up with Farmer for Purchase of Rasi Seeds	TM/PO	RBM/DBM	-
<b>7.8.3 Mega Field Day</b>			
1) From 15-20 village, 300-500 village and 10-15 dealers, TM shall finalize Plot to conduct Mega Field Day	TM/PO	RBM/DBM	-
2) TM shall meet Host Farmer and KIP to finalize the date of field day activity	TM/PO	RBM/DBM	-
3) Invite MLA, ZP Members, Media, AO, ADO etc. for Mega Field Day	TM/PO	RBM/DBM	-
4) After receiving Mega Field Day invitation, Po shall distribute Invitation card to all Key Farmers of Villages	TM/PO	RBM/DBM	-
5) Decorate the Field with Poster, Banner, Slogan Boards etc.	TM/PO	RBM/DBM	-
6) Register Farmers who visit the Field and collect necessary details which can be obtained from Farmer Registration Form <ul style="list-style-type: none"> <li>Farmer Name</li> <li>Village</li> <li>Taluk</li> <li>Mobile No.</li> <li>No. of Acres</li> <li>Hybrids Grown</li> </ul>	TM/PO	RBM/DBM	-
7) Guide Farmers to observe key features/ USPs of Hybrid	TM/PO	RBM/DBM	-
8) Host Farmer shall explain the Cultivation Practices, key strength of Hybrid etc.	TM/PO	RBM/DBM	-
9) Explain Queries received from Farmer and distribute literatures	TM/PO	RBM/DBM	-
10) Receive commitment/ opinion from key farmers regarding product performance, USPs etc.	TM/PO	RBM/DBM	-
11) Entertain the Group with Cultural Activities and Provide Lunch/Snacks to Farmers	TM/PO	RBM/DBM	-



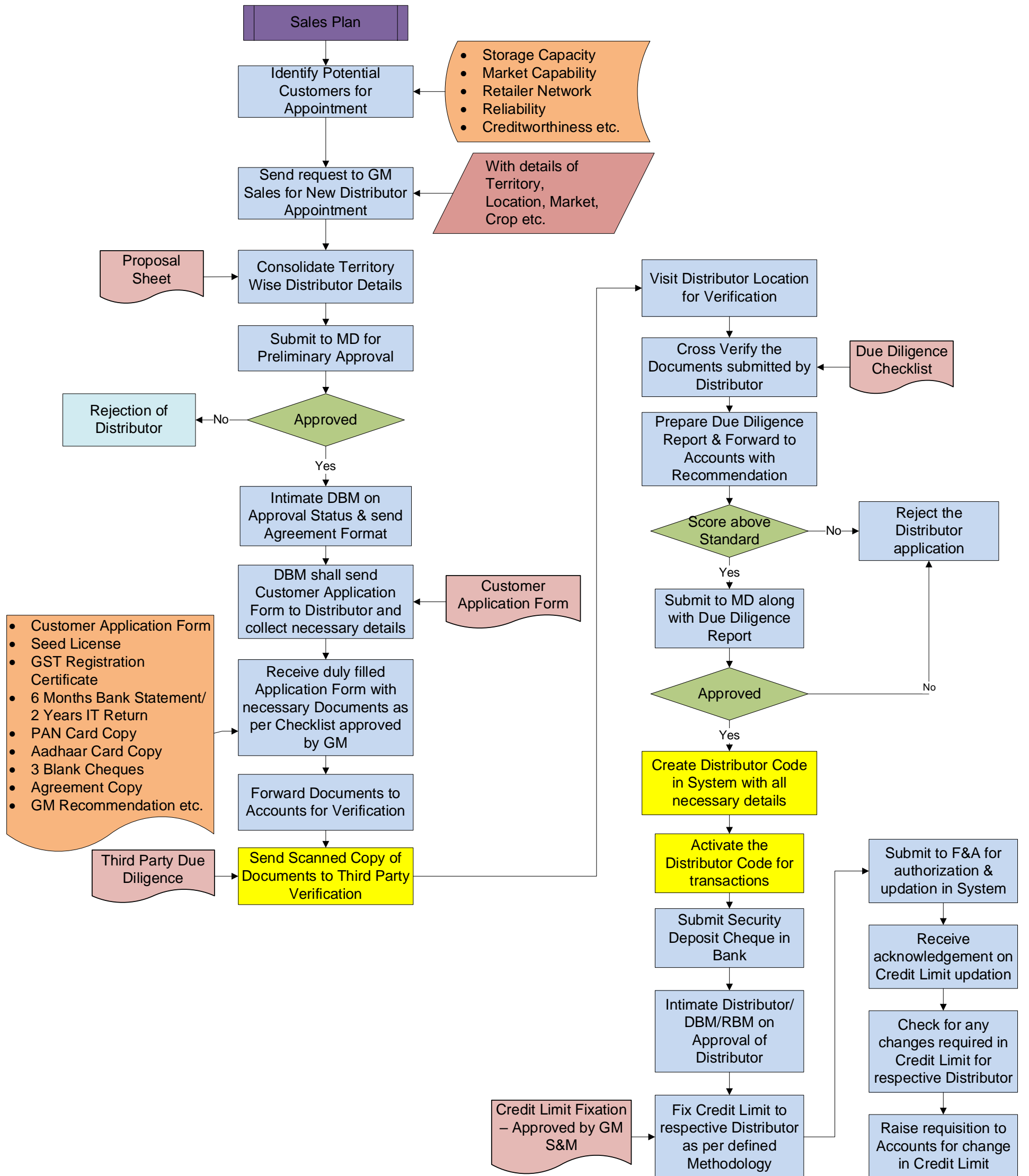
Activity	Maker	Checker	Approver
12) Receive feedback with the help of Farmer Feedback Form from minimum 40 - 50 key farmers regarding product performance, USPs etc.	TM/PO	RBM/DBM	-
<b>7.8.4 Crop Show</b>			
1) Select Location for Crop show with more Visibility & Mobility	TM/PO	RBM/DBM	-
2) Identify Plot at selected Location and Decorate Plot with Ribbon, Field Board, hording etc.	TM/PO	RBM/DBM	-
3) Create Path in-between the Field to observe the Hybrids	TM/PO	RBM/DBM	-
4) Place Poster, Banner, Slogan Boards etc. over the Plant highlighting USP	TM/PO	RBM/DBM	-
5) Display information chart of plots at visitor's path based on <ul style="list-style-type: none"> <li>• Hybrid</li> <li>• Spray</li> <li>• Fertilizer</li> <li>• Spacing</li> <li>• Farmer Details etc.</li> </ul>	TM/PO	RBM/DBM	-
6) Place Permanent Tent near Road for discussion	TM/PO	RBM/DBM	-
7) PO shall be placed at Location on entire day of Crop Show	TM/PO	RBM/DBM	-
8) Register Farmers who visit the Field and collect necessary details which can be obtained from Farmer Registration Form <ul style="list-style-type: none"> <li>• Farmer Name</li> <li>• Village</li> <li>• Taluk</li> <li>• Mobile No.</li> <li>• No. of Acres</li> <li>• Hybrids Grown</li> </ul>	TM/PO	RBM/DBM	-
9) Explain Farmers on Hybrid Features and distribute literatures	TM/PO	RBM/DBM	-
<b>7.8.5 Live Plant Show</b>			
1) PO shall uproot a live Plant from Farmer Field with coverage of 100-150 farmers	TM/PO	RBM/DBM	-
2) Place the Plant in Decorated Van and Halt the Van at prominent locations where Farmers will gather	TM/PO	RBM/DBM	-
3) In case Van not Used, Showcase the Plant at Prominent Location with well decorated display	TM/PO	RBM/DBM	-
4) Display details of Farmer, Field location, Package etc.	TM/PO	RBM/DBM	-
5) Prepare Route Plan covering all Market Places with the help of Plant Show Route plan	TM/PO	RBM/DBM	-

Activity	Maker	Checker	Approver
6) Display information chart of plots at visitor's path based on <ul style="list-style-type: none"> <li>• Hybrid</li> <li>• Spray</li> <li>• Fertilizer</li> <li>• Spacing</li> <li>• Farmer Details etc.</li> </ul>	TM/PO	RBM/DBM	-
7) Register Farmers who visit the Field and collect necessary details which can be obtained from Farmer Registration Form <ul style="list-style-type: none"> <li>• Farmer Name</li> <li>• Village</li> <li>• Taluk</li> <li>• Mobile No.</li> <li>• No. of Acres</li> <li>• Hybrids Grown</li> </ul>	TM/PO	RBM/DBM	-
8) Explain Farmers on Hybrid Features and distribute literatures	TM/PO	RBM/DBM	-
<b>7.8.6 Dealer Crop Tour</b>			
1) PO/TM shall finalize Plot for Dealer Crop Tour with coverage of 20-25 dealers	TM/PO	RBM/DBM	-
2) TM/RBM/RCM shall meet Host Farmer & Dealers to finalize day of Crop Tour	TM/PO	RBM/DBM	-
3) PO arrange for program announcement a day before Crop Tour	TM/PO	RBM/DBM	-
4) Create Path in-between the Field to observe the Hybrids	TM/PO	RBM/DBM	-
5) Display Slogan Boards over the Plant highlighting USP	TM/PO	RBM/DBM	-
6) Guide Dealers to observe key features/ USPs of Hybrid	TM/PO	RBM/DBM	-
7) Register dealers who visit the Field and collect necessary details <ul style="list-style-type: none"> <li>• Dealer Name</li> <li>• Village</li> <li>• Taluk</li> <li>• Mobile No.</li> <li>• No. of Acres</li> <li>• Hybrids Grown</li> </ul>	TM/PO	RBM/DBM	-
<b>7.8.7 Farmer Training Program</b>			
1) Fix meeting at Location where most Farmers assemble having coverage of 10-15 farmers	TM/PO	RBM/DBM	-
2) Prepare Meeting Schedule and communicate to all Stakeholders	TM/PO	RBM/DBM	-

Activity	Maker	Checker	Approver
3) Use Leaflet, Pocket card, Field Photograph, testimonial etc. for meeting	TM/PO	RBM/DBM	-
4) Explain the features & benefits of Hybrids to Farmer	TM/PO	RBM/DBM	-
5) Selected Farmer shall explain the Hybrid Performance to all others	TM/PO	RBM/DBM	-
6) Explain queries raised by Farmer and distribute leaflet	TM/PO	RBM/DBM	-
<b>7.8.8 Mega Farmer Meeting</b>			
1) Plan meeting in High Potential Village with a coverage of 15 – 20 Villages, 300 – 350 Farmers, 10 – 15 Dealers	TM/PO	RBM/DBM	-
2) Fix meeting at Location where most Villagers assemble	TM/PO	RBM/DBM	-
3) TM shall meet Host Farmer & KIP to finalize day of Meeting	TM/PO	RBM/DBM	-
4) Invite MLA, ZP Members, Media, AO, ADO etc. for Mega Field Day	TM/PO	RBM/DBM	-
5) Po shall distribute Invitation card to all Key Farmers, Local Dealers of Villages	TM/PO	RBM/DBM	-
6) Guide Dealers to observe key features/ USPs of Hybrid	TM/PO	RBM/DBM	-
7) Register dealers who visit the Field and collect necessary details <ul style="list-style-type: none"> <li>• Dealer Name</li> <li>• Village</li> <li>• Taluk</li> <li>• Mobile No.</li> <li>• No. of Acres</li> <li>• Hybrids Grown</li> </ul>	TM/PO	RBM/DBM	-
8) Decorate Field with Poster, Banner, Slogan Boards etc.	TM/PO	RBM/DBM	-
9) Register Farmers who visit the Field and collect necessary details which can be obtained from Farmer Registration Form <ul style="list-style-type: none"> <li>• Farmer Name</li> <li>• Village</li> <li>• Taluk</li> <li>• Mobile No.</li> <li>• No. of Acres</li> <li>• Hybrids Grown</li> </ul>	TM/PO	RBM/DBM	-
10) Guide Farmers to observe key features/ USPs of Hybrid	TM/PO	RBM/DBM	-
11) Host Farmer shall explain the Cultivation Practices, key strength of Hybrid etc.	TM/PO	RBM/DBM	-
12) Explain Queries received from Farmer and distribute literatures	TM/PO	RBM/DBM	-

Activity	Maker	Checker	Approver
13) Receive commitment/ opinion from key farmers regarding product performance, USPs etc.	TM/PO	RBM/DBM	-
14) Entertain the Group with Cultural Activities and Provide Lunch/Snacks to Farmers	TM/PO	RBM/DBM	-
15) Receive feedback with the help of Farmer Feedback Form from minimum 40 - 50 key farmers regarding product performance, USPs etc.	TM/PO	RBM/DBM	-
<b>7.8.9 Projector Show/Night meetings</b>			
1) Plan meeting in High Potential Village with coverage of 1 Village, 80 – 100 Farmers, 1 – 2 Dealers	TM/PO	RBM/DBM	-
2) Prepare Presentation covering Company profile, Technical information, Hybrid USPs, AV & Success stories	TM/PO	RBM/DBM	-
3) Fix meeting at Location where most Villagers assemble	TM/PO	RBM/DBM	-
4) Provide Invitation to all farmers in Advance	TM/PO	RBM/DBM	-
5) Show Hybrid Photograph, Live samples, Farmer testimonial etc. to Farmers	TM/PO	RBM/DBM	-
6) Explain the features & benefits of Hybrids to Farmer	TM/PO	RBM/DBM	-
7) Explain queries raised by Farmer and distribute leaflet	TM/PO	RBM/DBM	-
<b>7.8.10 Van/ Jeep Campaign</b>			
1) Fix Vehicle to be used for Campaign with a coverage of 5 – 6 Villages, 250 – 300 Farmers	TM/PO	RBM/DBM	-
2) Decorate Vehicle with banners, panels etc.	TM/PO	RBM/DBM	-
3) Ensure the Vehicle equipped with Audio Visuals on Hybrid Performance	TM/PO	RBM/DBM	-
4) Prepare Route Plan covering all Important Market clusters	TM/PO	RBM/DBM	-
5) Cover all Market Places during Day Time & Conduct Farmer Meeting during Morning & Evening	TM/PO	RBM/DBM	-
6) Contact Farmers at Village Meeting Point	TM/PO	RBM/DBM	-
7) Brief Farmer about Hybrid features and Performance	TM/PO	RBM/DBM	-

## 7.9 NEW DISTRIBUTOR APPOINTMENT



**Sub-process Owner:**

Manager F&A

**Departments Involved:**

Sales

F&A

**Key activities:**

7.9.1 Identify and Collection of Customer Profile with KYC

7.9.2 Customer Due Diligence

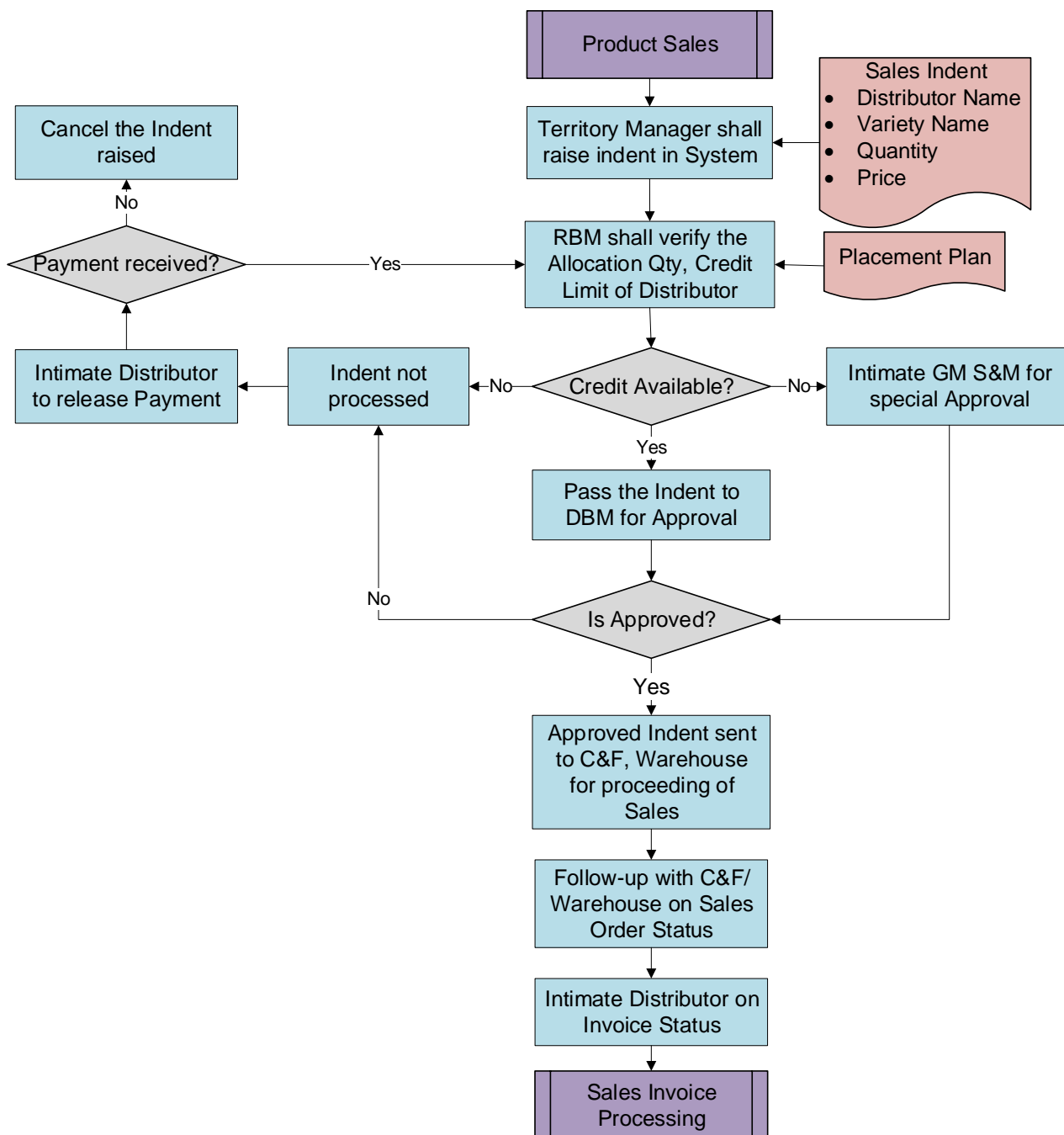
7.9.3 Finalizing New Customer

7.9.4 Credit Limit Fixation

Activity	Maker	Checker	Approver
<b>7.9.1 Identify and Collection of Customer Profile with KYC</b>			
1) Identify Potential Customers for appointment by obtaining the following data <ul style="list-style-type: none"> <li>• Storage Capacity</li> <li>• Market Capability</li> <li>• Retailer Network</li> <li>• Reliability</li> <li>• Creditworthiness etc.</li> </ul>	DBM/RBM	GM S&M	-
2) Send request to GM Sales for New Distributor Appointment with details of Territory, Location, Market, Crop etc.	DBM/RBM	GM S&M	-
3) Consolidate Territory Wise Distributor Details with the help of a proposal sheet	DBM/RBM	GM S&M	-
4) Submit to MD for Preliminary Approval. If not approved, reject the distributor	DBM/RBM	GM S&M	MD
5) On approval, Intimate DBM on Approval Status & send Agreement Format	Manager F&A	DBM/RBM	-
6) DBM shall send Customer Application Form to Distributor and collect necessary details	DBM/RBM	Manager F&A	-
7) Obtain necessary documents as per checklist approved by GM. <ul style="list-style-type: none"> <li>• Customer Application Form</li> <li>• Seed License</li> <li>• GST Registration Certificate</li> <li>• 6 Months Bank Statement/ 2 Years IT Return</li> <li>• PAN Card Copy</li> <li>• Aadhaar Card Copy</li> <li>• 3 Blank Cheques</li> <li>• Agreement Copy</li> <li>• GM Recommendation etc.</li> </ul>	DBM/RBM	Manager F&A	-

Activity	Maker	Checker	Approver
8) Receive duly filled Application Form with necessary Documents as per Checklist approved by GM	DBM/RBM	Manager F&A	-
9) Forward Documents to Accounts for Verification	DBM/RBM	Manager F&A	-
10) Send Scanned Copy of Documents to Third Party Verification	Manager F&A	Third party	-
11) In case of documents not available as per checklist, Intimate Accounts/ DBM to resend respective Documents as per Checklist	Manager F&A	DBM/RBM	-
<b>7.9.2 Customer Due Diligence</b>			
1) Visit Distributor location for verification and cross verify the documents submitted by Distributor with the help of Diligence checklist	Third Party	Manager F&A	-
2) Prepare Due Diligence Report & Forward to Accounts with recommendation	Third Party	Manager F&A	-
<b>7.9.3 Finalizing Customer</b>			
1) On Due Diligence score is not above standard, reject the Distributor application	Third Party	Manager F&A	-
2) On score above standard, consolidate the Documents as per Checklist and submit to MD along with Due Diligence Report	Manager F&A	GM S&M	Head F&A & MD
3) On approval, create Distributor Code in system and active the same for transactions.	Manager F&A	GM S&M	Head F&A & MD
4) Submit Security Deposit Cheque in Bank	Manager F&A	GM S&M	-
5) Intimate Distributor/ DBM/RBM on Approval of Distributor	Manager F&A	GM S&M	-
6) Discuss with GM S&M on New Customer Credit limit, allocation Quantity etc. and update details in system on respective Distributor code	Manager F&A	GM S&M	Head F&A & MD
<b>7.9.4 Credit Limit Fixation</b>			
1) Fix Credit Limit to respective Distributor as per defined Methodology	GM S&M	F&A	-
2) Submit to F&A for authorization & updation in System	GM S&M	F&A	-
3) Receive acknowledgement on Credit Limit updation	F&A	GM S&M	-
4) Check for any changes required in Credit Limit for respective Distributor	DBM/RBM	GM S&A	-
5) Raise requisition to Accounts for change in Credit Limit	GM S&M	F&A	-

## 7.10 SALES INDENT PROCESSING





**Sub-process Owner:**

TM  
RBM/DBM  
GM S&M

**Departments Involved:**

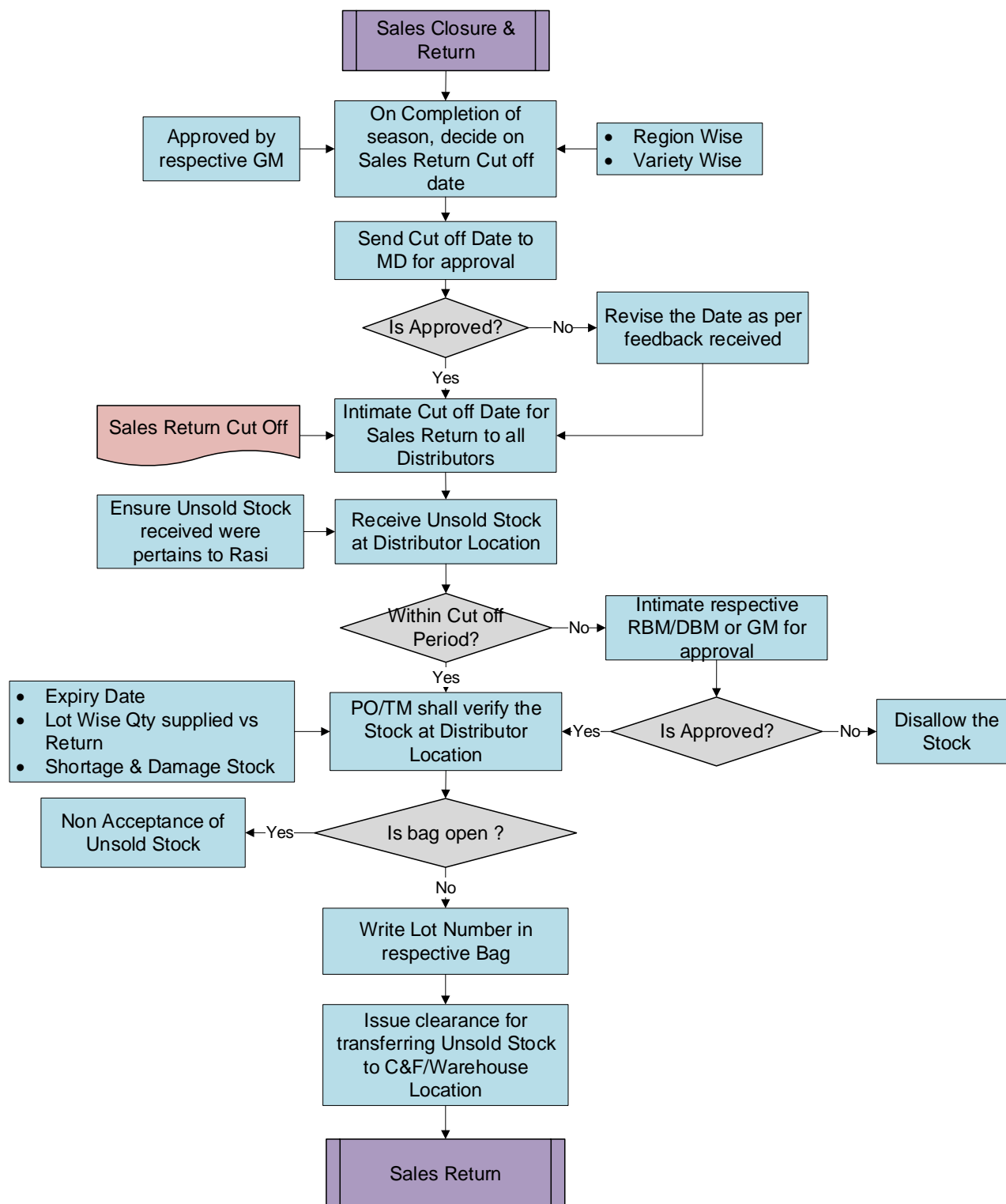
Sales  
SCM

**Key activities:**

- 7.10.1 Raise Sales Indent
- 7.10.2 Verifying and Approval of Sales Indent

Activity	Maker	Checker	Approver
<b>7.10.1 Raise Sales Indent</b>			
1) Territory Manager shall raise sales indent in System which are <ul style="list-style-type: none"> <li>• Distributor Name</li> <li>• Variety Name</li> <li>• Quantity</li> <li>• Price</li> </ul>	TM	DBM/RBM	-
<b>7.10.2 Verifying and Approval of Sales Indent</b>			
1) RBM shall verify the Credit Limit and allocation Quantity of Distributor	TM	DBM/RBM	-
2) In case of credit not available, intimate distributor to release payment. Based on importance, receive special approval from GM S&M to pass the indent	TM	DBM/RBM	GM S&M
3) On credit available, pass the Indent to DBM for Approval	TM	-	DBM/RBM
4) Intimate C&F on indent raised.	TM	DBM/RBM	-
5) Follow-up with C&F/ Warehouse on Sales Order Status	TM	DBM/RBM	-
6) Intimate Distributor on Invoice Status	TM	DBM/RBM	-

## 7.11 SALES CLOSURE & RETURN



**Sub-process Owner:**

TM  
DBM/RBM  
GM S&M

**Departments Involved:**

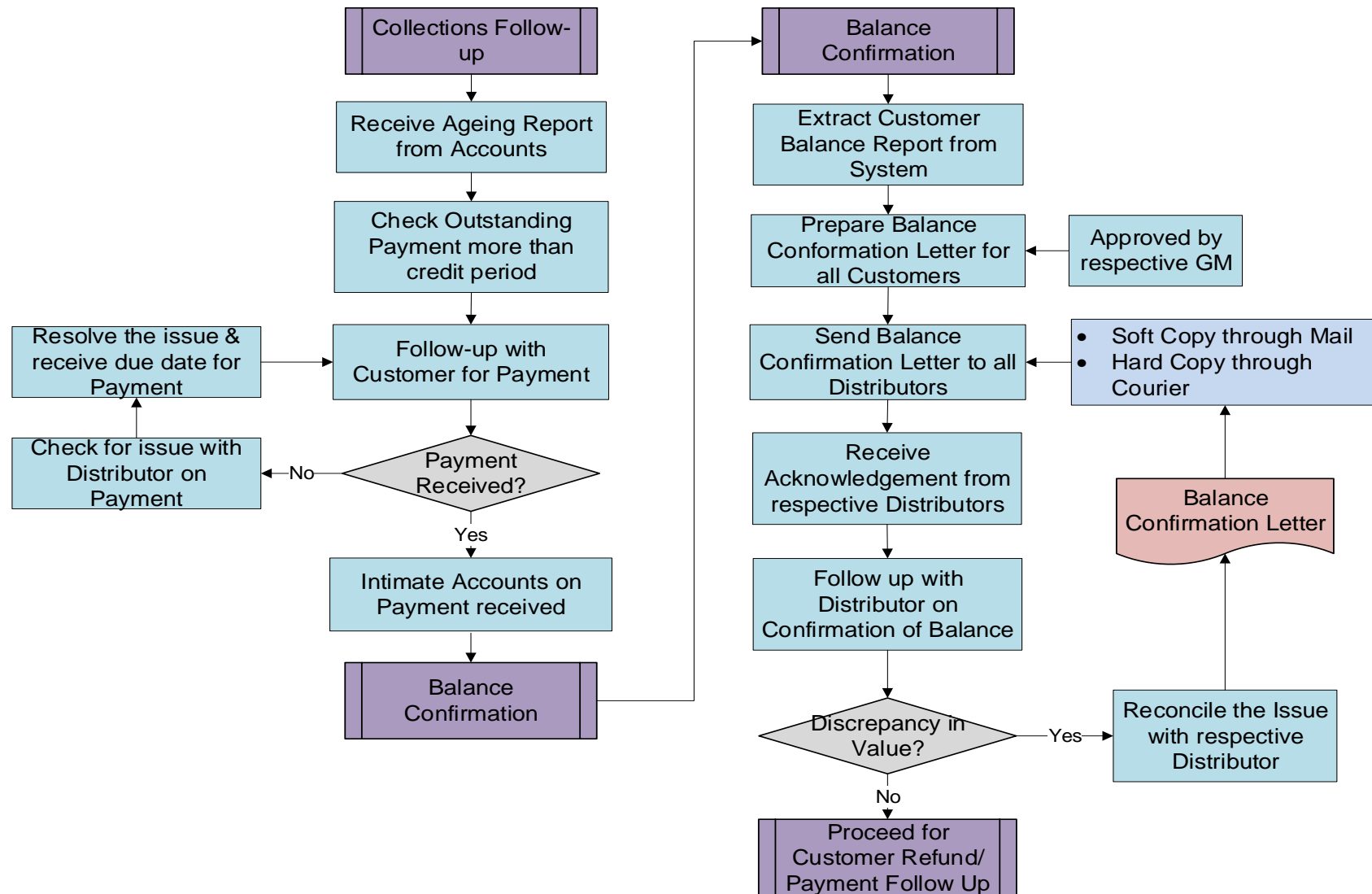
Sales  
SCM  
F&A

**Key activities:**

- 7.11.1 Finalizing of Sales Cut-Off Period
- 7.11.2 Consolidation of Unsold Stock

Activity	Maker	Checker	Approver
<b>7.11.1 Finalizing of Sales Cut-Off Period</b>			
1) On Completion of season, decide on Sales Return Cutoff date approved by respective GM based on region wise and variety wise	TM	DBM/RBM	GM S&M
2) Send Cut of Date to MD for approval	DBM/RBM	GM S&M	MD/ Approving Authority
3) In case of not approved, revise the date as per feedback received and submit Cutoff Date for approval.	DBM/RBM	GM S&M	MD/ Approving Authority
4) On approval, intimate Cutoff Date for Sales Return to all Distributors	TM	DBM/RBM	GM S&M
<b>7.11.2 Consolidation of Unsold Stock</b>			
1) Receive Unsold Stock at Distributor Location, check Unsold Stock received were pertains to Rasi	Distributor	TM, DBM/RBM	-
2) In case of open bag received, send samples to Quality for Testing. On failure of quality test, Non-Acceptance of Unsold Stock.	Distributor	TM, DBM/RBM	-
3) For unopened bags, write Distributor code, lot number in bag and issue clearance for transferring Unsold Stock to C&F/Warehouse Location	TM	DBM/RBM	-
4) Consolidate Unsold Stock and Send to respective Location with DC	Distributor	TM, DBM/RBM	-

## 7.12 COLLECTION FOLLOW-UP & BALANCE CONFIRMATION



**Sub-process Owner:**

TM  
RBM/DBM  
Manager F&A

**Departments Involved:**

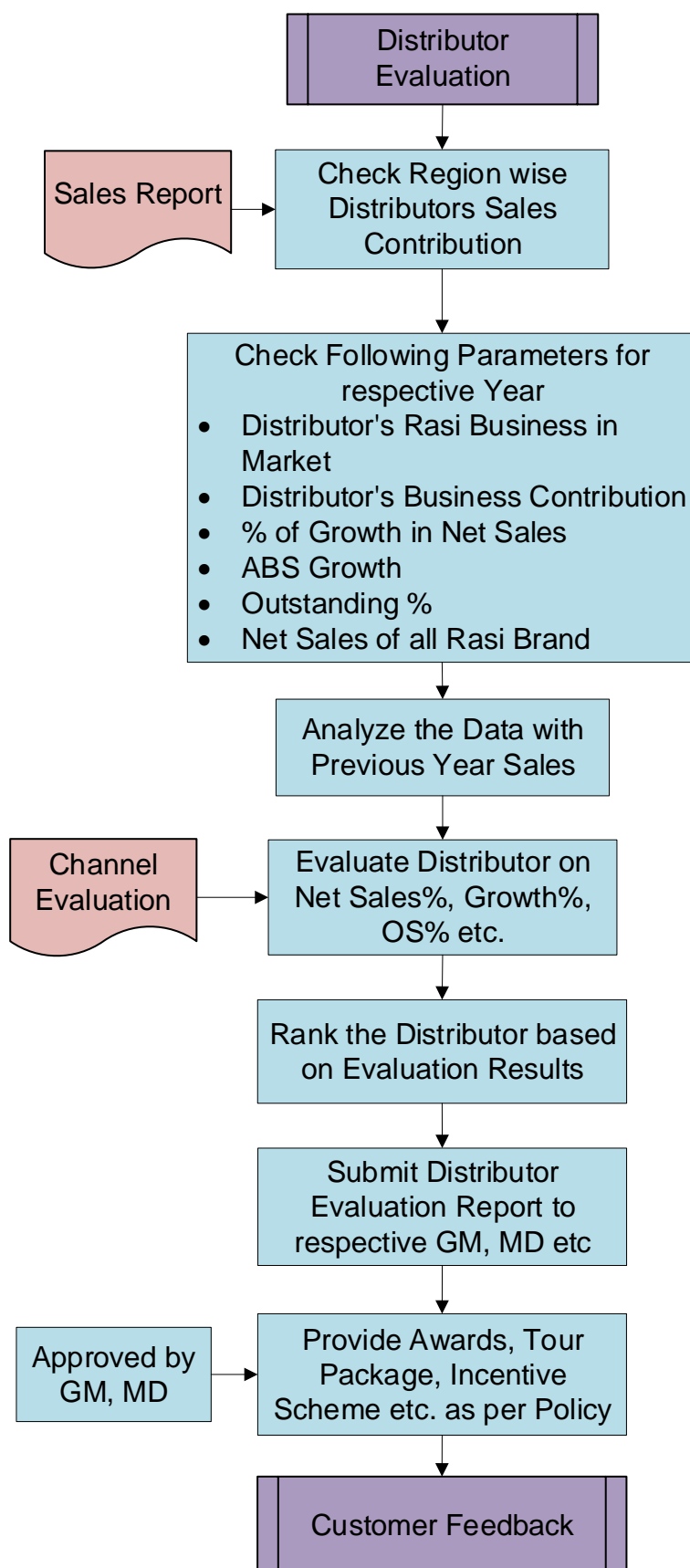
Sales  
F&A

**Key activities:**

- 7.12.1 Collection Follow Up
- 7.12.2 Balance Confirmation

Activity	Maker	Checker	Approver
<b>7.12.1 Collections Follow-up</b>			
1) Receive Ageing Report from Accounts and Check Outstanding Payment more than credit period	Manager F&A	DBM/RBM	-
2) Follow-up with Customer for Payment	DBM/RBM	GM S&M	-
3) On payment not received, check for issue with Distributor on Payment and resolve the same	DBM/RBM	GM S&M	-
4) On payment received, Intimate Accounts on Payment received	DBM/RBM	Manager F&A	-
<b>7.12.2 Balance Confirmation</b>			
1) Extract Customer Balance Report from System	Manager F&A	DBM/RBM	-
2) Prepare Balance Confirmation Letter for all Customers after being approved by respective GM	Manager F&A	DBM/RBM	GM S&M
3) Send Balance Confirmation Letter to all Distributors	Manager F&A	DBM/RBM	-
4) Receive Acknowledgement from respective Distributors	DBM/RBM	Manager F&A	-
5) Follow up with Distributor on Confirmation of Balance	DBM/RBM	Manager F&A	-
6) In case of discrepancy in Balance, reconcile the issue with respective Distributor.	DBM/RBM	Manager F&A	-
7) On balance confirmation received, proceed for Customer refund/ payment follow up	DBM/RBM	Manager F&A	-

## 7.13 DISTRIBUTOR EVALUATION



**Sub-process Owner:**

DBM/RBM  
NMM

**Departments Involved:**

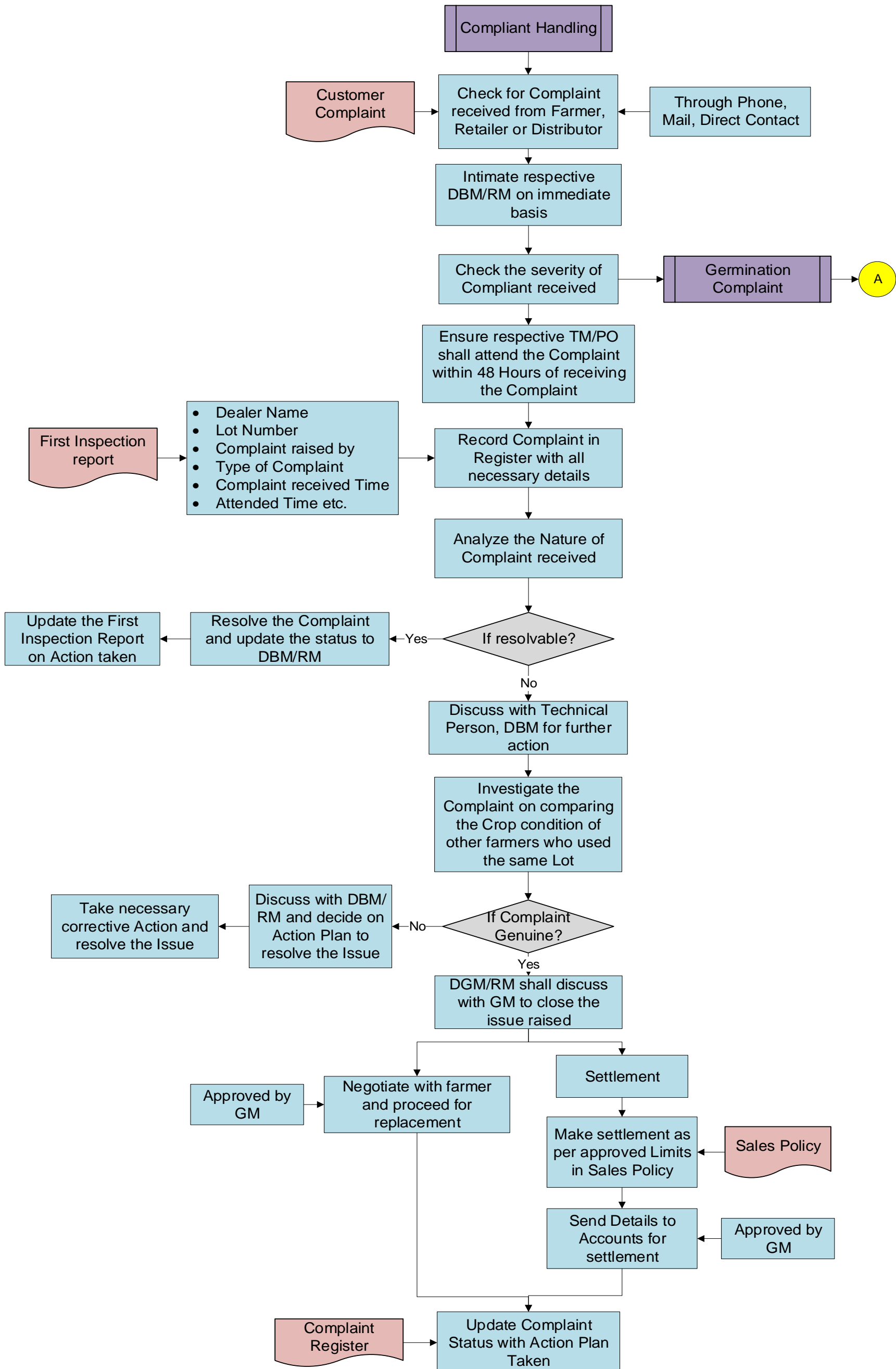
Sales  
F&A

**Key activities:**

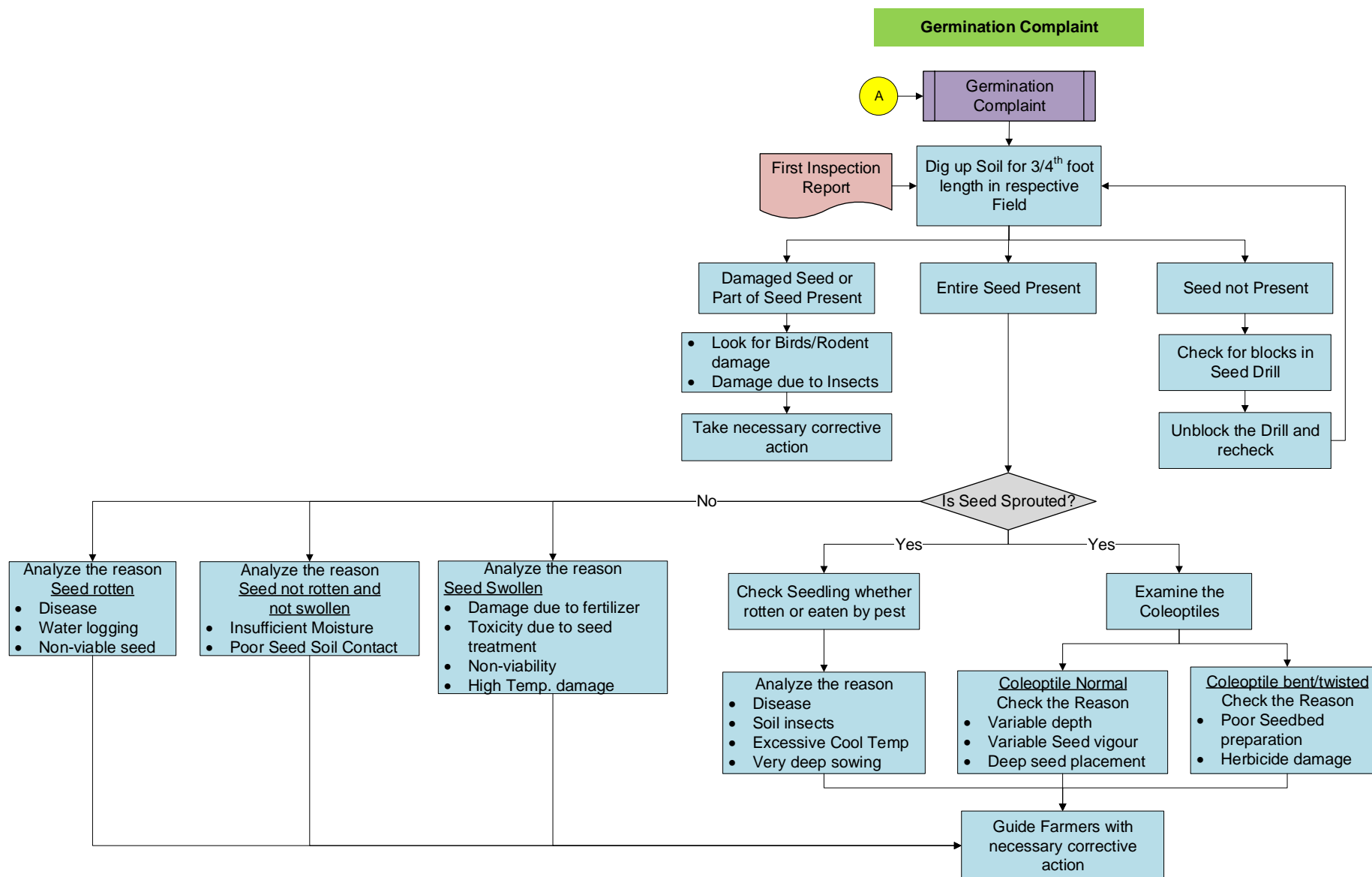
7.13.1 Customer Evaluation

Activity	Maker	Checker	Approver
<b>7.13.1 Customer Evaluation</b>			
1) Check Region Wise Distributors Sales Contribution with the help of sales report	DBM/RBM	NMM	-
2) Check Following Parameters for respective Year <ul style="list-style-type: none"> <li>Distributor's Rasi Business in Market</li> <li>Distributor's Business Contribution</li> <li>% of Growth in Net Sales</li> <li>ABS Growth</li> <li>Outstanding %</li> <li>Net Sales of all Rasi Brand</li> </ul>	DBM/RBM	NMM	-
3) Analyze the Data with Previous Year Sales	DBM/RBM	NMM	-
4) Evaluate Distributor on Net Sales%, Growth%, OS% etc. with the help of channel evaluation	DBM/RBM	NMM	-
5) Rank the Distributor based on Evaluation Results	DBM/RBM	NMM	-
6) Submit Distributor Evaluation Report to respective GM, MD etc.	DBM/RBM	NMM	GM S&M, MD
7) Provide Awards, Tour Package, Incentive Scheme etc. as per Policy after approval by GD, MD	DBM/RBM	NMM	GM S&M, MD
8) Block the Distributor on low performing and intimate Distributor, SCM etc.	DBM/RBM	NMM	-
9) Send details on Distributor to IT, Accounts for closing of Distributor Account	DBM/RBM	NMM	-

## 7.14 COMPLIANT HANDLING







**Sub-process Owner:**

TM  
DBM/RBM  
Quality

**Departments Involved:**

Sales  
Quality  
F&A

**Key activities:**

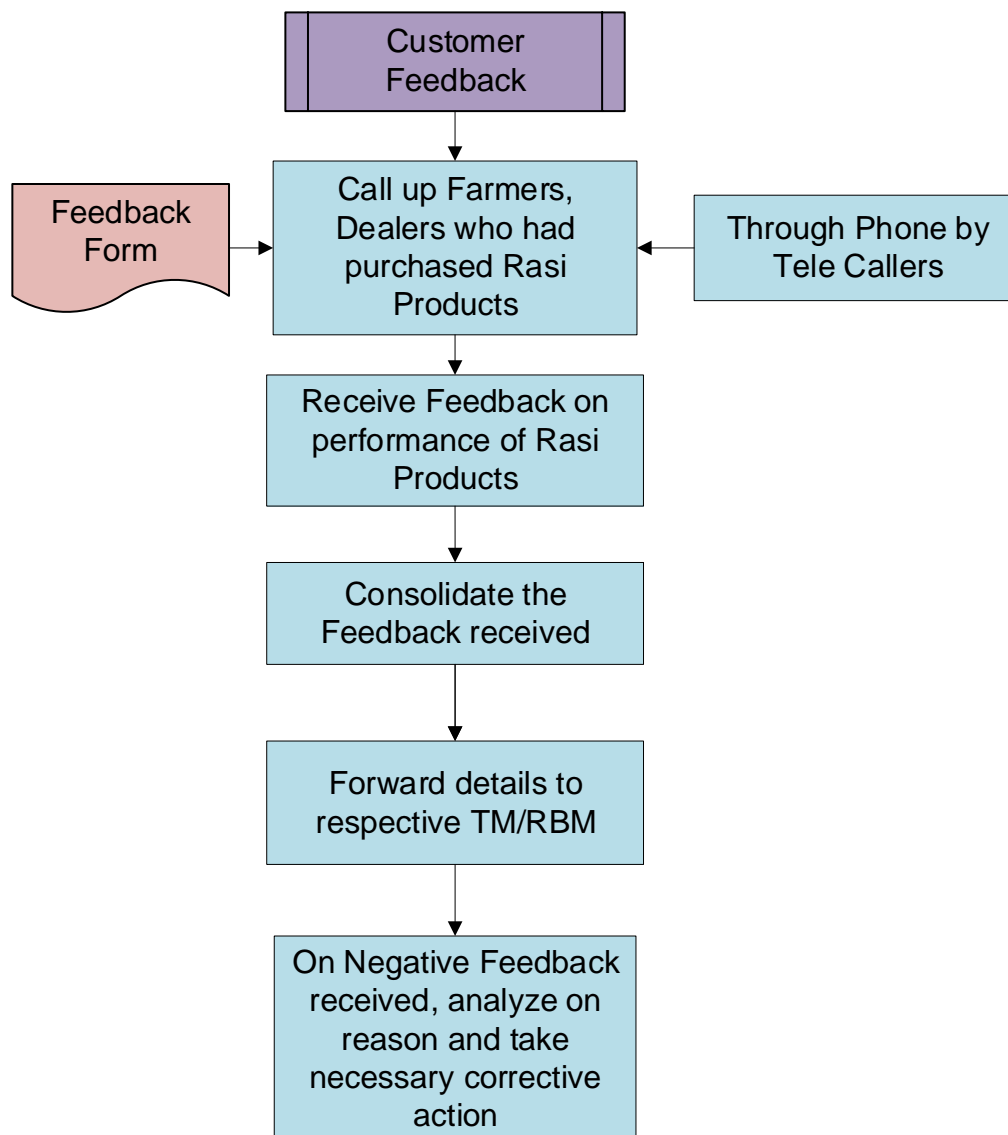
7.14.1 Customer Compliant  
7.14.2 Germination Compliant

Activity	Maker	Checker	Approver
<b>7.14.1 Customer Compliant</b>			
1) Check for Complaint received from Farmer, Retailer or Distributor	Farmer/ Retailer/ Distributor	TM, DBM/RBM	-
2) Check the severity of Complaint received	TM	DBM/RBM	-
3) Ensure respective TM/PO shall attend the Complaint within 48 Hours of receiving the Complaint	TM	DBM/RBM	-
4) Record Complaint in Register with all necessary details which can be obtained from file inspection report like <ul style="list-style-type: none"> <li>• Dealer Name</li> <li>• Lot Number</li> <li>• Complaint raised by</li> <li>• Type of Complaint</li> <li>• Complaint received Time</li> <li>• Attended Time etc.</li> </ul>	TM	DBM/RBM	-
5) Analyze the Nature of Complaint received	TM	DBM/RBM	-
6) Resolve the complaint and update the status to DBM/RBM. Update the First Inspection Report on Action taken	TM	DBM/RBM	-
7) In case of complaint not resolvable, discuss with technical person/DBM for further action	TM	DBM/RBM	-
8) Investigate the Complaint on comparing the Crop condition of other farmers who used the same Lot	TM	DBM/RBM	-
9) On complaint not genuine, discuss with DBM/RBM on action plan to resolve the issue.	TM	DBM/RBM	-
10) On complaint found genuine, DBM/RBM shall discuss with GM to close the issue raised either by	TM	DBM/RBM	GM S&M

Activity	Maker	Checker	Approver
<ul style="list-style-type: none"> <li>Negotiating with farmer and proceed for replacement approved by GM</li> <li>Or by making settlement as per approved limits in Sales Policy. Send details to Accounts for settlement approved by GM</li> </ul>			
11) Update Complaint Status with Action Plan Taken with the help of complaint register	TM	DBM/RBM	-
<b>7.14.2 Germination Compliant</b>			
1) Dig up Soil for 3/4th foot length in respective Field with the help of first inspection report	TM	DBM/RBM, Quality	-
2) Check the following, in case of Damaged Seed or Part of Seed Present and take necessary corrective action <ul style="list-style-type: none"> <li>Look for Birds/Rodent damage</li> <li>Damage due to Insects</li> </ul>	TM	DBM/RBM, Quality	-
3) In case of seed not present, check for blocks in Seed Drill and Unblock the Drill and recheck	TM	DBM/RBM, Quality	-
4) In case entire seed is present, check if the seed is sprouted	TM	DBM/RBM, Quality	-
5) If the seed is not sprouted, <ul style="list-style-type: none"> <li>➤ Analyze the reason Seed Swollen               <ul style="list-style-type: none"> <li>Damage due to fertilizer</li> <li>Toxicity due to seed treatment</li> <li>Non-viability</li> <li>High Temp. damage</li> </ul> </li> <li>➤ Analyze the reason Seed not rotten and not swollen               <ul style="list-style-type: none"> <li>Insufficient Moisture</li> <li>Poor Seed Soil Contact</li> </ul> </li> <li>➤ Analyze the reason Seed rotten               <ul style="list-style-type: none"> <li>Disease • Water logging</li> <li>Non-viable seed</li> </ul> </li> </ul>	TM	DBM/RBM, Quality	-
6) If the seed is sprouted, <ul style="list-style-type: none"> <li>Check Seedling whether rotten or eaten by pest Analyze the reason - Disease, Soil insects, Excessive Cool Temp, Very deep sowing</li> <li>Examine the Coleoptiles:               <ul style="list-style-type: none"> <li>➤ Coleoptile Normal: Check the Reason                   <ul style="list-style-type: none"> <li>Variable depth</li> <li>Variable Seed vigour</li> <li>Deep seed placement</li> </ul> </li> </ul> </li> </ul>	TM	DBM/RBM, Quality	-

Activity	Maker	Checker	Approver
<ul style="list-style-type: none"> <li>➤ Coleoptile bent/twisted: Check the Reason               <ul style="list-style-type: none"> <li>• Poor Seedbed preparation</li> <li>• Herbicide damage</li> </ul> </li> </ul>			
7) Guide Farmers with necessary corrective action	TM	DBM/RBM, Quality	-

## 7.15 CUSTOMER FEEDBACK



**Sub-process Owner:**

Tele Caller  
TM

**Departments Involved:**

Sales

**Key activities:**

7.15.1 Customer Feedback

Activity	Maker	Checker	Approver
<b>7.15.1 Customer Feedback</b>			
1) With the help of feedback form, call up Farmers, Dealers who had purchased Rasi Products Through Phone by Tele Callers	Tele Caller	TM	-
2) Receive Feedback on performance of Rasi Products	Tele Caller	TM	-
3) Consolidate the Feedback received and Forward details to respective TM/RBM	Tele Caller	TM	-
4) On Negative Feedback received, analyze on reason and take necessary corrective action	Tele Caller	TM	-