

Scheme & Offer Communication Kit

Agri-Inputs & Farm Supply

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces clear, honest communication for company schemes and seasonal offers — how to explain gifts/discounts/points to farmers accurately, drive pre-booking, and stay compliant. Use it to run offers well. For digital delivery use the Digital & WhatsApp Marketing tool.

Purpose of this tool & output

Communicate company schemes and offers clearly

How the output is used

Use it to communicate company schemes and offers clearly to farmers — the real benefit, terms and dates in plain language, without over-promising.

Important cautions

Communicate schemes exactly and honestly — no exaggerated or hidden-condition claims, no forced tie-in sales, and follow subsidised-fertilizer pricing rules. Misleading offers break farmer trust and can be non-compliant.

Companion documents

- Agri-Input Marketing Plan
- Dealership Branding & Identity
- Digital & WhatsApp Farmer Marketing
- Farmer Loyalty & Retention Program
- Village & Catchment Expansion Plan
- Competition Response Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.