

**St. Mira's College for Girls**  
**(Autonomous-Affiliated to Savitribai Phule Pune University)**  
**Subject: Marketing Major**  
**Subject Code: MAJMAR223112**  
**Semester: II**  
**Year: 2023-24**

**Unit 1 and 2: A Study of Organisational Selling Practiced in Agro-tourism**

**Skill Development, Employability and Entrepreneurship**

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Class: FY. BCOM C

Roll No: 3416

SUBJECT: MARKETING

ASSIGNMENT ON LIPs

OF MARKETING TO

FIELD VISIT TO

DAREKAR WADA AGRO

TOURISM

LIPs of Marketing Mix for Agricultural Products :


This marketing mix refers to the elements that a company can control in order to promote & sell its products. These elements, also known as the "four Ps", include place, products, price & promotions. The marketing mix is an important tool that farmers can use to effectively promote & sell their agricultural products & build a successful & sustainable business.

Promotion :

Darekar Wada has many Social Media Accounts from where they do their Promotions. And the accounts are as follows:

Site Name	Account Name/Links
Google	Darekarwada (C&A Ratings)
Website	<a href="https://www.darekarwada.com">https://www.darekarwada.com</a>
Facebook	Darekar Wada Agro Tourism
YouTube	Darekar Wada Agro Tourism
Newfloats Technologies Limited	<a href="https://darekarwada.newfloats.com">https://darekarwada.newfloats.com</a>
Judicial	Darekarwada Agro Tourism
Nature Stay Resorts	Nawat - Darekarwada
Instagram	darekarwada (1,020 followers)

These are the digital platforms where Darekar Wada do their Promotion.



**THANK YOU!!!**

*Rajni Singh*



**Dr. Rajni Singh**  
**Subject Teacher**