

(j) PR & Publicity:

- (i) Effective product promotion & publicity should be ensured to help achieve the marketing goals. This should include review and modification methods in urban/rural areas to achieve better results keeping in mind cost/benefit ratio.
- (ii) Product publicity will be decentralised to the optimum extent, to Zones and Divisions and shall be used as an important direct back-up for sales/marketing efforts initiated by them through the Branches.