

LEARNING BEYOND CLASSROOM

SUMMER INTERSHIP DIARIES OF
PGDM-ABM 2025-27



2026

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DIRECTOR GENERAL *Message*

It gives me immense pleasure to present this compilation of the Summer Internship Programme (SIP) of the PGDM in Agri-Business Management (PGDM-ABM), Batch 2025–27. This publication reflects CCS NIAM's continued commitment to industry engagement and to preparing competent professionals for the evolving agri-business sector.

Established in 1988, CCS NIAM has emerged as a premier national institution dedicated to agricultural marketing through education, training, research, and consultancy. The PGDM-ABM programme, launched in 2001, was envisioned to develop professionals with strong managerial capabilities and an understanding of the distinctive opportunities and challenges of the agri-business sector. As the Institute celebrates 25 years of PGDM-ABM, this compilation represents the journey of a new generation of students carrying this vision forward.

During April-June, Batch 2025–27 undertook internships across diverse sectors, including agri-inputs, FMCG, commodities, e-commerce, agri-tech, animal nutrition, consultancy, and allied areas. The breadth of these engagements highlights the expanding and interconnected nature of the contemporary agri-business ecosystem.

I appreciate the efforts of the students, faculty members, and industry mentors in facilitating these engagements. I also commend the initiative to document these journeys, creating a valuable record of the Institute's strong academia–industry interface.

I hope this compilation offers stakeholders a meaningful glimpse into the professional journeys of our students and inspires future batches to approach their internships with curiosity, commitment, and purpose.

Sh. Anoop Khinchi, IAS
Director General
CCS NIAM



DIRECTOR'S *Message*

The Summer Internship Programme is an integral part of the learning journey at CCS NIAM, providing students an opportunity to experience the professional world and apply classroom knowledge and skills. The diversity of organizations and project areas represented in this compilation demonstrates the expanding scope of the agri-business sector beyond traditional farming and marketing. The project reports also focus on identifying adaptable solutions for farmers.

As CCS NIAM celebrates 25 years of the PGDM-ABM programme, this compilation reflects the programme's continuing endeavour to prepare professionals who can connect managerial knowledge with the realities of the agri-business sector. The programme continues to evolve with the changing needs of the new education policy and industry, with experiential learning remaining an important means of preparing students to understand and respond to these changes.

I congratulate all the students for their sincere efforts and appreciate the organisations that provided these valuable opportunities. I also acknowledge the efforts of the Placement Cell in facilitating meaningful industry engagements.

The document is placed on the website for access.

Dr. Hema Yadav
Director
CCS NIAM



Preface

The transition from the classroom to the professional environment is an important milestone in every management student's journey. It is at the intersection of theory and practice that concepts acquire context, skills are tested, and academic knowledge takes tangible form. Learning Beyond Classroom is an endeavour to document this journey of Batch 2025–27 through their Summer Internship Programme.

The SIP is an integral component of the PGDM-ABM curriculum, carrying 10 academic credits and followed by a structured evaluation through industry assessment, student presentations, and internship reports. This compendium is the first institutional compilation of student internship work at CCS NIAM. While individual reports form part of the Institute's academic records, this publication brings together glimpses of the projects undertaken by the entire batch, highlighting the breadth of industry engagement.

The diversity of assignments presented during the post-internship evaluations was particularly encouraging. Students worked on data-driven dashboards for organisational decision-making, strategies for strengthening sales and market performance, solutions addressing climate-related challenges for farmers, initiatives promoting market access and financial inclusion among women farmers. Their contributions also covered export strategies, blogs, marketing videos, and social media initiatives. Several projects translated into measurable organisational outcomes, including increased sales. These engagements demonstrate the value of providing students with opportunities to address real organisational challenges and contribute through practical recommendations.

I extend my sincere appreciation to all organisations that provided our students with valuable projects and professional exposure. I also express my gratitude to the Director General and Director, CCS NIAM, for entrusting me with the opportunity to compile this first internship compendium and for their encouragement and support in making this initiative possible.

Dr. Sonali Katoch
Research Officer
& Placement Cell In-Charge
CCS NIAM

PUBLICATION TEAM

SIP DIARIES • 2025-27

A team that curates, compiles and celebrates every journey.

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VARUN UPADHYAY
PGDM-ABM (2025-27)

ABOUT CCS NIAM

Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM) is an autonomous organization of the Ministry of Agriculture and Farmers' Welfare, Government of India. It was set up as a registered Society in 1988 to strengthen Agricultural Marketing in India and Southeast Asian Countries. The Institute is mandated to carry out academic activities, i.e., Training, Research, Consultancy, Policy Advocacy, International Programs, and Education in Agricultural Marketing.

The Institute plays a pivotal role in raising awareness among farmers, farmers' organizations, cooperatives, Agri-Business companies, Agri-Startups, Agripreneurs, and officials of Agricultural Marketing and allied Departments. It is actively involved in building the capacity of a wide range of other stakeholders, conducting research on contemporary Agricultural Marketing issues, and providing consultancy services to decision-makers in government, cooperatives, and the private sector. Additionally, the institute provides policy support to the Government and Non-Governmental Organizations and prepares skilled techno-managers to serve the Agri-Business sector through educational Programs.



ABOUT PGDM-ABM

PDGM-ABM has been the flagship program in the education domain of CCS NIAM since 2001. The program is AICTE-approved with 100% placement record. The program aims to train agricultural and allied sciences graduates in Agri-Business to build their techno-managerial competence. PGDM-ABM has a strong global alumni base of 1100+ techno-managers holding positions of national and international repute across sectors such as Agri Inputs, Banking and Micro-Finance, Food Processing, Consulting, Commodities, Rural Development, Agripreneurs, etc.

The PGDM-ABM program is running on a self-financed mode, wherein all revenue is generated from students' fees. The approved intake capacity is 120 students per batch. The admission criteria involve the CAT score and individual performance in the Interview and Group discussion.

The course curriculum consists of 36 core courses, 2 projects, and 9 elective courses, totalling 118 credit load spread over seven trimesters.

The program is composed of agribusiness courses like Agri-input marketing, Agri Business Environment and Policy, Risk Management in Agribusiness, Banking and Agri Finance, Agri Business Project Management, Agricultural Marketing Management, Agri Supply Chain Management, AI Application in Agribusiness Management, etc., and core management subjects like Marketing Management, Principles of Management, Financial Management, Strategic Management, etc. A constant endeavor is to give students exposure to real-life problems through case studies, the application of theories in practice, and the application of Artificial Intelligence, IoT & Blockchain technology in agribusiness. Constant industry interface is an integral part of PGDM-ABM. The courses are delivered by faculty from reputed management institutes of the country and executives from leading agribusiness companies.

BATCH OF 2025-27

DIVERSITY AT CAMPUS

BATCH PROFILE



97
STUDENTS



17 STATES
1 UT

72



25

74%

26%

ACADEMIC DIVERSITY

75

Agriculture

10

Horticulture

3

Agricultural Engineering

52

Universities

4

Food Technology

1

Veterinary Sciences

4

Others

10

Academic Streams

WORK EXPERIENCE

syngenta®

Amul

The Taste of India



TIME

Triumphant Institute Of Management Education Pvt.Ltd.

FMC



Abbott



18%

55%

9%

18%

<12 Months

12-24 Months

24-36 Months

>36 Months

11

STUDENTS

WORK EX DIVERSITY

FMCG

18%

Consultancy

9%

Agri-Retail

9%

Agri-Input

37%

Commodity

9%

Education

18%

SUMMER INTERNSHIP STATISTICS

INTERNSHIP OVERVIEW (2025-27)

38

Agri-Input

12

FMCG

6

Commodity

7

E-Commerce

9

Agri-Tech

13

Animal
Nutrition

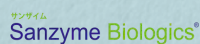
3

Consultancy

9

Others

OUR RECRUITERS



35

Total
Recruiters

17

First Time
Recruiters



ABHIRAMSHEKAR P
Wilson Agriscience Pvt. Ltd.



“Procurement and IPM program executive (Red Chilli)”

“ Quality assurance and residue compliance in commercial chilli production are essential for accessing high-value domestic and export markets, yet post-harvest vulnerabilities and unorganized procurement often compromise quality integrity. This project examined end-to-end field procurement and residue risk management under the Integrated Pest Management (IPM) programme at Wilson Agrisciences, with field operations conducted across nine major chilli-growing villages in Raichur district, Karnataka.

Using a structured field monitoring framework, crop health was supervised prior to harvest, and 80-90 composite samples were systematically drawn using the Quadrat Sampling Technique. Samples underwent laboratory testing for Maximum Residue Limits (MRL) and active chemical residues, achieving an expedited 48-hour turnaround from testing to purchase order issuance. In total, 50 metric tonnes of premium chilli were procured directly from 50 farmers across four commercial varieties—341, Teja, 334, and Wonder Hot—categorized under a five-tier quality grading structure (Deluxe, Best, Medium, Fatigue, and Other). Pre-dispatch water conditioning and lot-level gunny bag tagging were implemented to reduce transit breakage and establish farm-to-warehouse traceability.

Key operational constraints identified included heat-induced capsaicin degradation, moisture-driven aflatoxin risk, peak-harvest labour shortages, erratic procurement arrival windows, and stock adulteration. The findings suggest that integrating lot-level traceability, mechanised sorting, shaded solar drying, and scheduled farmer-group aggregation significantly strengthens procurement efficiency, safeguards export compliance, and optimizes farmer price realization.

Keywords: *Chilli Procurement, Residue Compliance, Quality Grading, Traceability
and Supply Chain*





ADITI BISHT
Atomgrid



“Export Market Development in Africa”

“

The summer internship at Atomgrid (Truuchem Technologies Pvt. Ltd.) focused on Business Development and B2B exports in the agrochemical sector, with particular emphasis on identifying and developing opportunities in African markets. The project involved extensive market research, lead generation, competitor analysis, customer identification, and assessment of potential market-entry opportunities, along with understanding regulatory requirements, pricing strategies, export terms, and the factors influencing international buyer decisions. The internship provided practical exposure to the complete B2B export process, from identifying prospective customers and evaluating market potential to understanding customer requirements and supporting business development initiatives.

As part of the internship, business visits to Tanzania, the Philippines, and Indonesia provided valuable first-hand exposure to international markets, customer interactions, sales practices, and cross-cultural business environments, helping develop a practical understanding of how market conditions, regulatory frameworks, pricing, and customer relationships influence international business decisions. The internship strengthened competencies in international business, strategic market analysis, sales and business development, export management, and agribusiness, and enhanced the ability to conduct structured market research, identify business opportunities, and translate market information into actionable insights for international expansion.

Keywords: *Business Development, International Business, Market Research, Export Management, Agrochemical Industry*

”



AKHILESH KOTIYAL
ETG India Pvt Ltd



“Integrated Research in Pulse Markets, Pea Protein and Agricultural Intelligence”

“

My summer internship with the Research Division at ETG offered rigorous, real-world exposure to agricultural market intelligence, physical commodity research, and strategic market analysis. Working on a comprehensive corporate project, I contributed to research spanning regional crop production forecasting, agrometeorology, international trade flows, and evolving global commodity dynamics. A major highlight was designing and executing primary field surveys across nine agricultural districts in Madhya Pradesh, where direct engagement with farmers, local aggregators, and mandi traders helped map cultivation clusters, quantify shifting acreage trends, and examine agronomic and socioeconomic variables governing planting decisions, with a focus on Summer Moong Bean and Black Matpe.

I also conducted a crop intention survey in Uttar Pradesh to evaluate sowing sentiment, monitor early weather patterns, and project the supply-side trajectory for Black Matpe ahead of peak arrivals. Beyond fieldwork, I performed quantitative commodity analytics and macro-climatic assessments, benchmarking domestic pulse acreage against historical multi-year trends and examining inter-country trade dynamics, import-export parity, and global value chain dependencies. I further evaluated the emerging global pea protein ecosystem, analyzing processing capacities, trade flows, regulatory shifts, and commercial demand drivers across India, China, the European Union, and the United States. This tenure substantially strengthened my practical capabilities in primary survey design, statistical data interpretation, econometric forecasting, and strategic agribusiness market intelligence.

Keywords: *Agricultural Market Intelligence, Commodity Research, Pulse Value Chain, Pea Protein Market, Agrometeorology*

”



ANAND BHAIRAGOND
Flipkart Minutes



“Enhancing OTA for F&V, XD through bottleneck identification and data analysis (FC-DS)”

“

The internship at Flipkart Minutes as an Assistant Manager Intern – Fruits & Vegetables (F&V) Operations focused on operational performance and On-Time Delivery (OTD) optimization across the Delhi NCR network. The project examined inventory movement from Fulfillment Centres (FCs) to Dark Stores (DSs), identifying bottlenecks affecting timely replenishment, and involved analysis of dispatch and delivery processes, route planning, store-level operational audits, inventory reconciliation, and monitoring of KPIs such as OTD, OTA, arrival tracker performance, and dispatch-to-arrival timelines. Route planning was undertaken for approximately 170 DBM stores and 130 F&V stores to improve network coverage and delivery efficiency, using Excel-based tools for data analysis and identification of recurring operational issues.

Store audits, particularly at high GRN-gap stores, revealed challenges such as inaccurate shortage reporting, improper crate management, delayed unloading and putaway, inventory miscounting, inadequate storage infrastructure, and non-adherence to SOPs; in several instances, reported shortages were subsequently found within stores, resulting in vehicle detention and increased turnaround time. The internship provided practical exposure to quick-commerce supply-chain management and highlighted the interdependence of transportation planning, inventory management, and dark-store execution. The experience strengthened capabilities in data-driven problem identification, root-cause analysis, stakeholder coordination, and operational decision-making, while demonstrating how systematic audits, accurate reconciliation, optimized dispatch planning, and stronger KPI monitoring can improve delivery performance and overall supply-chain efficiency.

Keywords: *Quick Commerce, Route Planning, Inventory Reconciliation, Store Audit, Operations Management*

”



ANAND KUMRAWAT

**Varaha Climate Ag
Private Limited**



“Enhanced Rock Weathering (ERW)”

“

Enhanced Rock Weathering (ERW) is a climate solution that accelerates natural rock weathering by applying finely crushed basalt to farmland, increasing the surface area for reactions between silicate minerals, water, and atmospheric CO₂. During my summer internship with Varaha ClimateAg Pvt. Ltd. on an ERW carbon project in Khargone, Madhya Pradesh, I found that spreading basalt on farmland involves a wider ecosystem of farmers, logistics, soil science, field verification, data management, and carbon accounting. Silicate minerals react with CO₂ and water to release dissolved bicarbonate that moves toward stable carbon storage, with the removal pathway depending on mineral composition, soil, climate, and water movement.

I supported the onboarding of 260+ farmers across three blocks, conducted field surveys, soil sampling, and field verification, and coordinated basalt movement from crusher to stockyard to farms; about 4.8 thousand tonnes of basalt were deployed, showing that scaling carbon removal needs efficient logistics. A key lesson was that basalt application does not automatically equal a carbon credit: net CO₂ removal must be quantified after accounting for project emissions such as crushing, transportation, and application, making monitoring, measurement, verification, and carbon accounting essential before credit issuance. The experience revealed ERW as a blend of agriculture, geochemistry, farmer engagement, supply-chain management, and carbon markets, showing how a geological process can become a measurable, farm-level carbon-removal activity.

Keywords: *Enhanced Rock Weathering, Carbon Removal, Carbon Accounting, Climate-Smart Agriculture, Supply Chain Logistics*

”



ANANT CHHEEPA
Wipro Consumer care and
Lighting



“GTM Blueprint for market readiness and launch execution in the Pet food in Delhi NCR region”

“

A visible gap in Delhi's premium pet-food retail—Royal Canin dominant at the top, economy brands at the bottom, and no credible Indian brand in the ₹400–₹700 per kg segment—became the starting point of my summer internship with Wipro Consumer Care & Lighting's Pet Care division. Over two months, I built a go-to-market intelligence system for a mid-premium canine nutrition brand entering the NCR, based on a survey of 419 retail outlets across Delhi, Gurugram, and Noida. The findings supported a financial model projecting ₹2.31 crore in Year 1 net sales, scaling to ₹3.31 crore over 15 months; the work led to commercial action when Wipro launched the brand as Snuggles in September 2025, in Hyderabad and Jaipur. Key findings: 170 Category-A stores (41% of the universe) generated nearly 74% of mapped revenue potential; Royal Canin held presence in 202 stores at ₹550/kg; a 28% margin with 21-day credit could outcompete incumbents' 19–25% margins with zero credit; 48% of outlets had a nearby vet clinic; and five chains—HUFT, Vetic, Zigly, JustDogs, and My Pet Shop—covered 22 premium NCR nodes. I built the outlet-scoring framework, store-prioritisation model, distributor strategy, chain plan, an 80-vet seeding programme, and the financial model, showing that market intelligence lies as much in conversations as in data, and that India is not a homogeneous market.

Keywords: *Go-to-Market Strategy, Market Research, Channel Economics, Omnichannel Strategy, Revenue Forecasting*

”



ANBU S
Akshayakalpa Organic



“Marketing and Sales”

“ The Summer Internship Programme at Akshayakalpa Organic, a pioneer in India's organic dairy and sustainable agriculture ecosystem, provided practical exposure to retail sales, merchandising, and Below-the-Line (BTL) marketing in an urban environment, focusing on retail operations, consumer engagement, sales performance, and market activation. Responsibilities included product arrangement, shelf visibility, stock monitoring, store-level promotion, sampling, and customer interaction, with merchandising carried out across multiple outlets to improve availability and in-store execution.

BTL initiatives across gyms, residential communities, sports events, and other touchpoints created product awareness, facilitated sampling, generated leads, and encouraged conversion. Combined retail revenue during the internship was ₹3.57 lakh, with May contributing ₹2.12 lakh versus ₹1.33 lakh in April, a month-on-month increase of about 60.6%. The top 15 stores contributed 51.5% of total sales, while the top 45 accounted for 80.1%, highlighting the value of prioritising high-performing outlets while strengthening the wider network. The internship offered insight into the relationship between merchandising quality, consumer engagement, and sales outcomes, while BTL activities demonstrated the role of experiential marketing in lead generation and customer acquisition.

Overall, it bridged agribusiness marketing, retail management, and consumer behaviour with real-world operations, strengthening competencies in data interpretation, field marketing, and retail execution, and building an understanding of how an organic food enterprise integrates retail and BTL strategies to enhance market presence and revenue growth.

Keywords: *Organic Dairy, Retail Sales, Merchandising, BTL Marketing, Sales Analytics*”



ANJANA R
Coromandel
International Ltd.



“Study of Rural Market Digital Landscape Analysis and Village Level insights”

“ The summer internship at Coromandel International Limited, a Murugappa Group company, was undertaken with the CRM & Digital team to understand the digital landscape of rural markets and identify opportunities to strengthen digital engagement at the village level. The project, “Study on Rural Market Digital Landscape Analysis & Village-Level Insights,” analysed digital adoption patterns, ecosystem gaps, industry benchmarks, and grassroots initiatives, involving 40 days of field research across Andhra Pradesh, Telangana, and Maharashtra, covering 189 farmers and 50 retailers. The fieldwork examined smartphone ownership, digital platform usage, adoption of agricultural applications, digital payment behaviour, willingness for digital training, and stakeholders' information needs. Secondary research benchmarked organisations such as Amul, ITC, Yara, HUL, and ACC for their digital initiatives and rural outreach models, alongside an assessment of Coromandel's Gromor Gram initiative, focusing on village-level digital engagement, NutriClinic presence, and community-based interaction. Findings showed that while rural stakeholders are increasingly connected to digital platforms, availability does not translate into consistent adoption; trust, relevance of information, ease of access, language, and human interaction continue to shape adoption. The study emphasised combining digital solutions with stronger grassroots engagement, localised communication, and community-based trust-building. Overall, the internship provided practical exposure to primary market research, rural consumer behaviour, stakeholder interaction, competitive benchmarking, and data-driven analysis, deepening understanding of digital transformation in rural markets.

Keywords: *Rural Markets, Digital Transformation, Digital Adoption, Village-Level Insights, Digital Benchmarking* ”



ANKUSH BISWAKARMA

**Varaha Climate Ag
Private Limited**



“Enhanced Rock Weathering (ERW)”

“

My Summer Internship at Varaha ClimateAg Pvt. Ltd., centred on Enhanced Rock Weathering (ERW) for Carbon Dioxide Removal, was a transformative experience. Field immersion in Khargone, Madhya Pradesh, across Gawla, Birul, and Lalkheda, enabled me to translate agribusiness management concepts into practical execution.

I gained end-to-end exposure to vendor identification, basalt qualification, supply-chain coordination, farmer onboarding, geo-spatial field mapping, baseline and post-deployment soil sampling, controlled basalt application, and scientific validation through lysimeters. During the internship, I contributed to onboarding 126 farmers across 392.28 acres and witnessed the deployment of approximately 3,844.7 tonnes of basalt. The experience significantly strengthened my competencies in stakeholder management, analytical reasoning, problem-solving, communication, negotiation, and adaptive decision-making. Interacting with farmers and interdisciplinary teams provided insights into rural logistics and grassroots behavioural dynamics. Overall, the SIP bridged managerial theory with field realities and developed my understanding of climate-smart agriculture, carbon markets, sustainable agribusiness, and technology-enabled rural transformation.

Keywords: *Enhanced Rock Weathering, Carbon Markets, Supply Chain Management, Rural Operations, Climate-Smart Agriculture*

”



ARYAN PATEL

Shunya Agritech Pvt. Ltd.



“Sales and Market Development in the Gurgaon–Haryana Region, Market Research, Viability Assessment of Hydroponic Fodder Demand for Setting Up a Growth and Logistics Center, B2B, Shield Development”

“ The dairy sector plays an important role in rural livelihoods, yet smallholder dairy farmers continue to face challenges related to the availability, quality, and nutritional value of green fodder, along with limited access to suitable animal-feed products.

This study, conducted during the Summer Internship Program at Shunya Agritech Pvt. Ltd. in the Gurgaon region, aimed to understand farmer needs, promote Nutri Ankurit Feed (NAF) and other animal-feed products, and explore opportunities for improving rural sales and distribution. It involved field visits, direct interaction with dairy farmers, product demonstrations, sales calls, retailer and feed-store visits, and customer feedback collection. More than 30 field sales visits engaged over 270 farmers to understand feeding practices, product preferences, and purchasing behaviour, while diet comparison demonstrations communicated the nutritional and economic benefits of NAF, particularly for animal health, milk production, and summer performance.

The study also explored village-level distribution through the Shunya Retail Partner (SRP) model, resulting in the establishment of an SRP, and developed sales-support tools—including product catalogues, testimonial-based promotional content, AI-generated marketing creatives, and a NAF benefit calculator—to improve engagement and communicate product value. The internship highlighted the importance of trust, demonstrations, peer recommendations, product availability, and economic value in shaping farmer purchasing decisions, offering practical insights for strengthening rural sales, distribution, farmer engagement, and technology-enabled marketing in the dairy-input sector.

Keywords: *Dairy Farming, Nutri Ankurit Feed, Rural Marketing, Farmer Behaviour, Retail Partnership*





ASHISH RAWAT
JU Agri Sciences



“To prepare GTM Strategy and do market, competitor analysis for the new product launch in sucking pest segment”

“

My internship at JU Agri Sciences provided me with valuable hands-on exposure to the commercial and strategic dimensions of launching a new product in the agri-inputs sector. Conducting market and competitor analysis helped me understand how customer needs, competitive intensity, product positioning, pricing and distribution dynamics shape business decisions. Moving beyond classroom theory, I learned how market intelligence is gathered from the field and translated into actionable strategies for product introduction and market development.

The experience also highlighted the complexities of rural markets, where dealer networks, product availability, farmer awareness, trust and local market dynamics significantly influence product adoption. Analysing competing products and their market presence strengthened my understanding of identifying market gaps and developing differentiated value propositions. I also gained a deeper appreciation of how marketing strategy must align with the realities of the agricultural value chain to achieve effective market penetration.

This practical exposure sharpened my commercial acumen, analytical thinking and understanding of strategic decision-making in agribusiness. Most importantly, it helped me recognise the gap between conceptual knowledge and its application in dynamic market environments. The experience has strengthened my aspiration to pursue an MBA, which will provide me with advanced managerial frameworks and analytical capabilities to convert market-level insights into scalable business strategies and contribute meaningfully to strategic decision-making in the agribusiness sector.

Keywords: *Agri-Marketing, Last-Mile Distribution, Rural Supply Chains, Farmer Trust, Consumer Behaviour*

”



ASHMITA PARKHE
De Heus India Pvt. Ltd.



1. Forecast Accuracy 2. Order size improvement

“

The internship at De Heus India Pvt. Ltd. focused on improving forecast accuracy and optimizing order sizes through analysis of historical sales data, demand trends and market intelligence. The study examined forecasting gaps and identified key factors influencing demand patterns and dealer ordering behaviour. Interactions with more than 20 dealers provided valuable field-level insights into ordering practices, seasonal demand fluctuations and challenges related to order quantities.

These insights were integrated with quantitative sales data to understand variations in demand and identify opportunities for strengthening demand planning and sales forecasting. Seasonal trends in sales and order sizes were analysed to determine appropriate strategies for different demand periods and improve the alignment between expected demand and procurement or inventory decisions. Based on the analysis, recommendations were developed for seasonal sales planning and order-size optimization, with the objective of improving forecast reliability and ensuring that inventory levels better reflected anticipated market requirements.

The project provided practical exposure to demand forecasting, sales analysis, dealer interactions and inventory planning in the animal nutrition business. It also strengthened skills in data interpretation, identifying demand patterns and converting field-level information into actionable business recommendations. Overall, the experience demonstrated how accurate forecasting and optimized ordering decisions can contribute to improved inventory management and more efficient supply-chain planning.

Keywords: *Demand Planning, Sales Forecasting, Seasonal Demand Analysis, Dealer Engagement, Supply Chain*

”



ATULYA ANUPAM

**Varaha Climate Ag
Private Limited**



“Enhanced Rock Weathering (ERW)”

“During a two-month summer internship at Varaha ClimateAg Tech, I worked at the intersection of agricultural communities, climate technology and carbon removal methodologies, contributing to an Enhanced Rock Weathering (ERW) initiative aimed at generating registry-backed carbon credits. My responsibilities involved supporting key field operations, including baseline soil sampling, land boundary mapping and coordinating the logistics of rock silicate application across participating farms. A significant part of the internship involved engaging with farmers and building their understanding of the agronomic and sustainability benefits of carbon-capturing interventions. Through regular interactions, I supported farmer onboarding and encouraged their continued participation by communicating the objectives and potential benefits of the initiative.

I also contributed to maintaining accurate field-level records and datasets that formed an important input for the company’s digital Measurement, Reporting and Verification (dMRV) system. This required attention to data quality, consistency and compliance with project requirements. Working closely with both farming communities and technical teams provided practical exposure to the operational challenges of implementing climate-smart agricultural interventions at scale. The internship helped me understand how agricultural practices can be integrated with emerging carbon markets while highlighting the importance of reliable field data, farmer participation and effective coordination. Overall, the experience strengthened my skills in field operations, stakeholder engagement, data management and sustainable agriculture while providing practical insights into the implementation of carbon removal projects.

Keywords: *Enhanced Rock Weathering, Carbon Credits, Farmer Engagement, dMRV, Agricultural Operations*





BADVITI VENKATA HIMAJA

**Kemin Industries South
Asia Pvt Ltd.**



**“Market Research and Strategy
Development for Ruminant Healthcare and
Nutrition Products”**

“ Summer Internship at Kemin Industries South Asia Pvt. Ltd. on market research and strategy development for ruminant healthcare and nutrition products, offers practical exposure to market research, field data collection, stakeholder engagement, data analysis, and strategic decision-making in the animal healthcare sector. Primary market research was conducted across 16 districts of Andhra Pradesh and Tamil Nadu, engaging veterinary practitioners, retailers, and distributors to understand market trends, disease prevalence, prescription practices, product preferences, distribution channels, competitor presence, and customer requirements, building a practical understanding of factors influencing product adoption and market opportunities.

A major component involved systematic data consolidation and analysis, compiling 183 disease reports, 204 medicines, and 114 supplement products, and analyzing prescription patterns and average prescription costs by disease to identify disease-wise product requirements, market gaps, and regional variations. The competitive landscape and distribution structure were also studied to assess positioning and accessibility of healthcare products. Based on primary and secondary research findings, the internship contributed to a data-driven go-to-market strategy, including disease portfolio prioritization and product- and region-specific recommendations for Andhra Pradesh and Tamil Nadu. Overall, the internship strengthened understanding of agribusiness strategy, market research, data interpretation, stakeholder management, and data-driven decision-making, while providing valuable hands-on exposure to the animal healthcare and nutrition industry.

Keywords: *Primary Market Research, Data Analysis, Go-to-Market Strategy,
Ruminant Healthcare & Nutrition* ”



BHARGAV JAYANT HEGDE
Flipkart Minutes

Flipkart
MINUTES

“End to end supply chain understanding and defect analysis, Inbound quality and vendor rejection audit, competitive benchmarking and consumer insights analysis”

“ The rapid growth of quick-commerce has transformed the management of fresh fruits and vegetables (F&V), where quality, speed, packaging, and supply chain efficiency critically shape customer satisfaction and business performance. This internship-based study, conducted with Flipkart Minutes' F&V Quality Team, examined end-to-end supply chain operations and quality management in the F&V segment, aiming to analyze processes, identify quality defects, and understand their operational and customer implications. Titled "End-to-End Supply Chain Analysis and Defect Mapping," the study involved regular Quality Control inspections and Arrival Quality Reports (AQRs) to flag consignments exceeding a 20% rejection threshold during sorting and grading, covering a daily indent of about 20,000 units. It examined six major customer return issues to identify recurring defects and root causes across supply chain touchpoints, and conducted a four-day packaging change analysis for tomatoes across 20 dark stores in Jaipur to evaluate links between packaging, quality, and returns. Four competitor benchmarking exercises compared product quality, pricing, packaging, and operations with leading quick-commerce players. Findings highlight the importance of quality control, appropriate packaging, efficient handling, and systematic defect mapping in managing perishables, showing how operational decisions influence quality, wastage, customer satisfaction, and business performance.

The internship offered practical insight into managing fresh produce in a high-speed retail environment and strengthened competencies in analytical thinking, problem-solving, quality management, and data-driven decision-making.

Keywords: *Fruits and Vegetables Supply Chain, Arrival Quality Report, Return Rate, Competitor Benchmarking, Quality Control* ”



DEEPANSHU SHARMA
Atomgrid



“B2B business development”

“ The internship at Atomgrid, Bengaluru, as a Business Development Intern in the Export Division provided valuable exposure to international business and the global agrochemical trade, particularly across Latin American markets. The experience involved contributing to market development activities, identifying potential business opportunities, conducting market intelligence, engaging with prospective clients and supporting strategic business discussions. Working in an export-oriented environment helped develop an understanding of how international markets differ in terms of customer requirements, business practices, competition and market dynamics. Regular engagement with potential clients also strengthened skills in professional communication, relationship management and understanding customer needs across diverse cultural and business contexts. The internship provided practical insights into the process of identifying market opportunities, building business relationships and supporting the expansion of products in international markets. It also highlighted the importance of adaptability, effective communication and informed decision-making in global business development. Beyond professional exposure, the experience helped connect theoretical knowledge with real-world business situations and encouraged a broader perspective on international trade and market expansion. It strengthened my understanding of export business processes, cross-cultural communication, market intelligence and strategic business development while enhancing my confidence in interacting with diverse stakeholders. Overall, the internship was a valuable learning experience that transformed classroom concepts into practical perspectives and strengthened my aspiration to pursue a career in global business development.

Keywords: *International Business Development, Agrochemical Trade, Export Markets, Client Engagement, Market Intelligence*





DIKSHA BANSAL

T Stanes and Company Ltd.



“Opportunity Mapping alternate route to markets/potential alternate channels (FPOs, Sugarmills, Government business, Cooperative societies, Contract farming space)”

“

During my Summer Internship at T. Stanes & Company Ltd., I had the opportunity to work on the strategic exploration of alternate distribution channels and digital positioning for biological agri-inputs. Over eight weeks, the study examined how T. Stanes could expand beyond conventional dealer-based distribution by building stronger institutional and digital ecosystems. The major project explored channels including Farmer Producer Organisations (FPOs), sugar mills, cooperatives, PACS, contract farming and export-oriented companies, nurseries, agri-consultancies, and e-commerce platforms across Uttar Pradesh, Haryana, Rajasthan, and other northern states, using SFAC and NABARD databases, telephonic outreach, field visits, and institutional interactions. Engagement with more than 50 FPOs and 15 sugar mills assessed network strength, procurement potential, and suitability for biological partnerships. Findings indicated that organised farmer networks and institutional channels offer scalable routes for market expansion, with sugar mills presenting opportunities for biological solutions addressing nutrient deficiencies, pest pressure, soil health, and crop stress in sugarcane. The minor project benchmarked competitors' digital presence across websites, YouTube, Instagram, LinkedIn, Facebook, SEO, digital advisory, and agri e-commerce platforms, highlighting areas where T. Stanes could strengthen farmer-centric communication through demonstrations, testimonials, regional-language content, and consistent social media engagement. The internship connected classroom concepts to real business situations, strengthening understanding of institutional marketing, channel evaluation, competitive benchmarking, and strategic analysis, and reframed the agricultural input sector as a wider ecosystem of farmers, institutions, and distribution channels.

Keywords: *Biological Agri-inputs, Alternate Distribution Channels, FPOs and Institutional Partnerships, Sugar Mills, Digital Marketing*

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DIPANSHU TIWARI
Atomgrid



“B2B business initiatives”

“ The Summer Internship at Atomgrid provided practical exposure to applying classroom concepts in the real business environment, particularly within the agriculture and agrochemical industry. As part of the sales team working in the Eastern India market, I interacted with customers to understand their expectations, identify different customer profiles and explore how businesses respond to specific market needs. These interactions reinforced the importance of effective communication, active listening and a customer-centric approach in building meaningful business relationships. The experience also highlighted significant regional variations in market conditions, customer behaviour, product requirements and business strategies, demonstrating that business approaches need to be adapted to local market realities. One of the key learnings was that sales goes beyond completing transactions; it involves understanding customer needs, creating value, building trust and maintaining long-term relationships. This experience helped me develop a more practical perspective on sales and business development while strengthening my interest in agribusiness. The internship also provided opportunities to observe professional decision-making and understand how teams collaborate to address customer and market requirements. The supportive and approachable work environment at Atomgrid, along with continuous guidance from the team and Reporting Manager, helped me build confidence and become more comfortable in a professional setting. Overall, the internship contributed significantly to my learning and professional growth by connecting theoretical knowledge with real-world business practices and strengthening my communication, customer engagement and market understanding skills.

Keywords: *Agribusiness, Sales, Customer Engagement, Market Development, Agrochemical Industry*





DUDEKULA MOHAMMED RAFI
Godrej Agrovvet Limited



“Farm Service- Developing Company owned harvesting system”

“ The internship at Godrej Agrovvet Limited – Oil Palm Division provided valuable practical exposure to agribusiness operations, field research and rural stakeholder engagement, with a focus on developing a company-owned harvesting system. The internship involved extensive field visits and interactions with farmers, harvesters, vendors and field officers to understand the existing farm service system, harvesting practices and operational challenges. Primary data was collected through field interactions and surveys to assess service requirements, labour availability, resource utilization and coordination across different stakeholders. The experience enhanced my understanding of oil palm cultivation, harvesting operations, labour management, supply-chain coordination and service delivery in a rural agricultural setting. Analysis of field-level information helped identify operational gaps and areas where a company-owned harvesting system could improve efficiency, coordination and service delivery. The internship also provided an opportunity to develop practical recommendations based on field realities and stakeholder feedback. Working closely with cross-functional teams strengthened communication, teamwork, analytical thinking and problem-solving abilities. A key learning was the importance of designing customer-centric service models that address the practical needs of farmers while ensuring efficient resource utilization and sustainable agricultural practices. Overall, the experience helped bridge the gap between academic concepts and real-world agribusiness applications, providing a deeper understanding of farm-level operations and strengthening my ability to analyse field challenges and develop practical, business-oriented solutions.

Keywords: *Agribusiness Operations, Field Research, Supply Chain Coordination, Stakeholder Engagement, Oil Palm Cultivation* ”



GANUPU NIKHIL BENSON
Akshayakalpa Organic



“Business development through sales and marketing (btl & retail)”

“ The Summer Internship Project was undertaken at Akshayakalpa Farms and Foods Pvt. Ltd., India's first certified organic dairy enterprise, in the Sales and Marketing domain, across urban territories, with the objective of understanding consumer behavior toward organic dairy products, driving customer acquisition, and supporting ground-level marketing initiatives. The intern engaged directly with consumers across residential areas, retail touchpoints, and community spaces through below-the-line (BTL) activations such as product sampling drives, residential society outreach, and point-of-sale promotions, engaging 40-50 consumers daily and generating approximately 80-100 product trials and conversions, while onboarding 75 new consumers through app-based campaigns over two months. Consumer behaviour analysis revealed that while health consciousness strongly drives adoption, a persistent "organic equals expensive" perception deters non-users despite some SKUs differing from conventional alternatives by only Rs5-10. Sampling emerged as the most effective conversion tool, while post-sampling availability gaps at retail points were a critical leakage in the conversion funnel. Hero products identified included A2 Curd, Malai Paneer, and High Protein Milk, priced at Rs100 versus Epigamia's Rs144, offering strong value for fitness-focused consumers. The internship also exposed the intern to Akshayakalpa's broader marketing strategies, including its subscription-based D2C app model, farm-visit experiential marketing, and community-centric brand-building. The findings and recommendations documented are intended as a reference for academic evaluation and practical marketing decision-making.

Keywords: *Organic Dairy, Consumer Behaviour, BTL Marketing, Conversion, Retail Sales* ”



GAYATRI MEENA
Keya Food Pvt. Ltd.



“Horeca Sale and Marketing Research”

“ An internship at Keya Foods International Pvt. Ltd. provided practical exposure to HoReCa (Hotels, Restaurants, and Cafes) sales and market research, connecting theoretical concepts with real-world business practices and building understanding of the company's products, target customers, sales processes, and market strategies. Interactions with hotels, restaurants, cafes, and other institutional customers revealed how HoReCa businesses evaluate products before purchasing, and how factors such as product quality, pricing, availability, service, and brand reputation influence purchasing behaviour, while regular engagement highlighted the importance of communication, relationship management, and customer satisfaction in building long-term business relationships. Market research activities gathered information on market trends, customer preferences, competitor offerings, pricing strategies, and product availability, with field visits and interactions yielding feedback on experiences and requirements, and competitor analysis clarifying the competitive environment of the food and FMCG industry. The internship also involved identifying potential business opportunities by analyzing customer requirements and market conditions to understand how sales teams find prospective clients, providing practical knowledge of lead generation, customer interaction, sales support, and institutional selling. Overall, the internship enhanced communication, interpersonal, analytical, and problem-solving skills, built confidence in dealing with professional customers, and provided practical exposure to HoReCa sales, institutional marketing, and the FMCG sector, underscoring the importance of customer-centric strategies and strong business relationships for sustainable growth in food service.

Keywords: *HoReCa Sales, Market Research, Institutional Selling, FMCG, Customer Engagement* ”



GUPTA SHUBHAM
Akshayakalpa Organic



“Sales and Marketing”

“ The experience at Akshayakalpa Organic involved understanding customer needs, communicating product value, delivering effective sales pitches and building meaningful customer relationships. Regular interactions with customers helped develop a deeper understanding of consumer expectations, preferences and buying behaviour, while also highlighting the importance of adapting communication according to individual customer requirements. Representing a brand known for its focus on quality, transparency and ethical business practices reinforced the importance of accountability and trust in building long-term customer relationships. The internship demonstrated that effective selling goes beyond simply communicating product features; it requires listening carefully, understanding customer concerns, addressing their needs and creating a clear value proposition. The experience also provided insights into market engagement, relationship management and the role of consistent customer interaction in achieving business objectives. Working in a professional sales environment strengthened confidence in handling customer conversations, presenting products and responding to different situations with patience and clarity. Continuous mentorship and guidance from the Akshayakalpa Organic team played an important role in enhancing professional learning and developing a customer-oriented approach to business. Overall, the internship helped bridge theoretical concepts with practical sales and marketing experiences while strengthening skills in communication, consumer understanding, relationship management and business development. It also provided a broader perspective on how trust, transparency and value creation can contribute to sustainable customer relationships and long-term business growth.

Keywords: *Sales and Marketing, Customer Relationship Management, Consumer Behaviour, Value-driven Selling*”



HIMANSHU SINGH
Zomato Hyperpure

hyperpure
BY ZOMATO

“Stone fruit supply chain”

“The internship at Zomato Hyperpure provided practical exposure to procurement and supply-chain management of highly perishable stone fruits, particularly cherries and plums. The work involved daily national sourcing of more than 2 tonnes of produce, with oversight of over 3,000 punnets and 100+ crates. Key responsibilities included source-level quality inspection, grading, inventory coordination, logistics planning and dispatch management to ensure timely movement while maintaining product quality. The internship also provided hands-on experience in managing stone fruits sourced from high-altitude orchards, where careful handling, appropriate packaging and cold-chain logistics were critical to minimizing transit damage and post-harvest losses. Coordination across procurement, logistics and distribution activities helped develop an understanding of the challenges involved in maintaining quality throughout the supply chain. Another important aspect of the work was harvest-to-demand planning, where daily procurement and inventory movement were aligned with real-time demand across more than 590 Blinkit dark stores in Delhi NCR, Hyderabad and Bengaluru. This required close monitoring of demand, inventory availability and replenishment requirements to support efficient distribution of perishable produce. The experience strengthened practical understanding of perishables supply-chain management, quality control, inventory planning, logistics coordination and demand-based procurement. Overall, the internship demonstrated how timely decision-making, efficient coordination and supply-chain visibility are essential for reducing losses, maintaining freshness and ensuring uninterrupted availability of fresh produce.

Keywords: *Procurement, Supply Chain, Cold-Chain Logistics, Quality Assurance, Packaging*

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INGALE SHIVANAND UMESH
Shunya Agritech Pvt. Ltd.



1. Building and increase Sales network in haryana
2. Providing operation training to Shunya associate

“

During my summer internship at Shunya Agritech Pvt. Ltd., I worked across three key areas: field sales and farmer engagement, production operations training, and knowledge development. On the sales front, I visited more than 150 dairy farmers across rural Haryana and conducted village campaigns to promote Nutri Ankurit Feed (NAF) and Non-NAF animal feed products. These interactions provided practical insights into rural customer behaviour, product adoption and the importance of trust-based engagement. I also supported channel development and successfully finalized a retail partnership in Rithoj, contributing to the expansion of the company's sales network. In production operations, I gained hands-on exposure at the GLC facility and trained associates on different stages of the production process. To strengthen standardized onboarding and operational knowledge, I developed a Shunya Certified Associate course for the Shunya Shala platform and prepared supporting training material. As part of knowledge development, I created 136 FAQs for the company website, simplifying production-related information for customers, associates and partners and improving accessibility of operational knowledge. The internship provided valuable exposure to rural go-to-market strategies, channel development, agri-tech operations and capability building. It strengthened my skills in farmer engagement, sales development, training, content creation and stakeholder coordination. Overall, the experience demonstrated how strong retail networks, community-based engagement, structured training and accessible knowledge systems can support effective growth in rural agri-tech markets.

Keywords: *Rural Sales, Farmer Engagement, Agri-Tech, Retail Channel Development, Associate Training*

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ISHAN MISRA
Coromandel
International Ltd.



**“NPK 20:20:0:13 and NPK 15:15:15:09 -
Retailers and Farmers perception study in UP
market and development of strategies to
sustain and leap further growth”**

“ During my summer internship at Coromandel International Limited, I gained practical exposure to market research, customer perception and strategic planning for complex NPK fertilizers in key agricultural markets of Uttar Pradesh. I conducted extensive primary research involving more than 150 retailers and 240 farmers across six districts to understand product awareness, adoption patterns, usage behaviour and factors influencing fertilizer choices. The study also examined the evolving shift from traditional fertilizers such as DAP towards complex NPK grades and identified the barriers affecting wider farmer adoption. Interactions with retailers and farmers provided valuable insights into product preferences, market requirements, pricing considerations, competitive offerings and channel-level dynamics. Based on the research, high-potential districts were identified and competitor strategies were analysed to understand opportunities for strengthening market presence. The findings were used to develop actionable go-to-market strategies and substitution approaches aimed at supporting brand growth, improving market penetration and expanding market share. The internship helped me understand how primary market research can support strategic business decisions in the agri-input sector and highlighted the importance of aligning product strategies with farmer needs and regional market realities. It significantly strengthened my skills in field research, stakeholder interaction, competitor analysis, data interpretation and strategic decision-making. Most importantly, the experience enhanced my ability to translate diverse ground-level insights into structured recommendations and practical corporate strategies for sustainable business growth.

Keywords: *GTM Strategy, Market Penetration, Competitor Analysis, NPK Fertilizers, Farmer Adoption*





K GOPI CHANDU
Wilson Agriscience Pvt. Ltd.



“Chilli procurement”

“

This summer internship at Wilson Agrisciences provided practical exposure to chilli procurement, quality assessment, Integrated Pest Management (IPM), and warehouse stock management across Raichur, Karnataka, and Warangal, Telangana, covering the chilli value chain from field procurement to post-procurement handling and inventory management. As a Field Procurement Officer under the company's IPM programme, I gained hands-on experience in farmer coordination, crop monitoring, sample collection, quality evaluation, procurement planning, and logistics. In Raichur, I interacted with farmers across nine villages; chilli samples were collected using the Quadrat Sampling Technique and lab-tested for Maximum Residue Limits, pesticide residues, and quality compliance, while physical parameters such as length, breadth, colour, sheen, and moisture were assessed. Eligible lots were procured, packed, tagged, and dispatched, engaging 50 farmers and procuring 50 tonnes of chilli, while coordinating labour, vehicles, loading, and warehouse handover. The Warangal posting covered post-procurement operations including quality inspection, moisture analysis, grading, storage, bill verification, loading/unloading, inventory maintenance, and stock tracking across varieties such as 341, Teja, 334, and Wonder Hot. The internship highlighted challenges including heat-induced quality deterioration, moisture and mould risks, labour shortages, unpredictable procurement windows, weather variability, and adulteration or grade mixing, strengthening my understanding of chilli supply-chain operations, farmer relationship management, IPM-based monitoring, quality control, lot traceability, and warehouse inventory management.

Keywords: *Procurement, Supply Chain, IPM, Quality Control, Warehouse Management*

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**KAPADIYA PARTHKUMAR
HASMUKHBHAI**

VNR SEEDS PVT LTD



VNR SEED
GOOD SEED BETTER YIELD

“Sales and marketing”

“ The internship at VNR Seeds Pvt. Ltd. provided practical exposure to sales and marketing in the agricultural seed sector, with a specific focus on strengthening paddy seed awareness and market engagement. As part of the internship, I planned and conducted 18 farmer outreach events, comprising eight farmer meetings, eight projector meetings and two mega meetings. These activities focused on creating awareness about paddy seed products, communicating product benefits and strengthening direct engagement with farmers. The field-level interactions provided valuable insights into farmer preferences, product awareness, purchasing behaviour and the importance of direct communication in influencing product adoption.

Focused promotional activities and consistent farmer engagement contributed to more than 25% growth in paddy seed sales in the Nana Pondha market during the internship period. In addition to field promotion, I was responsible for leading a nine-member field sales team and coordinating market coverage to ensure effective outreach across the assigned territory. This involved planning daily activities, monitoring field execution and supporting the team in achieving sales objectives. I also prepared daily sales reports for management, providing regular updates on field performance, sales progress and market activities. The internship strengthened my skills in sales planning, team management, farmer engagement, market development and reporting. Overall, the experience provided a practical understanding of how structured field promotions, effective team coordination and strong farmer relationships can contribute to market expansion and sales growth in the agricultural seed business.

Keywords: *Field Sales, Farmer Engagement, Seed Sales, Market Development, Team Leadership*”



KATTA SREYA
Godrej Agrovet Limited



“FFB Productivity and Digital Aspects (FMS2.0)”

“ Fresh Fruit Bunch (FFB) productivity and digital tool adoption are critical yet under-researched dimensions of India's expanding oil palm sector under the National Mission on Edible Oils - Oil Palm (NMEO-OP). Persistent yield gaps versus global benchmarks and low use of digital farm-management platforms constrain sector growth despite heavy investment. The study covered five oil palm clusters - Pangidigudem, Rallakunta, Thimmapuram, Pothepalle, and Gunnampalli - in Eluru District, Andhra Pradesh, with Godrej Agrovet's Oil Palm Division. Two questionnaires on FFB productivity determinants and FMS 2.0 App adoption were administered to 122 smallholder farmers across 25+ villages via face-to-face interviews over five weeks. Farmers averaged 11.6 tonnes of FFB per hectare against Malaysia's 25 T/ha benchmark and India's 20 T/ha NMEO-OP target - a 46% deficit - driven by sub-optimal fertilizer dosage, inadequate pest/disease management (Ganoderma in 49% of farms, pheromone-trap non-adoption in 37%), and flood irrigation dependency. A digital-adoption paradox also emerged: all farmers knew of the app, yet active advisory-feature use was zero, constrained by keypad-phone exclusion (18%), no Telugu interface, OTP-login failures, and limited field-officer onboarding. Recommendations include cluster-specific Best Management Practice adoption, disease intervention, and digital inclusion measures - IVR-based SMS fallback, vernacular localisation, and biometric login - to bridge the yield gap and digital divide within Godrej Agrovet's Eluru network.

Keywords: *FFB Productivity, Oil Palm, FMS 2.0 Adoption, Gap Analysis, Smallholder Farmers*





KRISHNARAJ TOMAR
VNR Seeds Pvt. Ltd.



VNR SEED
GOOD SEED BETTER YIELD

“Sales and Marketing”

“ The summer internship at VNR Seeds Pvt. Ltd. in the Anuppur district of the Shahdol territory, Madhya Pradesh, provided practical exposure to sales and marketing of hybrid paddy seeds and an understanding of private seed-company operations at the field level. During the internship, I visited around 30 villages and interacted with more than 250 farmers, dealers and retailers to understand market conditions, seed preferences and purchasing behaviour.

I conducted market surveys, participated in farmer meetings and field demonstrations, and supported the sales team in identifying new business opportunities and strengthening product awareness. The experience also helped me understand VNR Seeds’ distribution network and the roles of Territory Managers and Market Development Officers in managing sales and market development activities. I gained practical knowledge of sales promotion techniques and observed how direct farmer engagement and field demonstrations can influence product awareness and adoption. A key learning was that although hybrid seeds offer higher yield potential, many farmers continue to prefer research varieties because of their lower cost, highlighting the importance of understanding diverse farmer needs and market segments.

The internship strengthened my communication, negotiation and problem-solving skills while developing my understanding of market research, sales planning, distribution and relationship management. Overall, the experience helped bridge classroom learning with real-world agribusiness practices and provided valuable insight into the challenges and opportunities involved in seed marketing and rural sales.

Keywords: *Sales & Marketing, Hybrid Seeds, Farmer Engagement, Distribution Network, Agribusiness*





JALA LEELA
Akshayakalpa Organic.



“Analysis of Sales Performance Through BTL Activities and Retail Marketing”

“

During my internship in Retail Sales and Marketing at Akshayakalpa Organic, I gained practical exposure to customer engagement, sales promotion, retail operations and supply-chain activities across more than 20 locations in Bengaluru. I interacted with 40–50 customers daily and over 60 on weekends to understand consumer preferences and promote organic dairy products.

My responsibilities included product pitching, need-based selling, customer acquisition, lead conversion, product sampling and feedback collection. I also participated in more than 10 BTL promotional activities and acquired 150+ app subscriptions, contributing to customer outreach and demand generation. The internship provided hands-on understanding of retail operations, including purchase-order coordination, stock management, FIFO implementation, expiry monitoring, return-to-vendor processes, product exchanges and shelf management. Competitor observation and retailer coordination further enhanced my understanding of market dynamics, product positioning and retail execution. Operational visits to the Tiptur farm, processing plant and cross-dock facility provided valuable insights into organic dairy production, animal welfare, milk testing, pasteurization, packaging, cold-chain management and distribution. The experience strengthened my skills in sales execution, customer relationship management, market analysis and retail channel operations. Overall, the internship helped bridge theoretical concepts with real-world business practices and provided a strong practical foundation for pursuing opportunities in agribusiness sales, marketing and business development.

Keywords: *Retail Marketing, Customer Engagement, BTL Activities, Organic Dairy, Sales Execution*

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MACWINA D SOUZA
Atomgrid



“Agrochemicals supply chain expansion- china, Regulatory Documentation- LATAM”

“ The internship at Atomgrid focused on strengthening the agrochemical supply chain through upstream sourcing and downstream market expansion. On the sourcing side, the work involved verifying Chinese active-ingredient manufacturers using ICAMA registration records and evaluating opportunities to shift procurement from trading intermediaries toward direct relationships with primary synthesis plants. A dual-sourcing framework was also developed to reduce dependence on individual suppliers and strengthen supply continuity. On the market expansion side, the project focused on evaluating and prioritizing Latin American markets, with particular attention to regulatory documentation and market-entry requirements. The analysis explored the benefits of regulatory harmonization within the Andean Community, which could help reduce registration lead times and documentation-related costs. The internship also involved addressing practical challenges such as conflicting regulatory guidance regarding GLP data requirements and communication barriers with Chinese suppliers arising from language differences, time-zone constraints and varying communication platforms. Working across both supply and market dimensions provided valuable exposure to international sourcing, regulatory compliance, supplier management and market-entry strategy in the agrochemical sector. The experience strengthened skills in market research, regulatory analysis, supplier evaluation and strategic decision-making while demonstrating how efficient sourcing and streamlined regulatory processes can influence business competitiveness. Overall, the internship contributed to identifying opportunities for cost reduction, supplier-network expansion, faster market entry and margin improvement, while providing practical insight into how supply-chain and international market strategies can support broader business growth.

Keywords: *Strategic Sourcing, Supply Chain Optimization, Dual-Sourcing, LATAM Market Expansion, Regulatory Compliance*





MADHAV DADHICH
UPL Ltd



“Market research and benchmarking of BRUCIA in Corn Crop”

“ Maize cultivation is expanding alongside growing dependence on herbicides for weed management, with farmer purchase decisions shaped by weed-control performance, product awareness, price sensitivity, retailer recommendations, and competing trade benefits. This study examines the maize herbicide market and benchmarks BRUCIA against competing products in maize-growing villages and agri-input markets of Chalisgaon, Maharashtra, using primary data collected through face-to-face interactions with 80+ farmers and 40+ retailers via structured Google Forms, analyzed in Excel. It focuses on farmer weed-management practices, product awareness, adoption barriers, purchase behaviour, retailer recommendation patterns, and perceptions of product effectiveness. Findings indicate that Chipke Gavati and Kandi Gavati are major weed-management challenges in maize, and BRUCIA was perceived to offer strong visible weed control, particularly against Chipke Gavati, with positive satisfaction and repeat-purchase potential among existing users. However, market development is constrained by moderate product awareness, difficulty in product-name recall, farmer preference for low-cost and familiar solutions, resistance to chemistry change, dependency on retailer recommendations, and stronger promotional incentives offered by competing brands. The study recommends village-level awareness campaigns, comparative field demonstrations, retailer education and engagement, farmer influencer initiatives, and stronger communication of yield-protection and long-term weed-control benefits to support improved product positioning, farmer confidence, retailer advocacy, and future market expansion of BRUCIA.

Keywords: *BRUCIA, Maize Herbicide Market, Weed Management, Farmer Buying Behaviour, Competitive Benchmarking* ”



MANIKANTA C
NACL Industries Limited



“Cost optimization of packaging material”

“ My summer internship at NACL Industries Limited provided valuable practical exposure to supply-chain management and business decision-making. Working with the Supply Chain Department, I was involved in analysing packaging requirements and identifying opportunities for cost optimization of packaging materials. The project required evaluating existing packaging practices, understanding material requirements and exploring alternatives that could improve cost efficiency without compromising operational feasibility or product requirements. I also conducted competitor benchmarking to understand industry practices and identify potential areas for improvement. While evaluating different options, I considered multiple factors beyond cost, including sustainability, ESG considerations, regulatory risks, material performance and ease of implementation. This helped me understand that effective supply-chain decisions require balancing commercial objectives with operational, regulatory and environmental considerations. The internship provided an opportunity to apply management concepts in a real business environment and develop a more practical understanding of procurement, packaging strategy and supply-chain processes. It also strengthened my analytical and problem-solving skills by requiring me to evaluate alternatives from both financial and operational perspectives. Working on a business-relevant project helped me appreciate the importance of data-driven decision-making and cross-functional considerations in achieving sustainable cost efficiency. Overall, the internship enhanced my understanding of packaging management and supply-chain optimization while providing valuable industry exposure and strengthening my ability to develop commercially viable solutions that align cost efficiency with sustainability and business requirements.

Keywords: *Supply Chain Management, Packaging Materials, Cost Optimization, ESG, Competitor Benchmarking*





NAGESH PADALIYA
Varaha Climate Ag
Private Limited



“ERW (Enhanced Rock Weathering)”

“ This study describes the field implementation of an Enhanced Rock Weathering (ERW) project, a carbon dioxide removal approach that accelerates silicate rock weathering by applying crushed basalt to agricultural soils, undertaken during the Summer Internship Programme at Varaha ClimateAg in Khargone district, Madhya Pradesh. The internship covered the operational, logistical, community, and digital processes of ERW implementation across smallholder fields, following an integrated workflow of basalt sourcing and quality assessment, village and soil screening, farmer engagement and digital onboarding, GPS-based field mapping, baseline soil sampling, stock-point management, transportation, and controlled deployment. A total of 196 farmers were onboarded, with 126 farms covering 392.28 acres receiving basalt across Gawla, Birul, and Lalkheda villages; overall, 3,844.7 tonnes were deployed at approximately 5 tonnes per acre. Digital Monitoring, Reporting and Verification (dMRV) systems-maintained traceability through geo-tagged, time-stamped records, supporting transparency throughout the project. Post-deployment work included vertical core soil sampling and lysimeter installation to assess soil and geochemical changes linked to carbon removal. The internship also gave practical exposure to supply-chain coordination, inventory management, field operations, quality documentation, GIS mapping, and scientific sampling, showing how climate-tech can integrate with agriculture for environmental and agronomic benefit. Effective logistics, farmer participation, accurate documentation, and scientific validation remain critical for scaling ERW and generating credible carbon removal certificates for the Voluntary Carbon Market.

Keywords: *Enhanced Rock Weathering, Carbon Dioxide Removal, Basalt Deployment, dMRV, Voluntary Carbon Market* ”



NAINIKA NEGI
NACL Industries Limited



“Improvement in service level of delivery, Debulking of the shipments or how to have optimisation to ensure higher availability and minimum surplus”

“ My Summer Internship at NACL Industries Limited provided hands-on exposure to supply-chain and logistics operations in the agri-input sector. The project focused on improving delivery service levels while optimizing shipment sizes to achieve better product availability with minimum surplus inventory. As part of the project, I worked on mix optimization and mapped all Carrying and Forwarding Agents (CNFs) to their respective dealer locations to understand distribution patterns and identify opportunities for improving delivery efficiency. The analysis involved examining demand and supply relationships, shipment movement and inventory positions across the distribution network. I also studied instances of surplus stock and stockouts to identify gaps in inventory planning and understand their implications for service levels and working capital. This provided practical insight into the challenges of balancing product availability with inventory efficiency in a seasonal and demand-sensitive agri-input market. The experience helped me understand how effective demand-supply mapping, optimized shipment planning and better inventory allocation can contribute to a more responsive distribution system. It also strengthened my analytical and problem-solving abilities by requiring me to work with operational data and identify practical areas for improvement. Overall, the internship provided a deeper understanding of logistics planning, distribution-network management, inventory optimization and service-level improvement. It also demonstrated the importance of aligning shipment decisions and inventory levels with market demand to ensure timely product availability while minimizing unnecessary surplus across the supply chain.

Keywords: *Supply Chain, Logistics, Service Level Improvement, Inventory Planning, Agri-Input Sector*





NAVDEEP KAUR
BASF NUNHEMS INDIA
PVT LIMITED



“Distributor Retailer network Assessment in Chandigarh & Ahmedabad BUs”

“ The Summer Internship Project at BASF | Nunhems India Pvt. Ltd. assessed the distributor-retailer network across the Chandigarh and Ahmedabad Business Units. The study covered 12 distributors and over 1,890 mapped retailers, supported by 350+ retailer interactions across six territories in Punjab, Haryana, Gujarat, and Rajasthan, combining secondary data with primary field research to examine distributor contribution, retailer reach, competitive presence, secondary-market influence, and Share of Wallet (SOW). The 12 distributors represented approximately ₹175 crore in overall business, of which Nunhems contributed around ₹35.7 crore (nearly 20% SOW), indicating scope for deeper penetration. Though 1,890+ retailers were mapped, only around 365 emerged as key contributors, showing reach does not equate to influence; wholesale-oriented distributors offered broader secondary-market reach than retail-counter-focused ones. Distributors were classified into five categories, Retain & Invest, Monitor & Fix, Grow & Activate, Critical Risk, and Replace/Augment, based on contribution, SOW, reach, influence, competitive exposure, and growth potential. Retailer feedback highlighted pricing discipline, product performance, promotions, availability, and field engagement as key factors. My contributions included field research, data collection, analysis, presentation, questionnaire development, retailer mapping, competitive benchmarking, SOW analysis, and applying the classification framework. The internship-built understanding of channel strategy and agribusiness decision-making, showing that quantitative data must be validated through field observation, and strengthened my ability to turn field information into actionable recommendations.

Keywords: *Channel Strategy, Distributor Network, Share of Wallet, Retailer Assessment, Competitive Benchmarking* ”



NIDHI BHATT
JU Agri Sciences



“To prepare GTM Strategy and do market, competitor analysis for the new product launch in lepidopteran and mites segment”

“ The Indian crop protection industry features evolving pest dynamics, intense competition, diverse product portfolios, and rising demand for farmer-centric solutions. During the internship at JU Agri Sciences Pvt. Ltd., a market study and potential analysis of Lepidoptera pests in chilli identified market opportunities, competitive gaps, and strategic considerations for a prospective insecticide launch. The study covered nine major agricultural states across India, including Madhya Pradesh, Telangana, Uttar Pradesh, Gujarat, and Andhra Pradesh, capturing diverse agro-climatic and market conditions. Primary intelligence came from 200+ interactions with Territory In-charges and Field Assistants, plus retailers, distributors, and other value-chain stakeholders. A benchmarking exercise covering 150+ insecticide products analysed active ingredients, formulations, target pests, applications, dosages, pricing, and positioning, identifying product gaps, competitive intensity, market whitespace, and cannibalisation risks. Field exposure enabled assessment of pest identification, damage symptoms, prevailing protection practices, and stakeholder perceptions on insect management. These insights informed Go-to-Market (GTM) strategy inputs for the proposed insecticide, emphasizing positioning, farmer-centric communication, and competitive differentiation, plus recommendations to strengthen digital engagement via the JU-M Assist app, digital marketing, and CRM practices. Overall, the internship gave practical exposure to agri-input market intelligence, competitive benchmarking, product strategy, pricing analysis, segmentation, stakeholder management, and GTM planning, underscoring the value of combining field intelligence with structured analysis for product development and commercialization decisions.

Keywords: *Crop Protection, Market Intelligence, Competitive Benchmarking, Go-to-Market Strategy, Product Positioning*





NIKITA KUMARI

Advanta Enterprises Limited



“Customer-Led Insights and Competitive Benchmarking in Grain Sorghum and understanding User Satisfaction & Repeat Purchase Behavior for PAC 537 Vertix”

“ During my Summer Internship at Advanta Enterprises Limited, I worked on PAC 537 Vertix, a grain sorghum hybrid, studying the market through the lens of farmers and retailers. My work involved customer-led research across six grain sorghum markets in Madhya Pradesh, Gujarat, and Maharashtra, interacting with nearly 500 farmers and 70+ retailers on their preferences, satisfaction, and purchase behaviour. I conducted structured field surveys via a 49-parameter questionnaire on agronomic practices, seed selection, satisfaction, loyalty, and repeat purchase intent, alongside market segmentation, acreage trend analysis, and competitor benchmarking to see how behaviour varied across markets. The field exposure showed that agricultural markets are shaped by more than product performance, as farmers weigh yield potential, grain quality, pest resistance, price realization, reliability, and retailer advice. I studied PAC 537 Vertix's competitive landscape and drivers of satisfaction, dissatisfaction, and switching, uncovering market-specific opportunities: Dhule and Jalgaon showed strong acceptance and repeat purchase, while Tapi highlighted farmer trust, community influence, low-management practices, and entrenched competitor loyalty. Based on these insights, I recommended farmer engagement, demonstration plots, retailer programs, product positioning, supply-chain improvement, pricing, and digital communication. This internship strengthened my understanding of agribusiness marketing, consumer behaviour, field research, competitive analysis, and strategic planning; interacting with farmers and retailers helped connect classroom concepts to real-world markets and turn customer insights into business strategies.

Keywords: *Agribusiness Marketing, Market Research, Competitive Benchmarking, Farmer Engagement, Product Positioning*





NITHIN S GOWDA
Scimplify - CoCreate Global
Technologies Pvt. Ltd.



“Working on Market intelligence for Global Expansion”

“ During my summer internship at Scimplify – CoCreate Global Technologies Pvt. Ltd., I gained practical exposure to international business and global market intelligence within the agrochemical sector. My work focused on identifying and researching prominent agrochemical companies across 20 countries to support the company’s global expansion efforts. I collected and analysed information on nearly 2,600 companies and systematically segmented them based on key parameters such as revenue, business type, product categories and target customer segments. The research also involved gathering detailed business information, including company websites, headquarters, major product offerings and key decision-makers, to develop a structured understanding of potential international business opportunities. Working with a large and diverse international dataset helped me understand how agrochemical companies operate across different markets and how market characteristics influence business strategies. The project strengthened my skills in secondary research, data collection, information verification, data organization and business intelligence. It also provided insight into how structured market intelligence can support identification of potential customers, market opportunities and international expansion prospects. Managing information across multiple countries required attention to detail, consistency and systematic categorization, enhancing my ability to work with large datasets and derive meaningful business insights. Overall, the internship helped bridge theoretical knowledge with practical international business applications and developed my understanding of global market research, competitive landscapes and data-driven decision-making in the agrochemical industry.

Keywords: *International Market Research, Agrochemical Industry, Global Company Mapping, Market Segmentation, Lead Identification*





PRAJWAL U PATIL
TransRural Consulting
Private Limited

TRANSGRAPH
RESEARCH - CONSULTING - TECHNOLOGY
commodity market mentors

“Socio economic evaluation and assessment of schemes/ Program of Government/ PSU”

“ During my Summer Internship at Transrural Consulting Pvt. Ltd., I worked on projects involving socio-economic assessment, impact evaluation, and implementation assessment of government schemes and rural development initiatives. My main project was the Mid-Term Evaluation of the Central Sector Scheme for Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs), where I contributed to secondary data collection, inception report preparation, survey-tool development, field coordination, and primary data collection, including 15+ qualitative interviews with key stakeholders and Value Chain Organizations such as NABARD, NCDC, NAFED, NDDB, ITC Limited, Patanjali Foods Ltd., and Nature Bio-Foods Pvt. Ltd. This strengthened my understanding of FPO ecosystems, institutional linkages, market access, and sustainability. As a secondary project, I conducted a Diagnostic & Baseline Study of Badkagaon Panchayat FPO, Kaimur, Bihar, carrying out 100+ farmer interviews to assess farmer participation, FPO operations, institutional capacity, and market linkages, while identifying key challenges and opportunities for improving sustainability, providing hands-on experience in field diagnostics and direct farmer engagement. I also contributed to the Socio-Economic Assessment of Government Schemes in Gujarat, involving secondary research, survey-tool development, field data collection, stakeholder consultations, and assessment of scheme implementation and beneficiary-level outcomes. Overall, the internship enhanced my capabilities in agribusiness consulting, FPO development, rural development, government scheme evaluation, impact assessment, agricultural value chains, market linkages, field research, stakeholder management, and data analysis.

Keywords: *Agribusiness Consulting, Government Scheme Evaluation, FPO Development, Agricultural Value Chains*





PRAKASH V
Akshayakalpa Organic



“Sales and marketing”

“ Retail operations play a critical role in ensuring product availability, visibility, and consumer engagement in the fast-moving consumer goods (FMCG) and dairy sector. This study, undertaken during the Summer Internship Project at Akshayakalpa Farms and Foods Pvt. Ltd., examined retail operations, merchandising, inventory management, and Below-the-Line (BTL) marketing activities across selected retail outlets, including Fresh2Day, Royal Shoppe, Nakshatra Food and Retail, Kalpaviruksha, Jayachandran Retail, and Nilgiris, plus an exposure visit to the company's Tiptur farm operations. Primary information came from store visits, observation, interaction with retail personnel, and recording of opening and closing stock, covering product availability, stock movement, shelf placement, visibility, merchandising practices, and BTL implementation. Store-level reports were prepared to monitor inventory and operational variations across outlets, alongside coordination with the Team Leader and administrative team for reporting and follow-ups. The findings indicated that effective inventory monitoring and timely replenishment are important for maintaining product availability, while appropriate merchandising and in-store visibility contribute to better product presentation and consumer awareness. BTL marketing activities offered insights into direct and retail-level promotional approaches used to support brand visibility and customer engagement. The study offered practical understanding of the interrelationship between inventory management, merchandising, retail execution, and marketing in the dairy and FMCG value chain, bridging theoretical concepts with field-level practice.

Keywords: *Retail Operations, Merchandising, BTL Marketing, Inventory Management, FMCG and Dairy*

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PRAKHAR SWAMI
LDC



“Wheat yield assessment in seasonal impact on that in Uttar pradesh amd Bihar”

“ During my Summer Internship Program at Louis Dreyfus Company (LDC), I gained practical exposure to agricultural market research and field-level assessment of wheat production and yield dynamics. The study covered 20 districts in Eastern Uttar Pradesh and four districts in Bihar, involving direct field visits and interactions with more than 450 wheat farmers. I also conducted a primary telephonic survey of wheat, lentil and chickpea growers in Madhya Pradesh to understand production patterns and seasonal impacts. The analysis focused on major wheat varieties, including DBW-303, DBW-187 and HD-2967, and examined the influence of climatic conditions on yield and harvesting trends. Terminal heat and unseasonal rainfall emerged as key factors affecting wheat yields, highlighting the vulnerability of crop production to seasonal weather variations. Field observations also indicated higher levels of combine-harvester mechanization in Bihar compared with Eastern Uttar Pradesh. The study further examined market arrival patterns, with peak wheat arrivals observed during April and May, coinciding with government procurement periods. Findings from Madhya Pradesh indicated a marginal decline in wheat yields despite increased adoption of improved varieties, while pulse yields remained relatively stable. The survey also revealed that most smallholder farmers preferred immediate sales in open markets rather than government procurement channels, primarily to meet immediate cash requirements. Overall, the internship strengthened my skills in field research, data collection, agricultural analysis and understanding farmer decision-making.

Keywords: *Wheat Yield Analysis, Market Research, Climate Impact, Farmer Survey, Procurement Trends*





PREETISH NARAYAN RAI  **Savannah**
Savannah seeds Pvt. Ltd.

“Best Practices in Seed Quality and Benchmarking with Industry Standards”

“ During my Summer Internship at Savannah Seeds Pvt. Ltd., I worked with the Quality Division and gained practical exposure to quality management practices in the hybrid seed industry. The project focused on understanding best practices in seed quality and assessing how Quality Management Systems (QMS) contribute to consistent quality and operational efficiency. I evaluated 28 paddy hybrid seed lots using key quality parameters, including germination, physical purity, moisture content, vigour and thousand seed weight, following relevant ISTA 2026 protocols. The test results were benchmarked against quality information from 12 companies to understand competitive performance and identify areas for improvement. In addition to laboratory-based assessment, I conducted farmer surveys to understand field-level perceptions, expectations and experiences related to seed quality. Combining technical testing with farmer feedback provided a broader understanding of quality requirements across the seed value chain. The analysis helped identify quality gaps and opportunities to strengthen quality assurance practices, improve testing consistency and enhance systematic quality monitoring. The internship also demonstrated the importance of maintaining standardized testing procedures and reliable quality controls in ensuring seed performance and farmer confidence. Overall, the experience strengthened my understanding of seed testing, Quality Management Systems, industry benchmarking and farmer-oriented quality assessment. It also enhanced my analytical and problem-solving skills while providing valuable insight into how technical quality parameters and market expectations can be integrated to support continuous improvement in the hybrid seed industry.

Keywords: *Seed Quality, Quality Management System (QMS), ISTA 2026, Seed Testing, Quality Assurance* ”



**PRIYA FAKKIRAGOU DA
TANGOD**
Flipkart Minutes

Flipkart
MINUTES

“Supply Chain Operations & Pricing Analytics”

“ The internship at Flipkart Minutes provided practical exposure to procurement, supply-chain operations and pricing analytics in the Fruits & Vegetables category. The project focused on understanding how procurement decisions, inventory management, pricing and vendor performance influence product availability, operational efficiency and customer service in a fast-paced quick-commerce environment. Competitive price benchmarking was undertaken to assess market pricing and identify opportunities for maintaining competitive and responsive pricing. Inventory and availability analysis helped examine stock levels, replenishment patterns and potential gaps affecting product availability. The study also evaluated vendor performance to understand factors influencing procurement efficiency, supply continuity and overall supply-chain execution. Customer returns were analysed to identify recurring issues and their potential implications for customer experience, product quality and operational performance. Bringing these different dimensions together provided a broader understanding of the interconnected nature of procurement, pricing and supply-chain management in perishable products. The internship strengthened my analytical and problem-solving skills by providing exposure to data-driven decision-making and operational performance assessment. It also helped me understand how supply-chain efficiency can directly influence customer satisfaction in a high-frequency retail environment. Overall, the experience provided valuable insights into the management of fresh-produce supply chains and demonstrated how pricing intelligence, inventory optimization, vendor management and customer-return analysis can be integrated to identify opportunities for improving operational efficiency, product availability and customer service.

Keywords: *Supply Chain, Pricing Analytics, Quick Commerce, Inventory Management, Vendor Management*”



PUCCHAKAYALA JAHNAVI
Akshayakalpa Organic



“Sales and Marketing”

“ The Summer Internship Project at Akshayakalpa Farms and Foods Private Limited offered practical, field-based learning beyond classroom concepts, centered on retail-store visits, customer interaction, product sampling, sales activities, and retail execution. Regular store visits involved directly engaging customers, understanding their requirements, explaining product benefits, and encouraging trials. Product sampling allowed collection of customer responses, revealing how consumers perceive products and what drives their purchase decisions. Handling customer objections related to price, taste, quality, and availability improved listening, communication, confidence, and interpersonal skills. Retail execution involved checking product availability, shelf dates, and stock levels, applying FIFO principles to identify near-expiry products, and working on merchandising and shelf placement to understand how visibility influences customer attention. Weekly tracking of product movement, comparing sales before and after interventions, demonstrated how customer engagement and improved visibility boost sales, evident in increased movement of products such as probiotic curd, A2 curd, malai paneer, and spiced buttermilk. Overall, the internship built practical skills in sales, marketing, customer handling, retail management, merchandising, data observation, and problem-solving. Most importantly, it taught effective communication with real customers, independent fieldwork, and the ability to connect management concepts to actual business situations, significantly boosting confidence and providing a realistic understanding of working in the FMCG and dairy sector.

Keywords: *Customer Interaction, Product Sampling, Retail Execution, Merchandising, Objection Handling*





PUDI MAHEETHA
NACL Industries Limited



“New Product Launch Effectiveness”

“ During my internship at NACL Industries Limited, I worked on evaluating the effectiveness of new product launches across agricultural markets in Andhra Pradesh, Maharashtra and Madhya Pradesh. The project involved extensive market research through interactions with farmers, retailers and dealers to understand regional differences in product awareness, acceptance and adoption. I analysed the key factors influencing farmers’ purchasing decisions, including perceived product performance, promotional activities, product availability, dealer influence and competitive positioning. The study also involved benchmarking NACL’s performance against key competitors to identify relative strengths, market gaps and areas requiring greater attention. Based on the findings, opportunities were identified to improve product acceptance in relatively low-performing states and market segments, and recommendations were developed to strengthen market penetration and adoption. The field interactions provided valuable insights into how dealer and retailer networks operate and how channel relationships influence the availability and promotion of agricultural products. The internship also helped me understand the importance of adapting marketing strategies to regional market conditions rather than applying a uniform approach across diverse agricultural markets. Working directly with different stakeholders strengthened my skills in market research, data interpretation, competitor analysis and strategic thinking. Overall, the experience provided a practical understanding of agricultural marketing and new product adoption while demonstrating how farmer preferences, channel dynamics, promotional strategies and competitive factors collectively influence the success of new products in the agri-input sector.

Keywords: *Market Research, New Product Adoption, Competitive Benchmarking, Agricultural Marketing* ”



RAMAKURU JYOTSNA SUPRAJA

immeureka
The art of science

Immuereka Animal Health Pvt. Ltd.

“Mapping Buying Journeys, Segment Needs & Competitor Playbooks for Mycoplasma solution in Indian Poultry”

“ My summer internship at Immeureka Animal Health Pvt. Ltd. provided practical exposure to market research, customer segmentation and strategic analysis in the Indian poultry industry. The project focused on understanding stakeholder buying behaviour and market requirements for solutions addressing Mycoplasma infections, particularly Mycoplasma gallisepticum, which can affect poultry productivity through reduced egg production, poor feed conversion and increased susceptibility to secondary infections. I used a mixed-method approach combining secondary research on disease trends, industry developments and competitor portfolios with primary interactions across key stakeholders, including poultry nutritionists, feed millers, broiler integrators, layer farmers and breeders. The research helped map customer buying journeys, identify purchase drivers, understand decision-making authority and assess unmet market needs. Competitor benchmarking was also undertaken to compare product portfolios, pricing, positioning and customer-engagement approaches. The findings indicated that technical confidence in product efficacy, advisory relationships and price sensitivity significantly influence purchase decisions, with priorities varying across customer segments. Large integrators emphasized consistency, traceability and documentation, while independent farmers placed greater importance on cost, availability and word-of-mouth recommendations. The internship strengthened my understanding of customer segmentation, competitive intelligence and go-to-market strategy in a specialized B2B agribusiness environment. It also enhanced my skills in primary research, stakeholder interaction, data interpretation and strategic thinking. Overall, the experience demonstrated the importance of developing segment-specific approaches that align product offerings, customer engagement and competitive positioning with the distinct needs of institutional and independent poultry stakeholders.

Keywords: *Mycoplasma gallisepticum, Poultry Industry, Buyer Behaviour Analysis, Market Segmentation, Competitive Intelligence*





RATNESH SIMONIYA
VNR SEEDS PVT LTD



VNR SEED
GOOD SEED BETTER YIELD

“Sales and Marketing”

“ The summer internship at VNR Seeds Pvt. Ltd., conducted in Seoni, Madhya Pradesh, provided practical exposure to the agricultural seed industry, focusing on farmer engagement, product promotion, retail sales, and market intelligence, and examined how field-level activities create awareness and support adoption of hybrid paddy and maize seed varieties among farmers. More than 30 village-level farmer meetings were conducted to communicate product features and benefits and understand farmer requirements and preferences, while primary information on cultivated acreage, paddy varieties grown, variety preferences, and input requirements was collected to build a structured farmer database. The internship also involved interacting with retailers and channel partners to understand product movement, stock availability, and local market conditions, supporting retail counter sales during peak season to improve product availability and customer engagement. Regular market visits enabled collection of intelligence on stock levels, farmer preferences, demand trends, and competitor activities, highlighting the importance of effective farmer communication, retailer relationships, timely stock monitoring, and localized market understanding in agricultural marketing. Overall, the internship strengthened practical knowledge of rural marketing, channel management, customer engagement, sales execution, and market development, offering insights into the challenges and opportunities of promoting agricultural inputs in village markets, and demonstrating how systematic field information and market feedback can support more effective sales planning and decision-making in the seed industry.

Keywords: *Agricultural Marketing, Farmer Engagement, Rural Markets, Channel Management, Retail Sales* ”



RIYA KUMARI
JU Agri Sciences



“Improvement in depot sales forecast accuracy and review of packaging material artwork”

“ During my internship in the Supply Chain Management Department at JU Agri Sciences Pvt. Ltd., I gained practical exposure to sales forecasting, supply-chain planning and packaging management. I analysed depot-level sales and dispatch data to assess forecast accuracy by comparing planned and actual sales. Using Excel, Pivot Tables, VLOOKUP, IF functions and Mean Absolute Percentage Error (MAPE), I conducted location-wise, category-wise and SKU-wise analysis to identify forecasting gaps and understand variations in regional performance. The study also examined key reasons for forecast deviations, including delayed, inaccurate and incomplete data, and helped identify opportunities to improve forecasting accuracy in underperforming regions. Alongside the forecasting analysis, I reviewed packaging materials, particularly product labels and leaflets, to identify packaging-related issues and areas requiring better planning, coordination and execution. This provided an understanding of how accurate information and effective coordination influence both supply-chain efficiency and packaging readiness. The internship also offered an opportunity to understand the broader supply-chain flow, from raw material (RM) procurement through M0, supply-chain operations, production and dispatch to final sales. Working with operational data strengthened my analytical and problem-solving abilities and improved my understanding of how different stages of the supply chain are interconnected. Overall, the experience provided valuable insights into demand forecasting, inventory and dispatch planning, packaging coordination and end-to-end supply-chain management within the agri-input industry.

Keywords: *Supply Chain, Forecast Accuracy, Depot Sales Analysis, SKU-wise Analysis, Packaging Review*





ROHAN
Tropical Agrosystem
(India) Pvt. Ltd.



“Farmer Adoption, Market Intelligence & Rural Market Development”

“ During my SIP at Tropical Agrosystem (India) Pvt. Ltd., I gained hands-on exposure to rural marketing, farmer engagement and market development through extensive fieldwork across more than 70 villages in Ratlam, Madhya Pradesh. I interacted with over 250 farmers and 11 retailers, including 52 structured farmer interviews, to understand purchasing behaviour, product adoption barriers, crop-specific challenges and the influence of retailers on farmers’ product decisions. I also contributed to the marketing and sales of a nine-product portfolio using an advisory-led approach, resulting in sales of more than 180 L of fungicides, 155 L of biostimulants, 150 L of insecticides and 130 L of seed-treatment products. To strengthen product awareness and farmer engagement, I conducted more than 12 farmer meetings and eight field demonstrations, reaching over 120 participants. These activities provided practical insights into how product demonstrations, technical advice and direct farmer interaction can influence product awareness and adoption in rural markets. Field observations and stakeholder interactions were further analysed to identify opportunities for improving farmer engagement, strengthening retailer capabilities and supporting territory-level market development. The internship enhanced my understanding of rural customer behaviour, channel dynamics, sales execution and market intelligence in the agri-input sector. It also strengthened my skills in primary research, stakeholder interaction, sales planning, field execution and translating market insights into actionable recommendations. Overall, the experience helped bridge classroom concepts with real-world agribusiness practices and provided a deeper understanding of the complexities of developing rural markets.

Keywords: *Rural Marketing, Farmer Engagement, Market Development,
Advisory-Based Selling, Agri-Input Marketing* ”



SAGAR PATIL
Sanzyme Biologics
Private Limited

サンザイム
Sanzyme Biologics®

“Marketing Analysis and Content Development”

“ The internship at Sanzyme Biologics Private Limited provided practical exposure to market research, competitive analysis and content development in the growing pet probiotics industry. The project involved mapping the global pet probiotics market to understand emerging trends, consumer needs, competitive developments and potential product opportunities across international markets. Using Mintel GNPD data, I analysed pet probiotic product launches across different markets, categories, claims, ingredients, brands and companies to identify evolving industry patterns. Particular attention was given to key areas such as digestive health, immunity, probiotics, prebiotics and spore-forming probiotic strains. Competitor benchmarking was conducted to understand product offerings, positioning and communication strategies, while market-gap analysis helped identify potential opportunities for future product development and differentiation. Based on the research findings, recommendations were developed regarding product positioning, communication approaches and potential areas for market expansion. The internship also involved translating research insights into practical communication outputs, including a B2B brochure, blogs, a white paper and digital content focused on pet gut health. This helped strengthen my ability to convert complex market information into clear, relevant and engaging business content for different audiences. The experience enhanced my skills in secondary research, market intelligence, competitor analysis, strategic thinking and business communication. Overall, the internship provided valuable insight into how data-driven market research can support product development, positioning and communication strategies while helping businesses respond to evolving consumer needs in the pet health and nutrition sector.

Keywords: *Pet Probiotics, Gut Health, Mintel GNPD, Market Mapping, Competitive Analysis*”



SAGILI LIKITHA KARUNA SRI
De Heus India Pvt. Ltd.



“Impact of Aflatoxin Contamination on Feed Business and Supplier Quality Analysis”

“Aflatoxin contamination in animal feed is both a food safety and business challenge, as raw material quality affects procurement, production efficiency, rejection, rework, customer satisfaction, and overall business performance. This study, conducted during a two-month internship at De Heus Animal Nutrition India Pvt. Ltd., Rajpura, Punjab, examined aflatoxin-related quality risks across the feed business value chain, drawing on exposure to quality control, procurement, supplier evaluation, production, warehouse management, and customer-related aspects. Using Charm EZ and ELISA testing, the study analysed raw material and finished feed quality data, supplier performance, rejection and rework patterns, procurement trends, and operational practices linked to contamination risk. Corn, DORB, and DDGS emerged as materials needing close monitoring, with seasonal availability, sourcing, storage conditions, moisture, and fungal contamination as key risk factors. Quality deviations were shown to trigger rejection, rework, additional testing, operational disruptions, and potential market returns or customer complaints. Supplier quality monitoring, raw material acceptance criteria, testing, FIFO and traceability, proper storage, sanitation, pest control, and production-line flushing emerged as important control practices. The internship showed that quality management is closely linked to procurement, supply chain, production, cost, and customer satisfaction, and that effective risk management needs supplier evaluation, data-based decisions, preventive systems, and cross-functional coordination, offering insight into how quality risks affect operational efficiency and business growth in the animal nutrition industry.

Keywords: *Aflatoxin Contamination, Feed Quality, Quality Management, Supplier Management, Procurement*





SAJAY. E J
TransRural Consulting
Private Limited

TRANSGRAPH
RESEARCH • CONSULTING • TECHNOLOGY
commodity market mentors

“Socio-economic Evaluation and Assessment of Schemes / Programs of Government / PSUs”

“ My Summer Internship at TransRural Consulting Pvt. Ltd. provided an enriching opportunity to understand the intersection of agribusiness, rural development and consulting through practical field exposure. The internship involved field research, stakeholder interactions, data collection, analysis and project documentation related to rural institutions, livelihoods and agri-based development. Interacting directly with farmers, Farmer Producer Organisation (FPO) leaders and other stakeholders helped me understand the realities, opportunities and challenges faced by rural communities and institutions. Working on projects related to FPOs and rural livelihoods provided valuable insights into how grassroots institutions function and how development programmes can influence rural economic activities. The experience also demonstrated the importance of collecting reliable field-level information and combining it with structured analysis to support informed decision-making. Contributing to research and consulting assignments helped me understand how evidence-based approaches can be used to assess programmes, identify implementation challenges and develop practical recommendations. The internship strengthened my skills in primary research, stakeholder engagement, data analysis, report preparation, communication and problem-solving. It also improved my ability to approach complex rural issues from multiple perspectives and connect field realities with broader development objectives. Overall, the internship helped bridge academic learning with real-world consulting practices and deepened my understanding of agribusiness and rural development. Most importantly, it broadened my perspective on how people, institutions, policies and markets interact in shaping rural outcomes and strengthened my ability to view challenges as opportunities for informed and practical solutions.

Keywords: *Rural Development, Agribusiness Consulting, FPO Development, Stakeholder Engagement, Field Research* ”



SANJAI S
TORQ Commodities Pvt. Ltd.



“Supply and Demand Analysis of Cashew Kernel in India Domestic Market”

“ India's cashew kernel market is typically analyzed through a single lens—aggregate consumption or price benchmarking—offering limited insight into how state-level demand and price sensitivity jointly shape market opportunity. This study conceptualizes Indian household cashew demand as a segmented, price-differentiated space, not a uniform market, using HCES microdata covering 291.7 million households across 36 states, with trade data from APEDA and industry sources, to map penetration, implicit price levels, and spend intensity via a price-penetration matrix and spend-share framework (Spend % vs. HH %) classifying states into distinct demand archetypes. Household penetration averaged 16.7%, with per capita consumption rising from 0.196 kg (2015) to 0.32 kg (2024), a 58% increase, yet below global benchmarks such as the United States (~0.9 kg). Findings show price alone does not explain penetration—Tamil Nadu and Uttar Pradesh combine high penetration with lower prices, while Rajasthan and Delhi show "Value Light" profiles versus "Premium Heavy" Tamil Nadu and Odisha. Supply-side analysis shows India's growing import dependency (~61%) stems from a gap between domestic RCN production (767K MT) and installed processing capacity (2.0M MT), compounded by harvest-season mismatches with West African supply. Market entry and channel prioritization in the Indian cashew sector depend less on price alone and more on matching format and channel strategy to each state's penetration-spend-price profile, reinforced by import dependency and processing-capacity realities.

Keywords: *Cashew Market, State-wise Demand, Price Sensitivity, Import Dependency, GTM Strategy*





SARITA BISHT
JU Agri Sciences



“Corporate Communications and Digital Campaigns Development”

“ The internship at JU Agri Sciences Pvt. Ltd. provided practical exposure to digital marketing, corporate communication and brand building within the agribusiness sector. The experience focused on understanding how an agricultural brand communicates its products, ideas and values to different target audiences through digital platforms. My work involved content development, competitor analysis, product positioning, social media communication and campaign ideation, providing insights into how digital strategies can support brand visibility and audience engagement. A key contribution was to “Mitti Ki Paathshala,” a farmer-focused initiative that communicated topics related to soil health and sustainable agriculture in a simple, accessible and engaging manner. Working on this initiative highlighted the importance of presenting technical agricultural information in a way that audiences can easily understand and relate to, particularly when communicating with farmers and other stakeholders. The internship also provided an opportunity to observe how content, branding and communication strategies are integrated to create a consistent digital presence and strengthen audience connections. Applying classroom concepts of digital marketing and branding to real business situations enhanced my understanding of content strategy, consumer engagement, competitive positioning and digital communication. The experience strengthened my skills in content creation, market research, communication planning and creative thinking while developing a more practical understanding of digital marketing in agribusiness. Overall, the internship demonstrated how effective communication can bridge the gap between agricultural knowledge and audience needs, while contributing to stronger brand engagement and meaningful digital outreach.

Keywords: *Digital Marketing, Brand Communication, Audience Engagement, Content Strategy, Farmer Outreach* ”



SARTHAK PARMAR

Feedsco Global
Private Limited



1. Neemuch Commodity Procurement & Trade Mapping 2. Business Model, Channel Understanding & Market Execution

“ The Summer Internship Project at Feedsco Global Private Limited covered two areas: Neemuch Commodity Procurement & Trade Mapping, and Business Model, Channel Understanding & Market Execution, using an exploratory, action-oriented approach drawing on interactions with traders, processors, vendors, wholesalers, retailers and sales managers, plus company and secondary data. The procurement study mapped 18 commodities and 34 vendors across grade, seasonality, processing and commercial parameters, and built a feasibility-based prioritisation framework identifying flax, chia, quinoa, halim, basil, ashwagandha and shatavari as priority commodities, while flagging conditional and buyer-led routes on quality, processing, compliance, MOQ and commercial grounds; procurement decisions were found to rest on approved-grade landed cost rather than quoted raw-material price alone. The sales and distribution study involved field immersion across five market belts and mapping of 47 trade parties, of which 17 were A-priority and 13 order-giving parties generated ₹3.26 lakh in tracked orders across 352 boxes. Route reach, vehicle support, product-market fit, trade margins, pack formats and service reliability were found to drive market movement and repeat orders, with product preferences varying by market and pointing to route-specific SKU and pack strategies. The project produced databases, prioritisation frameworks and actionable recommendations, concluding that Feedsco's growth is best supported through controlled procurement pilots, structured channel linkages, route-wise assortment, defined ownership and stronger service tracking rather than indiscriminate expansion.

Keywords: *Procurement, Route-to-Market, Commodity Sourcing, Market Execution, Vendor Mapping*





SAURABH PANDEY
Zomato Hyperpure

hyperpure
BY ZOMATO

“Supply chain management and Procurement of stone fruits”

“ My Summer Internship provided practical exposure to strategic sourcing, procurement and supply-chain management of fresh stone fruits, supporting Blinkit’s supply chain from Narkanda, Himachal Pradesh. The internship involved hands-on participation in procurement operations, source-level quality inspection and grading to ensure that fresh produce met required quality standards before entering the distribution network. I also worked on inventory management and dispatch coordination, monitoring the movement of produce to support timely and efficient distribution. An important part of the work involved preparing and maintaining operational documents, including Goods Receipt Notes (GRNs), Stock Transfer Orders (STOs) and Delivery Challans, which provided insight into the documentation and coordination required for smooth supply-chain execution. Working with highly perishable products helped me understand the importance of timely procurement, quality control, inventory accuracy and efficient cold-chain logistics in minimizing losses and maintaining product freshness. The internship also involved coordination with suppliers and other stakeholders, providing practical understanding of how different supply-chain functions work together to ensure uninterrupted product movement. The experience strengthened my knowledge of procurement planning, supplier coordination, inventory management, logistics and end-to-end supply-chain operations in the fresh-produce sector. It also enhanced my analytical, problem-solving and operational management skills by exposing me to real-time supply-chain challenges. Overall, the internship helped bridge theoretical concepts with practical business operations and provided valuable insight into managing procurement and distribution in a fast-moving and quality-sensitive fresh produce value chain.

Keywords: *Strategic Sourcing, Supply Chain Management, Cold Chain Logistics, Procurement Operations, Fresh Produce*

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SAURABH PATEL
VNR SEEDS PVT LTD



VNR SEED
GOOD SEED BETTER YIELD

“Sales and Marketing”

“ During my Sales and Marketing Internship at VNR Seeds Pvt. Ltd., I gained practical exposure to hybrid paddy seed promotion, farmer adoption and channel development in Kanpur, Uttar Pradesh. I interacted with more than 250 farmers to understand cultivation practices, seed-buying behaviour and the factors influencing product adoption. Through farmer engagement and product promotion, I supported the adoption of VNR 2228 among 40 farmers and achieved sales of 1.50 quintals. The internship also involved mapping more than 30 retailers across eight markets to understand the existing distribution network and identify opportunities for expansion. I conducted competitor benchmarking based on factors such as pricing, retailer margins and farmer preferences, which helped identify competitive dynamics and market opportunities. Based on the field assessment, five new retailers were identified for potential distribution expansion, contributing to efforts to strengthen market reach. In addition, I studied the Public–Private Partnership (PPP) model in seed distribution to understand how collaboration between different stakeholders can support agricultural input delivery and market development. The extensive field interactions provided valuable insights into rural customer behaviour, channel management and the importance of farmer-centric approaches in agricultural sales. The internship strengthened my skills in market research, farmer engagement, sales execution, competitor analysis and retailer development. Overall, the experience helped bridge classroom concepts with real-world agribusiness practices and provided a deeper understanding of how product promotion, farmer adoption and efficient distribution networks contribute to successful rural market development.

Keywords: *Hybrid Paddy Seed, Farmer Adoption, Channel Development, Rural Marketing, Public-Private Partnership*





SAURABH SUMAN
Flipkart Minutes



“Optimizing Flipkart Minutes F&V Chain: End-to-End Interventions & Return Rate Reduction”

“ The project "Optimizing Flipkart Minutes F&V Chain: End-to-End Interventions & Return Rate Reduction" was carried out at Flipkart Minutes, Kolkata, West Bengal, to improve product quality and freshness while reducing returns in the Fruits & Vegetables (F&V) category, since even small gaps in handling can affect quality and drive consumer dissatisfaction and returns. The study began by analysing 15+ high-volume, multi-SKU products across the F&V supply chain to identify operational gaps, supported by on-ground warehouse observations. Root Cause Analysis (RCA) was then conducted for five high-volume FSNs—Tomato Local, Lady Finger, Cucumber, Capsicum Green and Tender Coconut—to understand factors driving their return rates. Working closely with the Procurement, Quality Assurance and Operations teams, corrective actions were implemented at the warehouse level, and impact was tracked through changes in return rates. The five FSNs recorded reductions: Tomato Local from 1.12% to 0.92%, Lady Finger from 1.20% to 0.80%, Cucumber from 1.50% to 1.20%, Capsicum Green from 0.66% to 0.56%, and Tender Coconut from 2.47% to 2.30%, with the interventions also bringing the overall return rate below the seasonal benchmark. The project provided practical exposure to F&V supply-chain operations, quality management, root-cause analysis, cross-functional coordination and data-based problem-solving, reinforcing that addressing quality challenges in a perishable category requires both data analysis and an understanding of on-ground realities.

Keywords: *Supply Chain, Q-Commerce, Total Quality Management, Quality Compliance* ”





KAPGATE SHUBHAM DILIP
DeHaat



“Driving Growth in Rural Markets: A Strategic Study of DeHaat’s Dairy Input Business in Maharashtra”

“ My summer internship at DeHaat (Green Agrevolution Pvt. Ltd.) involved primary market research across 20+ villages in Ahilyanagar District, Maharashtra, to understand dairy input purchasing behaviour and develop regional market intelligence. The study covered 160+ farmer surveys, 20+ Bulk Milk Collection Centre (BMC) mappings and 13+ paravet interviews. Field research revealed that BMC operators played a significant role in procurement decisions through mechanisms such as credit-in-kind and milk deductions, highlighting the importance of channel-led approaches in dairy input distribution. These insights were translated into a B2B channel penetration strategy centred on BMCs, supported by quantified revenue opportunities. Competitive benchmarking across feed brands assessed distributor- and farmer-level prices, trade margins and credit cycles to identify DeHaat’s pricing and margin opportunities. I also conducted a feeding-gap analysis to assess potential yield losses associated with suboptimal concentrate and mineral supplementation and translated the findings into an ROI-based sales pitch for field teams. In addition, controlled product trials were conducted with dairy farmers, tracking daily milk yield, fat percentage and SNF to generate localized proof-of-performance data. The findings supported franchise onboarding and BMC partnership discussions and helped identify high-intent leads across both channels. Overall, the internship strengthened my skills in primary research, market intelligence, channel strategy, competitive analysis and field-level sales development. It provided practical understanding of how farmer behaviour, institutional channels, pricing, product performance and stakeholder relationships interact to shape go-to-market strategies in the dairy input sector.

Keywords: *Dairy Input Business, Market Research, Channel Strategy, BMC Operators, GTM Strategy* ”



STYLE SWAIN
VNR SEEDS PVT LTD



VNR SEED
GOOD SEED BETTER YIELD

“Sales & Marketing”

“ During my Summer Internship at VNR Seeds Pvt. Ltd., I gained practical exposure to the vegetable seed industry, with a focus on sales, marketing, farmer engagement and understanding market dynamics. The internship involved interacting with farmers and channel stakeholders to understand seed preferences, crop-specific requirements and the factors influencing product adoption. These field interactions provided valuable insights into how farmers evaluate seed products based on parameters such as product performance, quality, expected yield, availability and technical guidance. I also observed the role played by distributors, retailers and other channel partners in creating product awareness, influencing purchasing decisions and supporting farmers during the crop cycle. The experience helped me understand that successful seed marketing requires more than product availability; it depends on building farmer confidence, providing relevant technical information and responding to crop- and region-specific requirements. Exposure to the vegetable seed value chain also helped me appreciate the relationship between product development, marketing, distribution and farmer needs. The internship provided an opportunity to connect my agricultural knowledge with practical business applications and develop a deeper understanding of rural markets and customer-oriented marketing approaches. It strengthened my skills in farmer interaction, market observation, communication and understanding customer behaviour. Overall, the experience helped bridge classroom learning with real-world agribusiness practices and provided valuable insight into how seed companies develop markets, engage farmers and create value across the agricultural value chain.

Keywords: *Seed Marketing, Farmer Engagement, Rural Marketing, Seed Industry, Agricultural Value Chain*





SUNIL JANGID
HarvestPlus Solutions



“Biofortified crop value chain & Integration with Linkage of Government Schemes”

“ Biofortification offers an important approach to addressing micronutrient deficiencies while creating value opportunities across agricultural value chains. This study, undertaken during a summer internship at Harvest Plus Solutions, examined the value chain of biofortified crops, market linkages, quality assessment, and the role of institutional and government-supported interventions in promoting nutrition-sensitive agriculture, with field exposure across Karauli, Kota, Bundi and Jaipur in Rajasthan. In Karauli, the NutriPathshala programme was studied across 20 government schools to understand its operational supply chain, components, implementation process, and perceived impact on nutritional awareness and dietary practices among schoolchildren. Field visits to women-led Farmer Producer Organisations (FPOs) in Kota and Bundi provided insights into cultivation and procurement of the biofortified wheat variety DBW-187, with quality assessment of wheat lots conducted prior to procurement on parameters including moisture, foreign material, grain quality, shrivelled and broken grains, and pest infestation. In Jaipur, school-level surveys and observations examined the implementation and outreach of NutriPathshala, including a programme at Government Varisth Upadhyay Sanskrit School, Murlipura, where the company's initiatives were showcased through social-media engagement involving its COO and Curly Tales. The study highlights the importance of integrating production, quality assurance, procurement, institutional linkages, nutrition education, and market-oriented interventions to strengthen biofortified crop value chains and enhance their social and nutritional impact.

Keywords: *Biofortification, NutriPathshala, Crop Value Chain, Farmer Producer Organisations, Quality Assessment* ”



SUSHANTH SHETTY
HarvestPlus Solutions



“Digital marketing strategies for harvest plus solution & NutriPathshala Program (in collaboration with COFCO)”

“ During my internship at HarvestPlus Solutions, I worked on the NutriPathshala initiative in Khanna, Punjab, focusing on nutrition awareness and market understanding for a new protein bar, visiting government schools and interacting with students and teachers to gauge their awareness, preferences, and acceptance of the product. I conducted nutrition awareness sessions covering balanced diets, proteins, vitamins, iron, zinc, and micronutrients, explaining the benefits of biofortified ingredients such as pearl millet (bajra) and wheat, and used interactive activities, including nutrition-based games and picture-based identification of healthy and unhealthy foods, to improve student engagement. As part of the go-to-market strategy, I collected consumer feedback through a survey of 300+ students across 20 government schools and analyzed responses to understand product acceptance, consumption preferences, and areas for improvement, while also observing on-ground distribution and communication challenges and adapting interactions using basic Punjabi and locally relevant examples. I additionally contributed to the organization's digital marketing strategy, focusing on content development, audience engagement, influencer research, and social media promotion, which together contributed to approximately 7.68 million views and 163,000 likes across social media platforms. This experience strengthened my skills in market research, consumer insights, field sales, communication, digital marketing, and rural-market understanding.

Keywords: *Go-to-Market Strategy, Nutrition Awareness, Biofortification, Digital Marketing, Consumer Insights* ”



VARUN UPADHYAY
BASF NUNHEMS INDIA
PVT LIMITED



“Market Assessment of Bacterial Wilt in Tomato across Eastern India: Opportunity Sizing and Pricing Dynamics”

“ During my internship at BASF | Nunhems India Pvt. Ltd., I worked on assessing the market opportunity for bacterial wilt-resistant tomato hybrids across Eastern India. The project aimed to understand the extent of bacterial wilt incidence, farmer demand, willingness to pay and the potential for a new resistant hybrid. I conducted primary research with 384 farmers and 52 dealers across four states and seven market clusters, gathering insights on disease incidence, hybrid performance, pricing behaviour, variety preferences and grafting practices. The findings indicated that nearly half of the surveyed tomato acreage was affected by bacterial wilt, highlighting the significance of disease resistance in farmers’ variety-selection decisions. Resistance emerged as a leading factor influencing farmers’ willingness to switch varieties, while existing hybrids were found to have gaps in fully addressing this requirement. Based on the field findings, I developed a market-sizing model to estimate the potential opportunity and benchmarked competing hybrids on parameters such as price and performance. The analysis was used to recommend a potential pricing band for a premium bacterial wilt-resistant hybrid and to identify suitable approaches for market introduction. A go-to-market approach centred on demonstration plots and communicating the value of the resistance trait was also recommended to strengthen farmer awareness and adoption. The internship strengthened my skills in primary market research, market sizing, competitor benchmarking, pricing analysis and strategic decision-making, while providing practical insight into how farmer needs can inform product and marketing strategies in the seed industry.

Keywords: *Bacterial Wilt, BW-Resistant Hybrid, Market Sizing, Pricing Strategy, Competitive Benchmarking*





VISHAL KUMAR RAI
De Heus India Pvt. Ltd.



1. Improve the efficiency of FTE 100MT per person.
2. Customer and volume attrition: market challenges and way forward

“ My Summer Internship Programme at De Heus Animal Nutrition India Pvt. Ltd., working with the Sales & Market Intelligence team across Punjab and Haryana, provided practical exposure to customer retention, sales-force productivity and rural brand visibility. The internship involved three key projects. The first, Customer & Volume Attrition Analysis, included field visits and interactions with 15 dealers to understand declining purchase volumes and assess factors such as pricing, product availability, field support, competition, credit and farmer expectations. The experience demonstrated the importance of combining sales data with field-level conversations to understand the reasons behind market behaviour. The second project, UNNATI, focused on improving sales-force efficiency against a benchmark of 100 MT per person per month. I analysed three months of performance data for 17 sales members across four regional teams, identified productivity gaps and developed improvement strategies, strengthening my understanding of sales analytics, benchmarking, territory management and performance accountability. The third project involved developing a Wall Painting Advertisement Strategy to strengthen rural brand visibility. I mapped more than 50 dealers across Punjab and Haryana, identified 38 potential campaign locations and planned efficient routes for execution. This provided practical insights into rural brand building, point-of-sale visibility and farmer recall. A visit to the Delhi Agri Expo further enhanced my understanding of emerging technologies and competitor strategies in animal nutrition. Overall, the internship helped connect market research, data analysis and marketing with real business situations while strengthening my strategic thinking, communication and problem-solving skills.

Keywords: *Animal Nutrition, Sales & Market Intelligence, Customer Attrition, Sales Force Efficiency, Rural Brand Visibility*





VISHAL YADAV
Bandhan Agritech Pvt. Ltd.



“Market Research”

“ The project examines strategic market mapping and channel development for agri-input products in the Nashik and Jalgaon districts of Maharashtra, conducted as part of a Summer Internship Project with Bandhan Agritech Pvt. Ltd. It targets a fragmented agri-input market dominated by players such as Mahadhan/IFFCO, Compo Experts, Coromandel, and Aries Agro, where 40+ products compete for retailer shelf space. A field survey of 127 retailers across 17+ towns segmented them into legacy gatekeepers with entrenched supplier loyalties and growth-oriented entrants open to new partnerships, evaluating scheme preferences, demand patterns, and willingness to stock new brands. Findings show a 15% firm-interest rate, with a further 20% convertible; Jalgaon offers stronger near-term conversion potential, while Nashik's grape-belt economy and quality-conscious, relationship-driven farmers require sustained demonstration-led engagement before adoption. Credit terms of 30-45 days emerged as the dominant scheme preference (55% of retailers), while legacy shops favoured slab-based cash discounts. Biostimulant demand centered on homobrassinolide, amino acid, and seaweed-extract formulations, and WSF grade 10:54:10 showed the highest market pull. The study recommends a territory-first strategy prioritizing high-openness clusters (Pimpalgaon, Lasalgaon, Niphad), grape-farm demonstrations, farmer-ambassador partnerships, and safety-compliance documentation for export-quality concerns, concluding that a credit-led, territory-focused, retailer-first go-to-market approach backed by field proof offers the most viable route for a new entrant to build trust and market share in this landscape.

Keywords: *Agri-Input Marketing, Channel Development, Retailer Segmentation, Go-to-Market Strategy, Biostimulants*





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C.C.S National Institute of Agricultural Marketing, Jaipur

(An autonomous organization under Ministry of
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Write to us to explore internship opportunities, project
requirements, and industry-academia collaborations

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