

**CUSTOMER SERVICE DEPARTMENT  
OF  
JIBIKA AGRUCULTURE CO-OPERATIVE ORGANIZATION  
LIMITED, PAKALI, SUNSARI.**

**AN INTERNSHIP REPORT**

**Submitted To:**

**Office of Dean**

**Faculty of Business and Accounting**

**Lincoln University College, Malaysia**

**Submitted By:**

**Manish Regmi**

**LUC Registration No.: LC00023000513**

**Green Peace Lincoln College (GPLC)**

**in the partial fulfillment of the requirement for the degree of  
Master of Business Administration (MBA)**

**Itahari, Nepal**

**February, 2022**



च.नं.  
प.स.

# जीविका कृषि सहकारी संस्था लि.

इटहरी-१, सुनसरी

दर्ता नं. ३७(५८५)/२०७०/७

मिति : .....



To Whom It May Concern

**Subject: Internship Certificate**

This is to certify that Mr. Manish Regmi, a student of Green Peace Lincoln College (GPLC) has completed 8 week internship program in the following Department

Date	Name of the Department
Dec-1, 2022 To Jan - 30, 2023	Customer Service Department

During his internship period we found him a hardworking, dedicated, motivated with a positive working attitude at work.

we wish him all the best for his future carrer.

Nabaraj Chapagain  
Director

**Lincoln University**  
**Faculty of Business and Accounting**

**Industry Feedback Form**

1. Name of student: *Manish Regni*
2. LUC Reg. No: *LC00023000513*
3. College and Address: *Green peace Lincoln college, Itahari*
4. How do you rank him/her on the following ten attributes?

S.N.	Evaluation Criteria	Very Good	Good	Satisfactory	Poor	Very poor
1.	Punctuality	✓				
2.	Adherence to company norms	✓				
3.	Conduct/Behavior	✓				
4.	Initiation		✓			
5.	Eagerness to learn	✓				
6.	Approach towards internship	✓				
7.	Quality of work		✓			
8.	Professionalism	✓				
9.	Teamwork	✓				
10.	Technical knowledge	✓				

5. What are the prospect of the students of bring recruited by the organization on the completion of his/her degree?

High	Moderate	Low
✓		

6. Any specific observations/suggestions for further improvement?

He can be good leader and a good team.

  
Signature

Date Jan 30, 2023

Particulars of the In charge of the Internship

Name and Designation: Nabaraj chapaogun.

Address with stamp:



## LETTER OF ACCEPTANCE

This is to certify that the internship report

Entitled

Customer Service Department of  
Jibika Agriculture Co-operative Organization  
Limited, Pakali, Sunsari.

Submitted by:

Manish Regmi

LUC Registration No: LC00023000513

Green Peace Lincoln College, Itahari

This internship report has been prepared as approved by this college in the format of the faculty of Business and Accounting. This internship report is forwarded for the final evaluation.

.....

Supervisor:

Nabin Khanal

Date:

### **LETTER OF DECLARATION**

I, Manish Regmi, hereby declare that the internship report entitled “CUSTOMER SERVICE DEPARTMENT OF JIBIKA AGRICULTURE CO-OPERATIVE ORGANIZATION LIMITED, PAKALI, SUNSARI” and submitted in the partial fulfillment of the requirement for Master of Business Administration (MBA) is prepared under the guidance of Mr. Nabin Khanal. The work is submitted to Management office of Dean, Faculty of Business and Accounting, Lincoln University College, Malaysia through Green Peace Lincoln College, Itahari This report is original and self-prepared for only academic requirement. This report is not copied, registered or published in any publications or submitted for any academic award either.

.....

Manish Regmi

LUC Registration No: LC00023000513

Master of Business Administration (MBA)

Faculty of Business and Accounting

Lincoln University College, Malaysia

Date:

## **ACKNOWLEDGEMENT**

An internship report entitled “Customer Service Department of Jibika Agriculture Cooperative Organization Limited, Pakali, Sunsari” is prepared in the partial fulfillment of the requirement for the degree of MBA program which is to be submitted to Faculty of Business and Accounting, Lincoln University College.

At first, I would like to express my sincere gratitude to Mr.Nabin Khanal lecturer of Green Peace Lincoln College, Itahari, under his guidance this report has been prepared. I am thankful for his suggestion, useful information, valuable ideas and encouragement in completing the internship report.

I would like to give my thanks to librarian of Green Peace Lincoln College, Itahari for providing reference materials which was very helpful while preparing this internship report. Also, I would like to thank Green Peace Lincoln College, Itahari for allowing me to do internship in Jibika Agriculture Cooperative Organization Limited, Pakali, Sunsari. Finally, I would like to extend my sincere gratitude to Jibika Agriculture Cooperative Organization Limited, Pakali, Sunsari for giving me an opportunity to do internship in Customer Service Department. Similarly, I am very thankful to the staff members of the organization who helped me, encouraged me and guided me to perform the task and complete my 2-month internship.

Yours Sincerely,

Manish Regmi

MBA 3rd Semester

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## **ABBREVIATIONS**

ADBN	: Agricultural Development Bank of Nepal
CSD	: Customer Service Department
GDP	: Gross Domestic Product
GPLC	: Green Peace Lincoln College
HR	: Human Resource
IT	: Information Technology
KYC	: Know Your Customer
Ltd	: Limited
MBA	: Master of Business Administration
MIS	: Management Information System
NEFSCUN	: Nepal Federation of Savings and Credit Cooperative Unions
P.A	: Per Annum
Rs	: Rupees
SWOT	: Strengths, Weakness, Opportunities and Threat
USD	: United States Dollar
%	: Percentage

## **EXECUTIVE SUMMARY**

An internship report entitled “Customer Service Department of Jibika Agriculture Cooperative Organization Limited, Pakali, Sunsari” is prepared in the partial fulfillment of the requirement for the degree of MBA program which is to be submitted to Faculty of Business and Accounting, Lincoln University College. This report is based on the 2 month internship on Customer Service Department of Jibika Agriculture Cooperative Ltd, Pakali, Sunsari. This report includes overall function of CSD and duties and responsibilities of intern during the internship period. The report shows the benefits of the internship program for the intern and how internship program boost the practical knowledge of the intern.

Jibika Cooperative Organization Limited which is situated in Pakali, Sunsari, is a financial organization that offers saving and credit, agricultural product and service(pesticides, seeds, fertilizer and several equipment's) . Although SSUMCO Ltd has not nay branches yet but one of the trust worthy cooperative organization in the area. SSUMCO Ltd was established on June 8, 2014. There are 25 staffs working in the cooperatives. Till now Cooperative have 73 shareholders involving in the organization. Basically, internship is a learning practical knowledge in a short period. Internship program are to relate theoretical studies and to implement it on real work experience, to get the exposure and to study the entire services provided by the organization. Internship can be considered as one of the major gateways for student's career development. During the internship period in Jibika ltd. the real working experience has been achieved. Intern spent 2 months in customer service department. Within internships, classroom concepts suddenly become real tools of the trade as you got an opportunity to interact people and learn in professional environment. Further internship helps student to gain several skills required for the future career. Theoretical knowledge is not enough for the student but practical knowledge helps to understand the day-to-day situation arises on the working environment and how to deal with those situations. Thus, Internships play an important role in shaping students or intern career. It not only helps interns to gain real exposure to working environments but also helps them develop the necessary skills required while building career. Internships helps to gain multiple experiences and benefits to the students.

During the 2 months internship period intern have used different methodology to study organizational activities. The methodology is a proper study or analysis of all the methods used in the research. Finishing of the program is a blend of the different types of activities. This report is completed with the help of both primary and secondary data. Most of the primary data are collected through day to operational activities performed during the internship, dealing with various kind of customers, observations of working environment, interacting with staffs as well. Where secondary data includes official report of organization, journal, internet, brochures of Jibika Agriculture Cooperative Ltd. Customer Service Department is the front desk of any organization. It provides all necessary information for the customers. For any organization, it is the main and most important department which needs to deals with customer more than any department in the organization. It is one of the busiest departments in the organization and it is the very place which makes an early impression to the clients. The image and reputation of an organization depends upon effective functioning of this department. This department is responsible for dealing with different customers, receiving telephone, opening new accounts of customers, closing existing account, balance inquiry and proving information. Different task such as account opening and closing, dealing with customer enquiry, assisting the clients while filling the form, providing the information, arranging the forms and document are some major tasks performed by Customer Service Department. It is the first place where the customer first gets the service and has the first interaction with the staff.

Several duties has been performed by the intern during the internship period under the supervision and guidance of the staff members of Jibika ltd. handling customer question and dealing with those in a professional manner is one the often performed task. During the internship, intern got a chance to know about various products and services offered by the cooperatives to the customers. The main objectives of internship is to make students familiar regarding some financial operations. While performing the task in CSD of Jibika Agriculture Cooperative Ltd., intern face several problems as well as gain fruitful experiences.

Various conclusion has been derived with the help of major findings of the study. There are certain factor that affect customer's perception that's leads customer to shift to another

cooperative. The CSD is responsible for maintaining the good relationship between customers and organization. Intern find out the most of the people are unaware about the product and services of Jibika Agriculture Cooperative Ltd. Sometimes customer were unable to read and write so it was kind of difficult to convince them about the product and services of the cooperatives. Also Due to the differences on age group, languages, culture of the different clients, intern felt difficulties in communication. Some clients cannot speak in Nepali properly which makes difficulties to understand their queries and make them understand. Intern faced and analyzed various problem and solved them systematically solely as well as taking help from the supervisor, staffs. CSD and problem are inseparable because all the problem of the customer are listened by the CSD and solved by the CSD. At the opening and closing time of, work load is very high. Sometimes it is difficult to finish work in in the specified right time.

As the cooperative is a financial institution operated under Nepal Cooperative act 2058, the cooperative should be trust worthy and provide better product and services to the customer. For the better and smooth performance cooperative should be flexible and understand and focus on the customer's perception. Though jibika agriculture cooperative ltd. has not any branches, it should establish branches in the other area. Technological advancement is drastically growing, if the company fails to adopt new technology than it will automatically fails to gain competitive advantage, so in order to gain competitive advantage it should adapt technology. Thus training and development program should be conducted time to time so that employees can upgrade their knowledge and skills. Similarly supervisors could improve motivation session to the intern so that it can be more competitive and encouraged. This can improve inters skills, general knowledge and experience on certain task. Jibika Agriculture Cooperative ltd should create pages in social media and adapt internet to advertise their product and services. To make aware of the product and service cooperative should use various marketing tools and techniques such as distributing brochures and pamphlets, advertising in radio and television, hoarding boards on different