



Department of Management Studies

**Internship Report
Trimester 6**

Karthik Gomadi

**A Report submitted in partial fulfillment of the requirements for the degree of
Master of Business Administration**

**PES University, Bangalore
2024**



Certificate from the Internal Supervisor & Department

This is to certify that I have examined this copy of the Internship Report by Karthik Gomadi (PES1PG22MB336) and have found it complete and satisfactory in all respects, and that all revisions required by the final examining committee have been made.

Internal Supervisor: Prof. Kunal Gosh

Date: 02/09/2024

**Internship & Research
Coordinator**

Dr. Shailashree Haridas
Dean
**Faculty of Management &
Commerce**

DECLARATION BY THE CANDIDATE

I hereby declare that the internship project report titled "**Accutech Agro Pvt Ltd**" in partial fulfillment of the requirements for the Award of Degree of Master of Business Administration submitted to Department of MBA, PES University, Bangalore is an authentic and original Internship work carried out by me under the guidance and supervision of **Prof./ Dr. Kunal Gosh** during the period from **February 2024 to July 2024** I state that this report is not submitted in part or full to award certificate, diploma and/ or degree of any other University or Institution. I further declare that the material/literature obtained from various sources is being duly acknowledged and the report is free from plagiarism and within the permissible level.

Signature and Name of the Student

Date: 12th July 2024

Place: Bengaluru

CERTIFICATE FROM THE COMPANY

This is to certify that the **Karthik Gomadi** (PES1PG22MB336) pursuing MBA from PES University has successfully completed 20 weeks of Internship **from Accutech Agro Pvt Ltd** between the Time Period **12th February to 12th July 2024** and has met all the necessary requirements assigned to him/her during the period of Internship under the guidance of the Supervisor(s) assigned. The work done by the Intern is satisfactory and can be accepted to award the MBA Degree to the Student.

.....

Signature and Name of the External Supervisor

(with Company Seal and in Company Letter Head)

Department of MBA-Internship

Student Intern Performance Review

(to be filled by Manager/External Supervisor)

Intern Name: Karthik Gomadi

Profile: Business

Department: MBA

Date: 12th July 2024

Reviewed By: Mr. Suresh

Reviewer's Contact No.: 6361259119

Reviewer's Mail ID: sureshapl@gmail.com

Please rate intern in each area using the following guidelines:

0 – Not Applicable; 1 – Not Acceptable; 2 – Needs Improvement; 3 – Meets Requirements.
4 – Often Exceeds Expectations; 5 – Consistently Exceeds Expectations

- A. **Quantity of Work** – *Definition: Meets productivity standards; completes work in a quick and timely manner; strives to increase productivity.*

Comments:

- B. **Quality of Work** – *Definition: Demonstrates accuracy and thoroughness; displays commitment to excellence; looks for ways to improve and promote quality; shows good attention to detail.*

Comments:

- C. **Work Ethic** – *Definition: Demonstrates a good work ethic; offers assistance and support to co-workers; willing to go the extra mile; makes maximum use of time.*

Comments:

- D. **Job Knowledge and Competency** – *Definition: Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments in field; requires minimal supervision.*

Comments:

- E. **Teachability** – *Definition: Shows an openness and eagerness to learn from others; accepts criticism and feedback; applies feedback to improve performance; open to new ways of doing things.*

Comments:

- F. **Communication** – *Definition: Exhibits good listening and comprehension; expresses ideas and thoughts effectively; keeps others adequately informed; resolves conflict effectively and timely.*

Comments:

- G. **Attitude/Self Control** – *Definition: Is positive about the company, co-workers, and management; displays positive outlook and pleasant manner; takes a solution-focused approach to problems; maintains self-control under stressful situations.*

Comments:

- H. **Organization** – *Definition: Sets goals and objectives; prioritizes and plans work activities; able to minimize distractions; works in an organized manner; able to multi-task and balance competing demands.*

Comments:

- I. **Adaptability** – *Definition: Adapts easily to changes in the work environment; changes approach or method to best fit the situation.*

Comments:

- J. **Initiative** – *Definition: Seeks increased responsibilities; undertakes self-development activities; takes independent action and calculated risks; effectively deals with issues before they become problems; asks for help when needed.*

Comments:

- K. **Reliability** – *Definition: Meets attendance and punctuality expectations; completes assigned tasks completely and timely; keeps commitments to co-workers and supervisors; takes responsibility for own actions.*

Comments:

Reviewer Marks out of 10:

Intern Acknowledgement: I have reviewed all pages of this document and have discussed the contents with my supervisor. My signature means that I have been advised of and fully understand my performance status.

Intern Signature & Date

Supervisor's Signature & Date

Valid with Company's
OfficialSeal Only

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*Sources include Economic Times, HBR, Scopus-WoS Journals, Govt. websites, EBSCO etc.

Format of the Report

- Font size: 12 for normal, 14 for headings
- Spacing : Double spacing
- Borders on all Pages
- Font type: Times New Roman
- Weekly Reports Format remains the same as in T5

Internship Timelines:

- 20th – 24th May- IEC-1
- 10th – 14th June- IEC-2
- 1st to 5th June -IEC-3
- 8th – 12th July - ESA (any 2 days)

CHAPTER I: INTRODUCTION

The Business Development Internship at The Accutech Agro Pvt. Ltd. is a very exceptional, transformative chance to deeply know the intricacies of agricultural business growth. From February 12th to July 12th 2024, this internship at Davanagere is designed to give wide learning experiences diagonally various sides associated with business growth and farmers engagement.

I have gained practical information on market research and analysis. In business ventures, market research comes out as core. In such a situation, I will learn to identify the dynamics of the market and get the feel of Farmers' behavior and know the areas where the business chances are lying. They will study to derive visions from statistics in an incisive way towards decision-making which would finally lead to strategic planning and growth of business. In this class, through practical projects and real-world scenarios, I will learn how to look at trends in the market, gauge the competitive firmament, and pinpoint possible openings through which one can grow. This will put them in a position to make data-driven decisions, which actually might tip the scales on business outcomes.

I will engage in during the period of industrial attachment. Training and activities associated with securing new Customer through lead generation would be embedded within this course. I will also be taught how to design strategies meant for its execution and increase the clientele base in Accutech Agro. These are processes aimed at identifying potential target markets, creating compelling value propositions, and deploying multiple channels to customers. Obviously, this practical experience in this area will benefit the interns greatly, since they will learn all nuances associated with customer acquisition and retention in agriculture.

There is also an appreciation for the sales Assist part of the internship. Starting from preparing sales presentations and drafting a proposal that would best convey Accutech Agro's value proposition, this practical experience enables the development of knowledge on how to create compelling pitches across a wide array of stakeholders, from potential clients to partners or investors. This thereby puts them at the very edge of tuning in to their communication and persuasion skills—two things considered very essential for any business development professional.

Another critical aspect of the internship is the component related to client relationship management. With regular interactions, the interns will participate in building client engagement and ensuring exceptional service delivery. They will learn how to manage client expectations and resolution of their concerns in order to achieve long-term relations. Only practical experience will teach them that nurturing strong client relationships is important for business success. By the end of the internship, the interns will understand client relation management in their business development.

An internship at Accutech Agro Pvt. Ltd. has much more to offer than just being knowledge-oriented. It also ensures personal and professional growth. The agricultural sector offers interns real-world challenges and opportunities that will help in imbibing holistic understanding. They will interact with experienced professionals on best practices and knowledge regarding industry trends, which will benefit their career development.

This way, the internship will also foster the improvement of project management skills. Interns will participate in several different projects: market research and sales support, client relations, strategic planning. From this experience, they will learn how project management is done: from planning to execution, monitoring, and evaluation. They will learn goal setting, resource allocation, and time management—some of the most important qualities a business person has to possess.

Communication knowledge are another principal aspect that will be focused on during the internship. By the end of the internship, all interns will acquire communication skills across different audiences: team members, clients, partners, and senior management. They will know how to express themselves in a clear, incisive written and oral form. This experience will visibly develop their communication knowledge, which are very important for business development roles.

The internship will further instill a strategic mindset in the interns. They will learn how one can think thoughtfully and strategically about the long-term effects of decisions. They will be trained in spotting opportunities and challenges, formulating strategic plans towards them, and executing them efficiently. All this strategic thinking will come very handy in their future careers and will let them drive business growth and success.

This Business Development Internship at Accutech Agro Pvt. Ltd. presents the interns with an all-encompassing experience to help them acquire the relevant skills and knowledge for a fulfilling business development career, not only in the agricultural arena but in any other business as well. The internship will assist in gaining input related to developing an all-rounded perspective toward the business development process right from mastering market research and data analysis skills to customer acquisition strategies and sales support. They will also enhance their project management, communication, and strategic thinking knowledge, preparing them for future leadership roles in the industry. This internship underlines the dimension of professional skill development in enhancing Accutech Agro's commitment to talent development and the fostering of industry leadership.

CHAPTER III: SECTORAL ANALYSIS

Sectoral Analysis for Accutech Agro Pvt Ltd in Karnataka

Competition Overview

1. BHUSRESTA AGRITECH PVT LTD – Hiriyur

- Attention towards Agriculture Inputs, machinery, and services.
- Position in relation to Market: It has strong local presence with a focus on innovative farming solutions
- Strengths : Local Know-how, good distribution network, innovative products
- Weakness: Geographical reach is limited compared to the larger competitors
- Agricultural Inputs: Provides all types of necessary inputs such as seeds, fertilizers, pesticides to the farmer for his crops and soil requirements.
- Machinery: Provides an integrated package of agricultural equipment and machinery from tillage to harvest, farming, and irrigation. designed appropriately in helping farmers enhance efficiency and productivity in all operations.
- Services: Offering value-added services in the form of soil testing, crop advisory, and training programs which shall help farmers optimize their production practices.

Positioning:

- BHUSRESTA AGRITECH has a very strong local presence across Hiriyur and its environs since the company has a strong network and rapport with farmers and an understanding of local problems in agriculture.
- It has a good reputation for innovation in introducing new products and technologies, bringing improvements to farming practice, thereby setting the business apart as a progressive force within the agricultural world.

2. Venkateshwara Agro Sales - Gulbarga

Key Focus:

- Sale of Agricultural Products:** Venkateshwara Agro Sales offers a whole range of agricultural products that also includes seeds, fertilizers, and pesticides to meet all kinds of requirements of the farmers in this local area
- High-yielding and hybrid seeds** are given for most crops to ensure proper growth with maximum productivity.
- Fertilizers:** Basically, they offer a wide range of fertilizers, both inorganic and organic, used to increase the fertility of the soil and yield more crops.
- Pesticide:** These traders offer pesticides that fight against pests and diseases attacks on plants.

Market Position:

- Venkateshwara Agro Sales is highly recognized and well-established in Gulbarga District due to the good image built across time. In fact, their quality products have obtained them goodwill and credibility with the farmers locally.
- Quality orientation ensures that products continue to serve agricultural needs without fail, therefore staying atop as a dependable supplier.

3. SOTH INDIA BIOTECH BELAGAVI

- Focused Area SOTH INDIA BIOTECH develops and supplies Biotechnological Solutions for Agriculture. It involves developing Bio-Fertilizers and Bio-Pesticides, among other Environmentally Friendly Products, to Enhance Productivity and Sustainability in various crops.
- The company places a heavy emphasis on spreading sustainable farming practices to farmers by advocating for environment-friendly solutions.

Market Position:

- SOTH INDIA BIOTECH is rather being a niche player in the biotech segment of the agro-industry. In this context, a differentiated positioning has been enunciated with regard to the market through their focus on specialized biotechnological products to satiate the growing demand for sustainable farming.
What sets them apart in the market is their commitment to sustainability and innovation, which appeals to many sustainability-conscious farmers and stakeholders.

1. CROPEX PVT LTD BENGALURU

Value Proposition:

- **All-inclusive agricultural solutions:** From CROPEX PVT LTD, farmers get a full range of agricultural inputs and advisory services for enhancement of farm productivity and efficiency.
- **Inputs Supply:** The company supplies all farm inputs, from seeds and fertilizers to pesticides and even benches that farmers may require.
- **Advisory:** The company also offers farmers technical advisory services on crop planning, soil health management, and pest control strategies.

Market Position:

- **CROPEX PVT LTD** has huge penetration in urban and semi-urban areas of Karnataka. Their customer base ranges from single farmers to large farming units.
- The company extensively makes use of technology in farming. It incorporates the modern concepts of agriculture with digital empowering tools to bring greater efficiency and productivity in the farming results.

CHAPTER IV: INDUSTRY ANALYSIS

According to market analysis done for the year 2023, the India market for fertilizer was said to be INR 942. 1 billion. On this basis analysis carried by the IMARC Group has indicated that this market will grow at a compound rate of 4%. There is an expected growth rate of 2% annually in the period of 2024-2032 and according to this the fund will be approximately about INR 1,383. 8 billion. The following are regarded as the main factors which contribute to the enhancing of the market, business friendly government policies that allow people to engage in farming, research in new technologies in farming, growing population, high percentage of urbanization, and rising demand for food.

The emergence of the agricultural sector that compose the main growing segment of the market. Furthermore, growth in population, fast pace of urbanization, and the rate of consumption of food also compel the use of fertilizers with a view of increasing the cropping density per unit area and enhance the yields of agriculture that directly impact the growth of these markets. Moreover, there are other findings which have also contributed to economic growth including. rise in rural incomes which in a generic way depict the levels of incomes from the various activities in the rural areas as well as, convenient access to financial institutions. Further, as the disposable income is spent on fertilizers to improve crop production the rate of the market gets pushed up.

Moreover, there are a number of federal and non-federal agencies engaged in educating the farmers about the advantages of using the fertilizers and also many Non-Governmental Organizations active in sensitizing the farmer's groups and rural communities with awareness campaigns. Moreover, the turnovers of the fertilizer in each region are rising due to marketing strategy through radio, TV and purposely created rural oriented workshops. However, food processors or contractors equip farmers with the means to improve their farming techniques: technology and training thus, increasing the potential of the market.

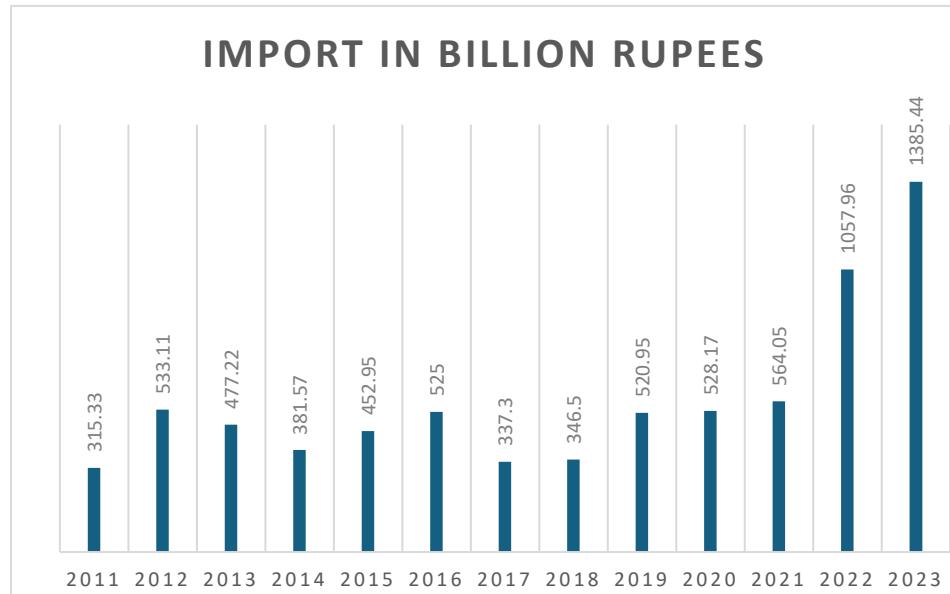
Trends and Drivers in **The Indian Fertilizer Market**.

• **The New evolution in Fertilizer Technology**

The agriculture industry is going through full rotation, because of innovation such as precision farming and all the new political transformations in this area. Besides, information about fertilizers is helpful in their correct usage in relation to crops and even in responding to their individuality and the type of soil, thus excluding the

waste of resources. Moreover, the special materials in fertilizers for example the controlled-release fertilizers ensures that nutrients reach the plant in a slow and positive manner increasing nutrient assimilation and reducing pollution. Nevertheless, these technologies enhance appropriate utilization of nutrients, efficient and environmentally sustainable farming, the ability to attract the farmers' consumers, and the likes which enhance the usage of fertilizers.

Further, reviewed farmers can increase profitability if they use a drone to define areas that require fertilizer to optimize the amount of consumed fertilizers and avoid negative impacts to the environment. This is good in as far as the effective management of resources are concerned. Further, the process of preparation of biofertilizers also involves inoculation of desirable microorganisms that bring about enhancement of the fertility of the soil, implement a proper means of agriculture and even help in better and efficient uptake of nutrients by the plants. Each of these plays a role in its future, the outlook of which appears to be all the more promising.



The Execution of Government Schemes

There are also certain factors that can affect fertilizer industry and government policies and subsidies are taken as important factors. What is more, differentiation and subsidies are also being offered to the farmers of India by the government of India (GoI) for preferring modern techniques of farming such as a chemical fertilizer. Also, subsidies help farmers for instance, by being more accessible or cheap to come by as this helps cut on expenses. boost on the produce of agriculture, food and food security at the country level. Further, the governments are putting into action policies that rein in on fertilizers as too much use is actually frowned upon while supporting agriculture by coming up with incentives and other forms. Such actions will increase the use of fertilizers, keep a constant demand for fertilizers and hence promote the process of expansion. However, they should Assist agriculture and fertilizer related R & D programs so that formulation of fertilizers and agriculture techniques that can fuel the growth of the market can be facilitated.

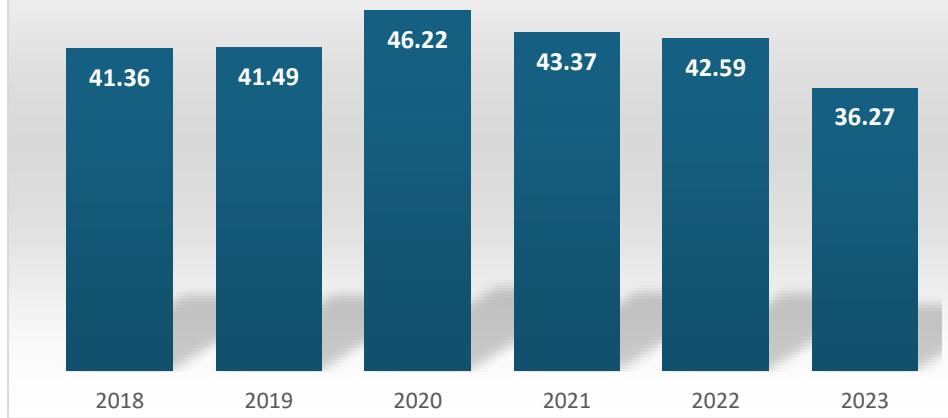
Fertilizer Imports to India (2011-2023)

Fertilizer Imports to India (2011-2023)

1. Overall Trend: A general increasing trend in fertilizer imports is observed over time.
2. Significant Increases: There are significant jumps of imports in certain years. For example:
 - The year 2012 saw a steep increase in fertilizer import to 533.11 billion rupees from 315.33 billion rupees in the previous year.
 - There were significant increases that happened in the years 2022 and 2023, with totals of 1057.96 billion and 1385.44 billion rupees, respectively.
3. Fluctuations: There are years when the imports decrease though they normally increase. For example, the imports reduced from 533.11 billion rupees in 2012 to 477.22 billion in 2013.

In 2017 and 2018, the values of imports stood at 337.3 billion and 346.5 billion rupees respectively, which is relatively low.

Production (Million Metric Ton)



Production of Fertilizer in India During 2018-2019 (Statista.com)

India's Fertilizer Production: 2018–2023

- 1. Production Levels:** Over time, the production levels have remained mostly constant with just little variations.
- 2. Peak and Decline:** In 2020, with 46.22 MMM, output reached its maximum level throughout this time.

A significant decrease is noted in 2023, reaching the lowest value within the given timeframe of 36.27 MMM.

Comparative Analysis

- 1. Import vs. Production:**
 - Increases on the import side in 2022 and 2023 are commensurate with the period during which production is slightly on the low side, particularly in 2023.
 - That may indicate an increase in demand for fertilizers, which domestic production cannot meet, hence leading to more imports.
- 2. Economic Implications:**
 - Some of the imports are as follows: The increase in imports implies that it is a large expense. this can point to either more consumption or the domestic industries' inability to provide sufficient production.
 - A reduction in the number of goods manufactured in 2023 could be as a result of forces of production like supply of raw materials, policies among other forces affecting the manufacturing capacity.

3. Strategic Insights:

- One of the targets might be to decrease the import's share by improving capabilities in the domestic production field.
- Provision of funds to develop the capacities for the production of fertilizers, research and development for better efficient policies to manufacture the product might improve the domestic production base.

That is to say, while India's imports of fertilizers have increased, with a rather sharp increase in the very recent past years, domestic production has failed to match such an increase and has declined in the latest year of 2023. The trend indicates that some strategic initiatives are incumbent for boosting domestic productions of fertilizers to meet the growing agricultural requirements.

CHAPTER V

Job Description and Value Addition of the Intern to Solve Company Problems/Improve Existing Work

Job Description: Business Development Intern at Accutech Agro Pvt Ltd:

Position: Business Development Intern

Duration: 12th of Feb 12th 2024 to 12th of July 12th 2024 (5months).

Location: Accutech Agro Pvt Ltd Davanagere

Overview: I will be instrumental in advancing client interactions and the company's growth ambitions as a Business Development Intern at Accutech Agro Pvt Ltd. An opportunity to work directly with different facets of business development, such as relationship management, sales assistance, and customer acquisition, is offered by this internship.

Key Responsibilities:

1. Client Acquisition:

- Identification of Potential clients: I will get involved in undertaking comprehensive market research to identify prospective customer. It includes revising industry movements, understanding the market demand, and identification of those opportunities that best match the services offered by Accutech Agro.
- Reaching out to potential clients: I will assist the business development team in designing and thus implementing strategies to reach out to potential clients. This would include developing tailored strategies for communication, drafting introductory presentations, and showing outreach.
- Strategy Development: I will play a huge role in strategizing and coming up with client acquisition strategies. At the top level, i will work with key team members on the development of creative and effective means to capture leads and convert them to clients.

2. Sales Support:

- Sales presentations and proposals: I will help in preparing and enhancing sales presentations and proposals. This requires creative, illustrative design to incorporate all of the information of value that Accutech Agro sells in terms of its products and services.
- Client Onboarding Coordination: I work closely with the sales team to ensure the onboarding of new clients happens smoothly. This would involve organizing all necessary paperwork, fixing meetings, and addressing initial queries or concerns of the clientele.
- Collaboration with Sales Team: Regularly interface with the sales team to ensure all client-facing materials are relevant and current vis-à-vis the latest market trends and objectives of the company. Assist in the collection and synthesis of feedback from the sales team to drive constant improvement of sales support tools.

3. Relationship Management:

- Relationship Maintenance with Clients: I will be in charge of a relationship with current clients through regular follow-up liaison to understand their requirements and problems at their end, satisfaction, or other individual issues with our offerings in Accutech Agro.
- Client Meetings: Scheduling the client meetings and arranging them in proper way which will be a crucial component of the job. set up meetings will be key role in the job, create agendas for them, and promptly carry out any necessary follow-up tasks.
- Client Follow-ups: This is crucial since it's necessary to stay in regular contact with clients through follow-ups. I will keep track of client interactions, record their feedback, and work with the appropriate departments locally to efficiently meet the clients' needs.

Skills and Qualifications:

- Communication Skills: The job requires very good verbal and written skills for effective communication with the client and within the team.
- Analytical Thinking: Can work with data and trends concerning the market and identify business potential.
- Creativity: Innovative thinking in delivering compelling sales presentations and proposals.
- Team Player: Helpful and collaborative attitude towards work that lets one work easily with sales and salesteams.
- Organizational Skills: Be well organized to manage a number of job responsibilities, ensuring the timely completion of client-related activities.

Opportunities for Learning:

This internship will help in actually going through the challenges of sales within the agricultural sector, working with highly professional people, and understanding market dynamics. Finally, I will be developing skills necessary to have a successful business development career.

Conclusion:

The Business Development Intern at Accutech Agro Pvt Ltd works in a dynamic and multi-functional capacity, supporting strategic initiatives of the company. I will be instrumental in the growth of the company with contributions toward client acquisition, sales support, and relationship management while ensuring client satisfaction. This is an excellent internship opportunity to develop some relevant skills and create real value for the company.

Value Addition of the Intern to Solve Company Problems/Improve Existing Work:

Client Acquisition Enhancement:

In regard to client acquisition, I (Intern) could bring innovation in determining and future new customers. And he would be skilled of discovering new markets and potential clients yet unidentified by using contemporary tools and methods, including data analytics and market research. This approach would expand the customer of the company while ensuring diversification, it would prevent over-reliance on a few clients.

Additionally, I can be allowed to contribute to the preparation and application of client acquisition plans for the sake of shortening the process. The execution would be more efficient and effective if the intern analyzed the present plans and came up with innovative ways of doing things. This could be through social media, attending industry networking events, or other online networking mechanisms to access the targeted audience.

Improved Sales Support:

Such would also be the case with sales support, where the role of an intern is considered to be very important for the preparation of sales presentations and proposals. Here, too, the intern's freshness of mind brings new insights and creative input into how to make more compelling and persuasive sales material. This paper recommends the preparation of visually appealing POWER-point presentations, impactful yet concise proposals, and that everything should be in brand alignment and with stipulated objectives.

Offering value through coordination with the sales team to ensure the smooth boarding of clients is another such area. The internship will act as a liaison between the sales team and new clients, help smooth out the process of onboarding clients, and ensure that they begin on a sound note. this could involve standardizing onboarding processes and creating welcome packets. This could include evolving standardized onboarding processes and creating welcome packets for easy communication among the players involved.

Relationship Management Optimization

Keeping relationships with existing clients in any business and the job played by me in this respect is essential. Keeping frequent contact, understanding needs, and ensuring that the needs are met, I also build stronger and more lasting relationships. This directly increases customer satisfaction and repeat business opportunities significantly, not to mention referrals.

Another key duty is the organization of client meetings and follow-ups. I will contribute to high levels of engagement with clients by safeguarding that all interactions with them are properly planned and executed. This may include planning regular check-ins, setting up agendas, and making sure follow-up actions are completed efficiently.

Overall Impact:

Identified areas may have a important impact by having the me (intern) involved. The intern will be in a position to influence Accutech Agro Pvt Ltd. through enhanced strategies for client acquisition, sales support process, and relationship management best practices. From here, I can enable the firm to grow its client base, all the while ushering in greater sales and clientship that is stronger and more enduring. These are improvements that not only help in the resolution of current issues but which are also of importance to the firm in the long run.

In other words, the Business Development Intern at Accutech Agro Pvt Ltd. is the growth driver of the company. The intern will be able to bring about innovative strategies, creative solutions to existing problems, while maintaining great relationship management to cause overall development in the working of the company.

CHAPTER VI: LEARNING OUTCOMES FROM THE INTERNSHIP AT ACCUTECH AGRO PVT LTD

Position: Business Development Intern

Duration: 12 of Feb 2024 to 12th of July 2024

Location: Accutech Agro Pvt Ltd

An internship with Accutech Agro Pvt Ltd will accord i the in-depth exposure to all the diverse aspects related to Business Development in the Agricultural sector. The all-rounded experience brought by the internship to your future job is going to benefit much, providing me with information and useful skills. The following are some of the principal learning outcomes that i should expect.

1. Market Research and Analysis:

Through this internship I have gained the way of assessing present trends in the market, recognize the way of determining new commercial opportunities, and identify a good environment that will help me in foreseeing consumer needs and setting up merchandise position accordingly.

I have also got knowledge of analytical skills which can initiative very informed decisions from insights off data by working with information from markets. This includes the determination of target markets, understanding consumer trends, and estimating market potential.

2. Customer Acquisition Strategies.

- **Lead Generation Techniques:** I have also participated in prospect detectives and communication. This also provides for education Lead Generation techniques that use online tools, networking, and other activities like attending events.
- **Strategic thinking:** I also can work on the development of myr strategic thinking by planning and executing the best strategies for achieving customers. I will learn how I could develop custom strategies targeting different market niches or catering to customer needs.

3. Assist for Sales and Presentation Skills

- **Effectiveness in Communication:** Besides binding proposals and sales presentations, this book is going to make me an effective communicator of difficult concepts. I will learn how to write communications that do a fine job of speaking to a wide array of audiences.
- **Presentation Design:** I will discover the magic of designing powerful and beautiful presentations. This includes the art of being aware of the elements of great design and how to illustrate your points effectively.

4. Relationship Management:

- **Client Engagement:** By maintaining and managing relationships with existing clients, i will learn the importance of client satisfaction and loyalty. I will understand how to address client concerns, provide exceptional service, and build long-term relationships.
- **Professionalism:** Organizing and conducting client meetings makes me professional. Through it, i will know how to prepare, execute, and follow up on the meetings in a professional way so that the client gets the right needs.

5. Teamworking:

- **Interdepartmental Coordination:** The plan will involve close coordination with the sales team and other departments. Through this course, i will come to realize that interdepartmental coordination and proper communication are the backbones of any business. How different functions work together to bring about desired results will be learnt by the student.
- **Feedback Integration:** This will help me in assimilating multiple perspectives into your work by collecting and synthesizing feedback from the various stakeholders. This aids in developing a holistic approach toward the solution of problems.

6. Project Management:

- **Time Management:** I will face a lot of tasks and projects, which are going to develop the art of time management in me. I would know how to get the right priorities for tasks and manage a workload without missing any deadlines.
- **Organizational Skills:** The coordination of onboarding clients and other activities will enhance your organizational skills. I will learn how to model and follow processes to ensure smooth operations.

7. Professional Growth

- **Networking:** This internship experience offers the student further avenues for business networking, event attendance, and building key relationships that could be useful in their later years of employment.
- **Career Insights:** Gaining invaluable insight into both the agricultural sector and business development field that will help me make relevant career choices.

8. Problem-Solving:

- **Innovative Solutions:** I will help solve real business problems, thereby enhancing your problem-solving skills. I will learn how to frame marketing problems into innovative solutions for complex problems and apply them successfully.

The Business Development Internship at Accutech Agro Pvt Ltd. is one of those throaty learning opportunities that would shape me with the basic necessities to function within an organization. All from market analysis to client acquisition, sales support, and relationship management, there are turrett insights into business development. This internship will enhance not only professional competencies but also lay a great foundation for a future industry career.

CHAPTER VII: CONCLUSION

The Business Development Internship at Accutech Agro Pvt. Ltd. is much more of an involvement to great learning experiences, which shape fresh talent into successful careers in agricultural business development and it provides an all-rounded skill advance approach in some of the weightiest areas within the agricultural sector.

At almost the core of the internship experience lies the development of masters in market research and data analysis. I explore into understanding the market dynamics, emerging trends, and consumer behaviors that form the very fabric of the agricultural industry today. With severe analysis and interpretation of the data, the interns gather insights that inform strategic decision-making in the identification of opportunities for growth and in the development of relevant, corresponding market strategies to ensure alignment with the objectives of Accutech Agro.

The internship seeks growing ways of acquiring customers. I got involved in lead generation activities and how to identify and qualify prospects for being potential Farmers. They acquire the skill to adjust the strategy effectively in communicating Accutech Agro's value proposition, thereby attaining competitive advantage in the marketplace. This practical experience shall not only help my sales acumen grow but shall also equip me with the confidence to cruise through the complex customer landscape, organize and turn such leads into long-term partnerships.

I will also be introduced to the sales support functions, which shall equip me with all the skills related to development of convincing sales presentations and proposals. Another very critical aspect of mine is the experience in telling powerful stories about the products and services of Accutech Agro, whereby they are strategically placed in front of the clients; needs are met, but not by meeting expectations that shall be exceeded. Thereafter, an ability is acquired in the art of persuasive communication, hence increasing the ability to influence stakeholders, thus growing the business.

At the very root of this internship is the art of client relationship management. Due to the fact that I have to regularly interact with farmers and offer them customer-oriented services, factors like understanding the their preferences, concerns, and service deliverance problems would be vividly exposed. Since a customer-oriented approach that featured relations based on trust, I work toward the long-term success of Accutech Agro and hone their interpersonal skills in the professional setup.

Other than technical skills, the internship also does foster the broader competencies that might be key to career success. In this internship, broad competencies increase skills in the training of project management, how to prioritize tasks, manage timelines, and efficiently work with the right tools and skills in place while in multidisciplinary teams. The essence of the competencies revealed through verbal and written communications becomes clear and influential during interactions with colleagues and Customers.

By the end of internships, I am empowered and able to think strategically. most have acquired full vision into the complexity in agriculture. They walk away with tools on revolutionizing, business leadership, and adapting to changing market dynamics. This kind of learning experience not only sets up the interns for future careers but further cements how Accutech Agro takes its credo of talent incubation and nurturing industry expertise seriously.

In the real sense, the Business Development Internship at Accutech Agro Pvt. Ltd. does not stand as a training hub but as the launch pad for professional growth and industry leadership. Having completed this internship, one walks out fully empowered, able to make a difference in agricultural business development, armed with distinguished skills in the competitive marketplace.

Date : 09-07-2024

CERTIFICATE FROM THE COMPANY

This is to certify that the **Karthik gomadi** with PES1PG22MB336 pursuing MBA from PES University has successfully completed 20 weeks of Internship from Accutech Agro pvt ltd between the Time Period 12th February and 12th July and has met all the necessary requirements assigned to him/her during the period of Internship under the guidance of the Supervisor(s) assigned. The work done by the Intern is satisfactory and can be accepted to award the MBA Degree to the Student.

Wishing he all the best in he career.

For Accutech Agro Pvt Ltd.

Authorized signature

(Raghavendra K)



Weekly Progress Report

Week – 1 (From 12-02-2024 to 16-02-2024)

Name: Karthik Gomadi

Program: MBA

E-mail: kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
12-02-2024	Orientation Part 1	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
13-02-2024	Orientation Part 2 and Asset Collection	YES	P	
14-02-2024	Learning Week -Basic	YES	P	
15-02-2024	Learning Week - Basic	YES	P	
16-02-2024	Learning Week and New Joiner Introduction Meeting	YES	P	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Reported as business Development Intern at Accutech Agro Pvt Ltd. Chattobanahalli, Davanagere. Attended the first day of orientation conducted by the Manager Vijay. Gained insights about the company's History, values, operations and codes of conduct etc.,
Day 2	Attended Day 2 of Orientation hosted by same personnel and collected Sales person ID from a team of Accutech Agro Pvt Ltd.
Day 3	Been a part of Learning Week – Gone through the products thoroughly and application of those products and usage of the products.
Day 4	Attended Learning Week – Prepared for a good presentation about the company and products as assigned by the manager of the company, Then learned how to deal with Farmer customers as the company also works with it.
Day 5	Attended Learning Week session and gave a presentation on the company in front of the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 2 (From 19-02-2024 to 23-02-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
19-02-2024	Learning Week and New Joiner Introduction Meeting	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
20-02-2024	Field visit	YES	P	
21-02-2024	Field visit	YES	P	
22-02-2024	Field visit	YES	P	
23-02-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Learned About the actual job and there was the New joiner introduction meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting Different field.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 3 (From 19-02-2024 to 23-02-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	Best regards,  Mr. Suresh Manager Accutech agro private limited Davangere
26-02-2024	Field visit	YES	P	
27-02-2024	Field visit	YES	P	
28-02-2024	Field visit	YES	P	
29-02-2024	Field visit	YES	P	
01-03-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage			100%	Signature of Reporting Officer

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 4 (From 04-03-2024 to 08-03-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
04-03-2024	Field visit	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
05-03-2024	Field visit	YES	P	
06-03-2024	Occasional function	YES	P	
07-03-2024	Field visit	YES	P	
08-03-2024	Holiday	YES	H	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting Different field. And also we celebrated Dayanand Saraswathi Jayanthi so there was a half day work.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Holiday on the occasion of Mahashivarathri.

Karthik Gomadi
 PES1PG22MB336
 Student (Intern)

Name and Signature with Date
 Internal Guide

(Name)
 (Date)
 (Designation)
 External Guide

Weekly Progress Report

Week – 5 (From 15-04-2024 to 19-04-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
11-03-2024	Field visit	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
12-03-2024	Field visit	YES	P	
13-03-2024	Field visit	YES	P	
14-03-2024	Field visit	YES	P	
15-03-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
 PES1PG22MB336
 Student (Intern)

Name and Signature with Date
 Internal Guide

(Name)
 (Date)
 (Designation)
 External Guide

Weekly Progress Report

Week – 6 (From 15-04-2024 to 19-04-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
18-03-2024	Field visit	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
19-03-2024	Field visit	YES	P	
20-03-2024	Field visit	YES	P	
21-03-2024	Field visit	YES	P	
22-03-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336

Student (Intern)

Name and Signature with Date
Internal Guide

(Name)

(Date)

(Designation)

External Guide

Weekly Progress Report

Week – 7 (From 15-04-2024 to 19-04-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
25-03-2024	Holiday	--	H	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
26-03-2024	Field visit	YES	P	
27-03-2024	Occasional function	YES	P	
28-03-2024	Field visit	YES	P	
29-03-2024	Holiday	--	H	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Holiday on the occasion of Holi.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting Different field. And also we celebrated Dayanand Saraswathi Jayanthi so there was a half day work.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Holiday on the occasion of Good Friday.

Karthik Gomadi
 PES1PG22MB336
 Student (Intern)

Name and Signature with Date
 Internal Guide

(Name)
 (Date)
 (Designation)
 External Guide

Weekly Progress Report

Week – 8 (From 15-04-2024 to 19-04-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
01-04-2024	Field visit	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
02-04-2024	Field visit	YES	P	
03-04-2024	Field visit	YES	P	
04-04-2024	Meeting with Head dept.	YES	P	
05-04-2024	Holiday	--	H	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Attended meeting session and gave weekly report to the company heads and managers.
Day 5	Holiday Jamat Ul Vida.

Karthik Gomadi
 PES1PG22MB336
 Student (Intern)

Name and Signature with Date
 Internal Guide

(Name)
 (Date)
 (Designation)
 External Guide

Weekly Progress Report

Week – 9 (From 15-04-2024 to 19-04-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
08-04-2024	Field visit	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
09-04-2024	Holiday	--	H	
10-04-2024	Holiday	--	H	
11-04-2024	Holiday	--	H	
12-04-2024	Meeting with Head dept.	YES	H	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Holiday Ugadi.
Day 3	Holiday Ramzan.
Day 4	Holiday Eid ul fitar
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
 PES1PG22MB336
 Student (Intern)

Name and Signature with Date
 Internal Guide

(Name)
 (Date)
 (Designation)
 External Guide

Weekly Progress Report

Week – 10 (From 15-04-2024 to 19-04-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
15-04-2024	Field visit	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
16-04-2024	Field visit	YES	P	
17-04-2024	Ram Navami Holiday	--	H	
18-04-2024	Field visit	YES	P	
19-04-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Ram Navami Holiday
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 11 (From 29-04-2024 to 03-05-2024)

Name: Karthik Gomadi

Program: MBA

SRN: PES1PG22MB336

Institution: PES University

E-mail: kartikgomadi@gmail.com

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)
29-04-2024	Field visit	YES	P
30-04-2024	Field visit	YES	P
01-05-2024	Field visit	YES	P
02-05-2024	Field visit	YES	P
03-05-2024	Meeting with Head dept.	YES	P
Aggregate Weekly attendance in percentage		100%	

*Holiday refers to Gazetted holiday/Company holiday

Best regards,
Mr. Surendra
Manager
Accutech agro private limited
Davangere

Signature of
Reporting
Officer

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date

rnal Guide

(Name)

(Date)

(Designation)

External Guide

Weekly Progress Report

Week – 12 (From 06-05-2024 to 10-05-2024)

Name : Karthik Gomadi
Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336
Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)
06-05-2024	Field visit	YES	P
07-05-2024	Field visit	YES	P
08-05-2024	Field visit	YES	P
09-05-2024	Field visit	YES	P
10-05-2024	Meeting with Head dept.	YES	P
Aggregate Weekly attendance in percentage		100%	

*Holiday refers to Gazetted holiday/Company holiday

Best regards,

Mr. Suresh
Manager
Accutech agro private limited
Davangere

Signature of
Reporting
Officer

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 13 (From 13-05-2024 to 17-05-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	Signature of Reporting Officer
13-05-2024	Field visit	YES	P	
14-05-2024	Field visit	YES	P	
15-05-2024	Field visit	YES	P	
16-05-2024	Field visit	YES	P	
17-05-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage		100%		

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 14 (From 13-05-2024 to 17-05-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	Signature of Reporting Officer
20-05-2024	Field visit	YES	P	
21-05-2024	Field visit	YES	P	
22-05-2024	Field visit	YES	P	
23-05-2024	Field visit	YES	P	
24-05-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage		100%		

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 15 (From 13-05-2024 to 17-05-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere
27-05-2024	Field visit	YES	P	
28-05-2024	Field visit	YES	P	
29-05-2024	Field visit	YES	P	
30-05-2024	Field visit	YES	P	
31-05-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage			100%	

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
 PES1PG22MB336
 Student (Intern)

Name and Signature with Date
 Internal Guide

(Name)
 (Date)
 (Designation)
 External Guide

Weekly Progress Report

Week – 16 (From 03-06-2024 to 07-06-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	Signature of Reporting Officer
03-06-2024	Field visit	YES	P	
04-06-2024	Field visit	YES	P	
05-06-2024	Field visit	YES	P	
06-06-2024	Field visit	YES	P	
07-06-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage		100%		

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 17 (From 10-06-2024 to 14-06-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	Signature of Reporting Officer
10-06-2024	Field visit	YES	P	
11-06-2024	Field visit	YES	P	
12-06-2024	Field visit	YES	P	
13-06-2024	Field visit	YES	P	
14-06-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage		100%		

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 18 (From 10-06-2024 to 14-06-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	Signature of Reporting Officer
17-06-2024	Field visit	YES	P	
18-06-2024	Field visit	YES	P	
19-06-2024	Field visit	YES	P	
20-06-2024	Field visit	YES	P	
21-06-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage		100%		

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336
Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)
(Designation)
External Guide

Weekly Progress Report

Week – 19 (From 24-06-2024 to 28-06-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	Signature of Reporting Officer
24-06-2024	Field visit	YES	P	
25-06-2024	Field visit	YES	P	
26-06-2024	Field visit	YES	P	
27-06-2024	Field visit	YES	P	
28-06-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage		100%		

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
PES1PG22MB336

Student (Intern)

Name and Signature with Date
Internal Guide

(Name)
(Date)

(Designation)
External Guide

Best regards,
Mr. Suresh
Manager
Accutech agro private limited
Davangere

Signature of
Reporting
Officer

Weekly Progress Report

Week – 20 (From 01-07-2024 to 05-07-2024)

Name : Karthik Gomadi

Program: MBA

E-mail : kartikgomadi@gmail.com

SRN: PES1PG22MB336

Institution: PES University

Phone: 8123846833

Date	Task Assigned	Task Achieved Yes/No	Attendance Present (P) / Absent (A) or Holiday (H)	
01-07-2024	Field visit	YES	P	 Best regards, Mr. Suresh Manager Accutech agro private limited Davangere Signature of Reporting Officer
02-07-2024	Field visit	YES	P	
03-07-2024	Field visit	YES	P	
04-07-2024	Field visit	YES	P	
05-07-2024	Meeting with Head dept.	YES	P	
Aggregate Weekly attendance in percentage		100%		

*Holiday refers to Gazetted holiday/Company holiday

Work Abstract

Day 1	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 2	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 3	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 4	Visited field and tried to pitch the company products to the targeted customers and collected Sales data through direct meeting.
Day 5	Attended meeting session and gave weekly report to the company heads and managers.

Karthik Gomadi
 PES1PG22MB336
 Student (Intern)

Name and Signature with Date
 Internal Guide

(Name)
 (Date)
 (Designation)
 External Guide

Blog

"Seeds of Success: A Journey through Accutech Agro's Internship Program"

Introduction :

Undertaking an internship would be one of the key steps for any professional or career-oriented person to gain valuable practical experience and insight into the working of a professional world. The Business Development Internship offered by Accutech Agro Pvt Ltd. comes as one of the premier programs that would help interns acquire key skills and knowledge required for successful business development within the agricultural domain. The Internship Experience Role: Business Development Intern Time Period : 12 February 2024 - 12 July 2024 Location: Accutech Agro Pvt Ltd Acutech Agro Pvt Ltd provides extensive and interactive training to the Business Development Intern, so that interns get an overall experience from client acquisition to sales support and relationship management, making sure that experience will be rich and good. Client Acquisition: Building the Foundation A very important responsibility during the internship is the acquisition of clients. This task requires wideranging market research and strategic thinking on the part of the interns, who are supposed to prospect and contact potential clients. The analysis of industry trends and market demands will help an intern identify opportunities that Accutech Agro can offer. In this very hands-on way, the exposure toward the market will be widened, but so will the skill of formulating and executing these client acquisition strategies. Sales Support: Enhancing Communication and Presentation Skills Another critical component of the internship entails supporting sales. The interns work on sales presentation and proposal preparation. This is a position that not only enhances their communication but also presentation skills. This role entails creating engaging and informative materials that attract and convey the value proposition of Accutech Agro products and services. This also includes working together with the sales team to ensure smooth clients' onboarding, giving interns practical knowledge on the sales process and client management. Relationship Management: Fostering Strong Client Connections Every business must maintain and manage relationships with its existing clients. This is done at Accutech Agro through regular contacts with the clients, comprehension of the needs of the client, and satisfying them. Organizing client meetings and follow-ups. In this regard, the interns at Accutech Agro play an important role by regularly communicating with the clients about their needs and satisfaction. Organizing client meetings and follow-ups enhances their professionalism and organizational skills. This will clearly teach them the values associated with client satisfaction and loyalty toward the

growth of long-term successful business relationships. Learning Outcomes: Skills for a Successful Career The Business Development Internship at Accutech Agro Pvt Ltd is intended to convey a wide range of skills and knowledge:

1. Market Research and Analysis: The interns develop a sense of analyzing market trends, spotting opportunities, and making data-driven decisions.
2. Client Acquisition Strategies: They develop strategic thinking skills and learn different lead generation techniques to approach their potential clients.
3. Sales Support and Presentation Skills: They are able to communicate complex ideas clearly and persuasively with well-designed presentations and proposals.
4. Relationship Management: They learn how to engage clients, be professional, and follow up on the clients to keep the relationships with clients very strong.
5. Team Collaboration: Working with different departments teaches the interns about collaboration and communication to execute common goals.
6. Project Management: Interns develop their time management and organizational skills by handling several tasks and coordinating several activities.
7. Professional Development: You would be involved in networking; you will have career insight into this industry and built worthy professional relationships.
8. Problem-Solving: Interns develop innovative solutions for real challenges of business problems that help enhance their problem-solving skills.

Conclusion

The Business Development Internship at Accutech Agro Pvt Ltd. is much more than a learning experience; rather, it serves to unlock one's potential and pave the way toward a successful business development career. With hands-on experience, strategic thinking, and professional development, the incumbents would be more than well-equipped to take up challenges in the business world and make a difference for prospective employers. If any of the following things describes you—like a person who seeks practical insights, develops essential skills, and is able to make a high impact—then this business development internship at Accutech Agro Pvt Ltd is going to turn out to be the stepping stone one is looking for in their career. Join this growth, learning, and success journey!

White Paper

"The AI Disruption: Transforming Financial Services"

Overview: Artificial intelligence is changing so many industries, and finance could not have been left behind. With growing volumes of data and complex market dynamics, AI has come to the fore as a game changer in the financial world. In the past few years, the momentum for AI has picked up because of access to volume impetus due to computing power, data, and algorithm-related breakthroughs. Machine learning, one of the sub-domains of Artificial Intelligence, has grown to become a strong tool in training algorithms for pattern recognition and prediction from data. Artificial intelligence is making a lot of differences in today's financial services sector with a change in how financial institutions work or run and provide services to their clients. The impacts of AI in financial services have been paramount, and this paper discusses its impact on various features that range from automation to fraud detection and risk management, a better customer experience, credit risk assessment, and enforcement with regulation compliance. Financial institutions are also connecting AI in a big way to advance security measures and sniff out fraudulent activities. Machine learning models can examine transaction patterns and bring irregularities to the shallow, flagging actually fraudulent transactions in real-time. In finance, areas with AI deployments include fraud detection, algorithmic trading, risk assessment, and customer service. AI-powered chatbots and virtual assistants have taken over customer-facing communications to a large extent, reducing response times and improving customer fulfilment. Among the important influences of AI in finance lies in the automation of manual work. This includes generating reports, processing large amounts of data, and other administrative work—everything can be done using AI-powered systems. For instance, AI algorithms will help in settling trades, running reconciliation processes, detecting fraud, and even save time by reducing errors. In this way, financial institutions can use their resources originally employed for manual labor in more value-added and complex tasks. **Automation and Efficiency:** AI enhances management of risk associated with the financial industry. Algorithms developed with AI can erstwhile make precise predictions of market trends and anomaly detection by scanning through reams of historical data, thereby making it easier to calculate risk probabilities and come up with informed investment decisions, also preventing frauds and mitigating the risks associated with the financial instruments. It is possible for machine learning algorithms to find patterns and correlations that human intuition would most likely miss, hence lessening the opportunity for error on the human side. Artificial intelligence has a vital role in risk management within the

financial sector. Rating and forecasting risks can be done by machine learning algorithms via the analysis of history, trends in the market, and external factors. This enables financial institutions to make better decisions, minimize potential losses, and strive for an optimal risk portfolio. This means that all algorithms in AI are continuously learning and adapting to new data, thereby ensuring the continuing efficacy and relevance of risk management strategies. This is helping financial institutions to ➤ Streamline their operations ➤ Reduce errors ➤ Improve customer service ➤ Reallocate resources to higher-value tasks

Fraud Detection and Risk Management: Fraud detection is essential in the financial sector, and AI has enhanced this process. AI algorithms can scavenge through enormous data sets containing transaction patterns, user behavior, and historical fraud cases to flag suspicious activities taking place in real-time. By means of bringing such suspicious transactions into notice, AI avoids financial losses and saves customers from leakage of sensitive information. More than this, AI-driven cybersecurity tools may well detect and counter cyber threats to pave a way of safety for the financial institutions and their customers. due to AI's innovative analytics and machine learning abilities that fraud detection and risk management in financial services have been taken to a different level altogether. AI-driven systems can ➤ Analyze massive amounts of data to classify patterns and irregularities ➤ Fraudulent detection activities in current time. ➤ Forecast and avoid potential fraud ➤ Allow proactive risk management

Personalized Customer Experience: Personalized customer experience: This AI has also added to the many available options—chatbots and virtual assistants in financial institutions—the feature of personalization of the customer experience. This makes it possible to do the following through AI algorithms.

➤ Analyze customer data and behavior ➤ Provide personalized financial assistance and product references ➤ Offer custom-made services and support

Credit Risk Assessment: AI has transformed credit risk assessment by analyzing vast amounts of data, including:

- AI considers traditional credit data, including loan repayment history and credit scores, among others, for the credibility of any person or business.
- AI analyzes social media activity for inferences about lifestyle, spending habits, and general financial behavior as a means of gauging credit risk.
- AI follows up online activities like browsing history and e-commerce behavior to understand the financial habits of an individual in order to predict the chances that such a person will default in repaying a loan.
- AI incorporates non-traditional data, from utility payments and rental history to mobile phone usage, in a bid to provide an all-rounded credit risk profile, especially for thin-file borrowers. The AI-driven systems will help these

financial institutions in the following ways:

- Make better lending decisions: AI analyzes a wide array of data sources to give a holistic review and assessment of a customer's creditworthiness, hence making more accurate and reliable lending decisions.
- Reducing credit risk: Advanced risk modeling and real-time monitoring by AI systems aid institutions in recognizing very early on the potential defaulters and thus taking appropriate measures toward mitigating credit risk.
- Expand credit access to underserved populations: AI evaluates alternative data sources beyond traditional credit history, thus enabling institutions to extend credit to people and businesses with sparse or no credit history, thereby driving financial inclusion. Basically, this raises the ability of financial institutions to make better lending decisions and manage their risks in a more enterprising manner, and opens up credit access to a much wider customer base. AI serves financial institutions in enabling compliance with various regulations and laws through:
- Anti-Money Laundering (AML): Monitoring and real-time analysis by AI systems of transaction execution activity to trace suspicious activities and likely schemes of money laundering that may trigger alerts for further investigation.
- Know-Your-Customer: AI makes KYC easier by fast-tracking the verification of customer identity through document analysis and cross-referencing multi-source data for compliance with KYC laws.
- General Data Protection Regulation (GDPR): AI reinforces both management and protection of personal data according to GDPR provisions through the automation of data management processes, assuring safe storage for that particular data, and facilitating data access requests and breach cases. AI can be effectively harnessed by different financial institutions to efficiently meet regulatory requirements, thereby reducing compliance costs and minimizing the penalties for non-compliance. Moreover, AI-driven systems enhance the regulatory compliance of any financial institution and security through the following manners:
- Transaction monitoring for suspicious activities: AI continuously scans transaction patterns to identify any aberrations or probable fraudulent activities, raising real-time alerts for further investigation and action.
- Automation of compliance reporting: AI drives compliance reporting with statutory bodies through accuracy and timeliness, reducing manual efforts in compilation and submission of such reports.
- Data Privilege and Security: Artificial intelligence systems deliver advanced encryption, data protection, monitoring of sensitive data access, and the detection of security breaches for any kind of leakage that may lead to data leakage and risk to customers' information. With these AI-driven capabilities, financial institutions are better positioned at improving their compliance processes and

enhancing security that reduces the probable risks of breaking any regulation. Conclusion: The financial sector is regulated by a myriad of regulations, and AI vividly forms part of the means to ensure compliance. AI systems can automate monitoring for transactions, detect likely compliance issues, and produce reports that various regulatory bodies would require. This not only comforts the procedure of compliance but also confines the existence of human error. The influence of Artificial Intelligence in the finance sector cannot go ignored. From automating manual tasks to risk management, enhancement in customer experience, algorithmic trading, and fraud detection, AI has changed the way financial institutions work. The impact of AI on financial services has been efficiency overdraw, cost reduction, enriched customer experience, and risk management. In the future, alongside the advancement of AI technology, vast extensions into uses within financial services would revolutionize the future of the industry. AI solutions will help financial institutions to remain competitive in a fast-changing market.