

# **BATCH PROFILE**

**2024 - 2026**

**PGDM AGRI-BUSINESS MANAGEMENT  
(PGDM-ABM)**

# BATCH PROFILE



ABHINAV VERMA



SUMMER INTERNSHIP  
COMPANY:

Crystal Crop Protection  
Limited.

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Allahabad State University,  
Prayagraj, Uttar Pradesh

NATIVE STATE:

Uttar Pradesh

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

"UTILIZATION OF BEHAVIOUR IN SEED  
PURCHASING FOR FARMERS AND TRADE  
— A STUDY ON PEARL MILLET.

INTERNSHIP EXPERIENCE:

During my summer internship, I worked on ProAgro 9072 to increase its sales in Pali District. I conducted product campaigning, counter selling, and farmer awareness programs. Through market surveys and direct engagement, I promoted the benefits of 9072, enhancing product visibility, demand generation, and customer trust for Crystal Crop.



PUNEET GOUR



SUMMER INTERNSHIP  
COMPANY:

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Limited.

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Bundelkhand University, Jhansi

NATIVE STATE:

Madhya Pradesh

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

"UTILIZATION OF BEHAVIOUR IN SEED  
PURCHASING FOR FARMERS AND TRADE  
— A STUDY ON PEARL MILLET.

INTERNSHIP EXPERIENCE:

During my summer internship at Crystal Crop Protection, I studied farmer and trade behavior in seed purchasing, focusing on Pearl Millet in the Sheo region of Barmer, Rajasthan. I conducted field visits across 10 villages, interacting with farmers and retailers to understand key decision factors like brand preference, pricing, and promotions. This experience enhanced my skills in rural marketing, consumer behavior analysis, and agri-input sales strategies.



LALIT TAWAR



SUMMER INTERNSHIP  
COMPANY:

Crystal Crop Protection  
Limited.

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GRADUATION:

B.Sc.(Hons.) Agriculture  
Medi-Caps University Indore

NATIVE STATE:

Madhya Pradesh

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

"UTILIZATION OF BEHAVIOUR IN SEED  
PURCHASING FOR FARMERS AND TRADE  
— A STUDY ON PEARL MILLET.

INTERNSHIP EXPERIENCE:

During my internship, I gained practical exposure to rural marketing and demand generation strategies for pearl millet in Barmer, Rajasthan. I interacted with farmers to understand their purchase behavior, crop preferences, and brand recall. This helped me improve my communication skills, market research abilities, and understanding of farmer psychology. I also learned how timely marketing activities influence seed sales during the pre-sowing season.



HARSH SINGH



SUMMER INTERNSHIP  
COMPANY:

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Limited.

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Mahatma Gandhi Kashi Vidyapith  
University, Varanasi, Uttar Pradesh

NATIVE STATE:

Uttar Pradesh

LANGUAGES KNOWN:

English, Hindi, Bhojपुरi

PROJECT TITLE:

"UTILIZATION OF BEHAVIOUR IN SEED  
PURCHASING FOR FARMERS AND TRADE  
— A STUDY ON PEARL MILLET.

INTERNSHIP EXPERIENCE:

During my summer internship, I worked on "Utilization of Behaviour in Seed Purchasing for Farmers & Trade," analyzing factors influencing farmers' seed purchasing decisions. I identified key drivers, developed marketing strategy recommendations, and enhanced my understanding of agricultural marketing and consumer behavior. This project honed my research and analytical skills.



KAJAL MAURYA



SUMMER INTERNSHIP  
COMPANY:

**Crystal Crop Protection  
Limited.**

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Mahatma Gandhi Kashi Vidyapith  
University, Varanasi, Uttar Pradesh

NATIVE STATE:

Uttar Pradesh

LANGUAGES KNOWN:

English, Hindi, Bhojpuri

PROJECT TITLE:

"UTILIZATION OF BEHAVIOUR IN SEED  
PURCHASING FOR FARMERS AND TRADE  
– A STUDY ON PEARL MILLET.

INTERNSHIP EXPERIENCE:

During my summer internship at Crystal Crop Protection, I gained practical exposure to agricultural marketing and farmer engagement. I learned how to conduct village meetings, promote seed products, understand farmer purchasing behavior, and build strong communication skills. This experience improved my knowledge of the rural market, crop varieties and marketing strategies. It also taught me teamwork, professionalism, and adaptability while working under the guidance of seniors in real field conditions.



ANKIT PRAJAPATI



SUMMER INTERNSHIP  
COMPANY:

**Crystal Crop Protection  
Limited.**

CONTACT :

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GRADUATION:

B. Tech Agricultural Engineering  
Dr. A.P.J Abdul Kalam Technical  
University, Lucknow, Uttar Pradesh

NATIVE STATE:

Uttar Pradesh

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

"UTILIZATION OF BEHAVIOUR IN SEED  
PURCHASING FOR FARMERS AND TRADE  
– A STUDY ON PEARL MILLET.

INTERNSHIP EXPERIENCE:

During my summer internship at Crystal Crop Protection Ltd. (May–June 2025), I conducted marketing and market research activities for Proagro 9072 hybrid pearl millet seeds in 30 villages across Rajasthan's Pali district. I interacted with over 1,500 farmers, organized VLMs, and implemented promotional schemes like bucket offers. I analyzed brand recall, purchase intentions, and competitor pricing. This hands-on experience improved my skills in rural marketing, customer engagement, and data collection, while offering real-world insights into the agri-input industry.



ROOPAM KHADLOYA



SUMMER INTERNSHIP  
COMPANY:

**Crystal Crop Protection  
Limited.**

CONTACT :

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Dr. Panjabrao Deshmukh Krishi  
Vidyapeeth, Akola, Maharashtra

NATIVE STATE:

Madhya pradesh

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

UTILIZATION OF BEHAVIOUR IN SEED  
PURCHASING FOR FARMERS & TRADE: A STUDY  
OF CRYSTAL CROP PROTECTION LTD IN PORSIA,  
MADHYA PRADESH

INTERNSHIP EXPERIENCE:

During my internship, I developed strong communication and public speaking skills through regular interactions with farmers and organizing meetings. I gained practical experience in agricultural sales and marketing while learning how farmers choose seed varieties based on key factors like yield and disease resistance. I also gained insights into the specific challenges faced by Rajasthan's farmers, such as drought and poor soil, enabling me to identify opportunities for customized solutions.



SHIYANI JENISHA VINUBHAI



SUMMER INTERNSHIP  
COMPANY:

**The Surat District Cooperative  
Bank Ltd.**

CONTACT :

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GRADUATION:

B.Sc. Zoology  
Saurashtra University,  
Rajkot, Gujarat

NATIVE STATE:

Gujarat

LANGUAGES KNOWN:

English, Hindi, Gujarati

PROJECT TITLE:

A STUDY ON AGRICULTURE FINANCE WITH  
RESPECT TO FARMERS PERCEPTION: THE SURAT  
DISTRICT CO-OPERATIVE BANK LTD.

INTERNSHIP EXPERIENCE:

During my internship at The Surat District Cooperative Bank Ltd., I worked on understanding the agricultural finance system and farmers' perceptions toward the bank's services. My project involved conducting surveys with 100 farmers to assess their satisfaction, awareness, and experience with the bank's loan products. I learned that while the bank plays a key role in rural credit, many farmers face challenges like lack of digital access, limited awareness about government schemes, and inadequate outreach programs. This experience enhanced my knowledge of cooperative banking, financial inclusion, and field-level research techniques using tools like SPSS and Excel. It also helped me understand the real needs of farmers and the importance of accessible and trustworthy financial services.



## Best Agrolife Limited

CHAITANYA SHIRSATH



SUMMER INTERNSHIP  
COMPANY:

**Best Agrolife Limited**

**CONTACT :**

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**GRADUATION:**

B.Sc.( Hons.) Agriculture  
Mahatma Phule Krishi  
Vidyapeeth, Rahuri, Maharashtra.

**NATIVE STATE:**

Maharashtra

**LANGUAGES KNOWN:**

English, Hindi, Marathi

**PROJECT TITLE:**

MARKET DEVELOPMENT ACTIVITIES FOR  
PRODUCT PROMOTION OF SEED TREATMENT  
BRAND WARDEN EXTRA & HERBICIDE BRAND  
SHOTDOWN IN SOYBEAN CROP FOR LATUR  
TERRITORY

**INTERNSHIP EXPERIENCE:**

During my summer internship at Best Agrolife Ltd., I gained practical experience in the agri-input industry, which significantly shaped my understanding of market development. Working in Maharashtra's Latur district, I gained valuable insights into farmer behavior through direct interactions, focusing on herbicides and seed treatment for soybean. By promoting and selling these products, I applied theoretical knowledge in a real-world setting, deepening my understanding of the agricultural sector and its market realities.



## Best Agrolife Limited

GOPAL PATIL



SUMMER INTERNSHIP  
COMPANY:

**Best Agrolife Limited**

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**GRADUATION:**

B.Sc.( Hons.) Agriculture  
Mahatma Phule Krishi  
Vidyapeeth, Rahuri, Maharashtra

**NATIVE STATE:**

Maharashtra

**LANGUAGES KNOWN:**

English, Hindi, Marathi

**PROJECT TITLE:**

MARKET DEVELOPMENT ACTIVITIES FOR  
PRODUCT PROMOTION OF SEED TREATMENT  
BRAND WARDEN EXTRA & HERBICIDE BRAND  
SHOTDOWN IN SOYBEAN CROP AT BEST  
AGROLIFE LTD. FOR LATUR TERRITORY  
MAHARASHTRA.

**INTERNSHIP EXPERIENCE:**

My summer internship with Best Agrolife Ltd. was a truly transformative experience, providing me with invaluable insights into market development activities within the agri-input sector. Operating in the Latur district of Maharashtra, I gained a thorough understanding of farmer buying behavior through one-to-one interactions, specifically focusing on herbicide and seed treatment products for soybean crop. My role involved actively promoting, marketing, and selling these inputs. This hands-on experience not only provided practical application of my theoretical knowledge but also expanded my understanding of the agricultural input sector and its on-the-ground dynamics.



PUSHKAR SONAWANE



SUMMER INTERNSHIP  
COMPANY:

**Krishika Advisory Services**

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**GRADUATION:**

B.Sc.( Hons.) Agriculture  
Mahatma Phule Krishi  
Vidyapeeth, Rahuri, Maharashtra

**NATIVE STATE:**

Maharashtra

**LANGUAGES KNOWN:**

English, Hindi, Marathi,  
Gujarati

**PROJECT TITLE:**

Strengthening Agricultural Value Chains through  
Cluster-Based Interventions: Study of CDP and  
APC Scheme Implementation in India

**INTERNSHIP EXPERIENCE:**

During my internship at Krishika Advisory Services, I worked on a project titled "Strengthening Agricultural Value Chains through Cluster-Based Interventions," focusing on the implementation of the CDP (under NHB) and APC (under MoFPI) schemes.

I also studied real-world models of industry leaders such as S4S Technologies, Greenfay Agro, and Fanidhar Mega Food Park, gaining practical insights into large-scale food processing and public-private partnership models. This experience enhanced my skills in analytical thinking, financial assessment, policy understanding, and project planning, preparing me for a future in agri-finance and development consulting.



ISHAAN SHARMA



SUMMER INTERNSHIP  
COMPANY:

**Krishika Advisory Services**

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**GRADUATION:**

B.Sc.( Hons.) Agriculture  
ITM University, Gwalior, Madhya  
Pradesh

**NATIVE STATE:**

Rajasthan

**LANGUAGES KNOWN:**

English, Hindi

**PROJECT TITLE:**

Strengthening Agriculture Value Chain Through  
Cluster-Based Interventions

**INTERNSHIP EXPERIENCE:**

During my two-month summer internship at Krishika Advisory Services, I worked on a project titled "Strengthening Agricultural Value Chains through Cluster-Based Interventions: A Field-Based Study of CDP and APC Scheme Implementation in India", based in Ahmedabad, Gujarat.

The project involved an in-depth analysis of the implementation and impact of the Cluster Development Programme (CDP) and Agro-Processing Cluster (APC) scheme under the Pradhan Mantri Kisan SAMPADANA Yojana.



PRASHANT SOLANKI



SUMMER INTERNSHIP  
COMPANY:

**VNR Seeds Private Limited.**

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**GRADUATION:**

B.Sc. Horticulture  
Devi Ahilya Vishwavidyalaya Indore,  
Madhya Pradesh.

**NATIVE STATE:**

Madhya Pradesh

**LANGUAGES KNOWN:**

English, Hindi

**PROJECT TITLE:**

Market Potential of Maize Hybrids and Market  
Share of VNR Hybrids In a  
Shivgarh, District Ratlam, Madhya Pradesh

**INTERNSHIP EXPERIENCE:**

During my summer internship at VNR Seeds Pvt. Ltd., I worked on the project titled "Market Potential of Maize Hybrids and Market Share of VNR Hybrids." The internship provided hands-on exposure through farmer and dealer visits, helping me understand the practical needs of farmers and the market presence of VNR products in specific regions. This field-based learning deepened my knowledge of the agricultural input industry, enhanced my ability to assess market potential, and expanded my professional network.



RISHAB ANAND



SUMMER INTERNSHIP  
COMPANY:

**VNR Seeds Private Limited.**

**CONTACT :**

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**GRADUATION:**

B. Tech Agricultural Engineering  
Dr. A.P.J. Abdul Kalam Technical  
University, Lucknow, Uttar Pradesh

**NATIVE STATE:**

Uttar Pradesh

**LANGUAGES KNOWN:**

English, Hindi

**PROJECT TITLE:**

Market Potential Paddy Hybrids and Market  
Share of VNR Hybrids In a Singrauli, Madhya  
Pradesh.

**INTERNSHIP EXPERIENCE:**

As a summer intern at VNR Seeds Pvt. Ltd., I undertook a project titled "Assessment of Market Potential for Paddy Hybrids and Evaluation of VNR's Market Share." This experience offered me valuable field exposure through direct interactions with farmers and dealers. By observing cultivation practices and understanding purchasing behavior, I gained practical insights into the demand for paddy hybrids and the competitive positioning of VNR's products in the region. The internship not only strengthened my grasp of the agri-input sector but also improved my analytical skills and broadened my professional connections.



HIMANSHU BIRLA



SUMMER INTERNSHIP  
COMPANY:

**VNR Seeds Private Limited.**

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**GRADUATION:**

B.Sc.( Hons.) Agriculture  
Bundelkhand University, Jhansi

**NATIVE STATE:**

Madhya Pradesh

**LANGUAGES KNOWN:**

English, Hindi

**PROJECT TITLE:**

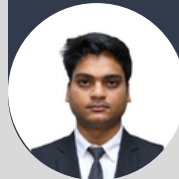
CRITERIA/ DECISION TAKEN BY FARMERS TO  
PURCHASER A MAIZE HYBRID WITH (USP) AND  
ITS CONSTRAINTS.

**INTERNSHIP EXPERIENCE:**

During my summer internship at VNR Seed Pvt. Ltd., I interacted directly with farmers and agri-dealers to understand their preferences and challenges. My research highlighted key factors such as yield potential, pest resistance, grain quality, and brand trust. I also analyzed the limitations faced by farmers including high seed cost, limited awareness, and regional adaptability. This experience enhanced my field research, data analysis, and communication skills in the agri-input sector.



SHUBHAM KUMAR



SUMMER INTERNSHIP  
COMPANY:

**PAN Seeds Private Limited.**

**CONTACT :**

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**GRADUATION:**

B.Sc.( Hons.) Agriculture  
Lovely Professional University,  
Phagwara, Punjab

**NATIVE STATE:**

Bihar

**LANGUAGES KNOWN:**

English, Hindi

**PROJECT TITLE:**

TO IDENTIFY THE MARKET POTENTIALITY  
OF PAN-2423.

**INTERNSHIP EXPERIENCE:**

As part of my project on PAN-2423 (hybrid Paddy seed), I conducted a market study to assess demand, competition, and farmer adoption patterns. I helped position the product in high-potential regions, engaged in door-to-door farmer interactions, and organized van campaigns to boost awareness. I also performed a SWOT analysis and supported supply chain coordination to ensure timely seed availability at the retail level.





JYOTISH KUMAR SINGH



SUMMER INTERNSHIP  
COMPANY:

**PAN Seeds Private Limited.**

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Lovely Professional University,  
Phagwara, Punjab

NATIVE STATE:

Bihar

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

To identify the market potentiality of Pan-  
Jamuna 804

INTERNSHIP EXPERIENCE:

During my summer internship at PAN Seeds Pvt. Ltd., I assessed the market potential of PAN 804 Jamuna in Gorakhpur, Uttar Pradesh. I conducted farmer surveys, participated in van campaigns, supported promotional activities, and visited retailers and distributors. These engagements helped me estimate the product's market potential and deepened my understanding of rural marketing, sales strategies, and stakeholder relationship-building in the agri-input sector.



ROHIT RAJ



SUMMER INTERNSHIP  
COMPANY:

**PAN Seeds Private Limited.**

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GRADUATION:

B.Sc. (Hons.) Zoology  
Babasaheb Bhimrao Ambedkar  
University, Muzaffarpur, Bihar

NATIVE STATE:

Bihar

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

To identify the market potentiality of Pan-  
Jamuna804

INTERNSHIP EXPERIENCE:

During my two-month internship at PAN Seeds Pvt. Ltd. in Ambedkarnagar, Uttar Pradesh, I gained practical experience in the paddy seed industry through farmer and retailer surveys, field visits, and market analysis. I studied brand awareness, pricing, rural consumer behavior, and seed distribution networks, emphasizing the role of dealer networks and customer support. This internship enhanced my understanding of agricultural marketing and rural markets, while strengthening my analytical, communication, and strategic planning skills.



ROHIT NILE



SUMMER INTERNSHIP  
COMPANY:

**Godrej Agrovat Ltd.**

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Narsee Monjee Institute of  
Management Studies, Mumbai,  
Maharashtra

NATIVE STATE:

Maharashtra

LANGUAGES KNOWN:

English, Hindi, Marathi

PROJECT TITLE:

Brand Awareness of Hitweed Maxx Herbicide  
by Godrej Agrovat Ltd. On Cotton Crop in  
Sabarkantha region

INTERNSHIP EXPERIENCE:

As part of my Sales and Marketing internship at Godrej Agrovat Ltd., I was actively involved in fieldwork, including visiting farms, engaging with farmers, and conducting product demonstrations of Hitweed Maxx herbicide on cotton.

Through this, I gained hands-on experience and valuable exposure, which gave me a clear view of the ground realities in agriculture, the workings of the agri-input sector, and the challenges faced by farmers.



BORASE SAURABH



SUMMER INTERNSHIP  
COMPANY:

**Godrej Agrovat Ltd.**

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Mahatma Phule Krishi  
Vidyapeeth, Rahuri, Maharashtra.

NATIVE STATE:

Maharashtra

LANGUAGES KNOWN:

English, Hindi, Marathi

PROJECT TITLE:

Brand Awareness of Hitweed Maxx Herbicide  
by Godrej Agrovat Ltd. on Cotton Crop in  
Aravalli Region

INTERNSHIP EXPERIENCE:

During my internship at Godrej Agrovat Limited, I worked in Aravalli region on the early post-emergence herbicide 'Hitweed Maxx' initially I collaborate with the marketing team to develop promotional strategies, Field Demonstration and other activities in the region. This experience provided me valuable insights into the agri input sector. Overall, it was a rewarding experience that deepened my understanding of both agriculture and marketing dynamics.



AKSHAT PATEL



SUMMER INTERNSHIP  
COMPANY:

IFFCO KISAN SUVIDHA LIMITED

CONTACT :

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GRADUATION:

B. Tech (Electronics and  
Tele communication)  
Rajiv Gandhi Proudlyogiki Vishwavidhyalaya,  
Bhopal, Madhya Pradesh

NATIVE STATE:

Madhya pradesh

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

"Market Analysis and Value Chain Analysis of  
Key Spices of India.

INTERNSHIP EXPERIENCE:

IFFCO Kisan internship was a valuable experience  
where I worked on 'Market Analysis and Value  
Chain Study of Key Spices in India'. I analyzed  
production patterns, market structures, and  
bottlenecks of spices like Turmeric, Chilli, Cumin,  
and Ginger. Engaging with farmers and industry  
stakeholders provided insights into supply chain  
inefficiencies and market challenges. This  
experience enhanced my analytical and research  
skills, deepening my understanding of India's  
spice industry.



SAIKRISHNA JAKKULA



SUMMER INTERNSHIP  
COMPANY:

IFFCO KISAN SUVIDHA LIMITED

CONTACT :

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Balasaheb Sawant Konkarni Krishi  
Vidyapeeth, Dapoli, Maharashtra.

NATIVE STATE:

Telangana

LANGUAGES KNOWN:

English, Hindi, Telugu

PROJECT TITLE:

Market Analysis and Value Chain Analysis of  
Key Spices.

INTERNSHIP EXPERIENCE:

As part of my summer internship, I actively  
analyzed the market trends and pricing of chilli  
and cashew, along with their value chains. This  
included practical exposure to key operations  
such as procurement, drying, processing, and  
exporting—chilli to industries and cashew to  
customers. These insights contributed to the  
organization's future business development  
strategies.



DEEKSHA RAGHUWANSHI



SUMMER INTERNSHIP  
COMPANY:

IFFCO KISAN SUVIDHA LIMITED

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Jawaharlal Nehru krishi Vishwa  
vidyalaya jabalpur, Madhya  
Pradesh.

NATIVE STATE:

Madhya pradesh

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

Market Analysis and Value Chain Analysis of  
Key Spices of India

INTERNSHIP EXPERIENCE:

Under the project "Market and Value Chain  
Analysis of Key Spices (Fresh and Dry Ginger,  
Cocoa) of India", I studied production trends,  
pricing, and market channels through field visits  
and data from IFFCO Kisan.  
I analyzed value chains, identified key gaps, and  
suggested improvements to enhance farmer  
income and market efficiency.



SHUBHAM TOMAR



SUMMER INTERNSHIP  
COMPANY:

Indus Mega Food Park Private  
Limited

CONTACT :

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GRADUATION:

B.Sc.( Hons.) Agriculture  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore, Madhya  
Pradesh

NATIVE STATE:

Madhya pradesh

LANGUAGES KNOWN:

English, Hindi

PROJECT TITLE:

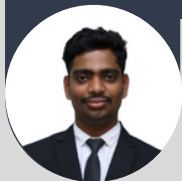
Enhancing Dispatch Operation and Client  
Engagement at Indus Mega Food Park Pvt. Ltd.

INTERNSHIP EXPERIENCE:

Gained hands-on experience in Finished Goods  
store operations, batch coding, and LIFO  
dispatch. Worked on manual inventory systems  
and identified process improvement areas.  
Developed skills in sales communication and  
supply chain coordination.



ABHILASH PATHADE



SUMMER INTERNSHIP  
COMPANY:

**Parag Milk Foods Ltd.**

**CONTACT :**

7410750669  
abhilashpauricm@gmail.com

**GRADUATION:**

B.Sc.( Hons.) Agriculture  
Dr. Panjabrao Deshmukh Krishi  
Vidyapeeth, Akola, Maharashtra

**NATIVE STATE:**

Maharashtra

**LANGUAGES KNOWN:**

English, Hindi, Marathi

**PROJECT TITLE:**

Customer Acquisition & Market Activation  
Strategies for a Premium Dairy Brand under a  
Direct-to-Consumer Model – A Field Study with  
Pride of Cows

**INTERNSHIP EXPERIENCE:**

My summer internship with Parag Milk Foods Ltd., was a truly transformative experience that provided me with valuable insights into premium dairy marketing and Business to Customer model. I gained a deep understanding of consumer preferences and market positioning through direct field activities.

This experience not only helped me apply theoretical knowledge in a real-world setting but also enhanced my skills in market research, consumer interaction, data analysis, and field-level execution. I am grateful to Parag Milk Foods Ltd. and my mentors for their guidance and support throughout this experience.



VRAJ CHAUDHARI



SUMMER INTERNSHIP  
COMPANY:

**Parag Milk Foods Ltd.**

**CONTACT :**

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vrajcuricm@gmail.com

**GRADUATION:**

B.Sc.( Hons.) Agriculture  
Sardarkrushinagar Dantiwada  
Agricultural University, Banaskantha, Gujarat

**NATIVE STATE:**

Gujarat

**LANGUAGES KNOWN:**

English, Hindi, Gujarati

**PROJECT TITLE:**

Customer Acquisition & Market Activation  
Strategies for a Premium Dairy Brand under a  
Direct-to-Consumer Model – A Field Study with  
Pride of Cows

**INTERNSHIP EXPERIENCE:**

During my two-month summer internship at Parag Milk Foods Ltd., I worked on the Pride of Cows brand to implement customer acquisition and market activation strategies under a Direct-to-Consumer model. My key responsibilities included door-to-door sampling, gym activations, lead generation, follow-ups, and cross-selling. I also handled permission approvals, pitched the brand's value proposition, and supported sign-ups and win-backs. This internship gave me practical exposure to premium consumer behavior, objection handling, BTL marketing, and on-ground execution of D2C strategies.