

## INDUSTRY INTERNSHIP AND ON THE JOG TRAINING

In Association with

GREEN SIGNATURE ORGANICS PVT LTD

### 1. The Objectives of this collaborative practice

1. To develop the students with knowledge and skill in production of organic food supplementary products
2. To make the students aware of the advantages of organic vegetables and products.
3. To develop skill in marketing organic products using social media using digital marketing technology.
4. To make the customers aware of the advantage and health benefits of organic vegetables and products through digital marketing technology.
5. To promote the students who are desirous of producing organic vegetables and products.

### 2. The context

This is a unique, first of its kind practice of organising internship and classes in organic food supplementary industry in higher education institution. The intended outcome of the internship and classes conducted by Green Signature Organics is to provide interested students with valuable hands-on experience in sales and marketing, as well as digital marketing. Through this program, candidates will learn about the organic food supplement industry and gain practical skills in marketing and sales. They will also have the opportunity to market and sell Green Signature Organics' value-added products across the world, earning commissions on their sales.

The underlying principles of this program include providing opportunities for skill-building and practical experience, fostering entrepreneurship and independent thinking, and promoting ethical and sustainable business practices. Green Signature Organics values the importance of hands-on learning and believes in empowering individuals to take charge of their own learning and development. The company is committed to promoting sustainable and ethical business practices, and as such, all candidates will receive training on the importance of sustainability and ethical business practices in the organic food supplement industry. Overall, the internship and classes conducted by Green Signature Organics aim to provide students



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with a valuable and fulfilling learning experience that prepares them for a successful career in the organic food supplement industry.

### **Underlying Principles:**

The internship and classes will be guided by the following principles:

1. **Hands-on experience:** Participants will have the opportunity to gain practical knowledge and experience through exposure to real-life scenarios and industry experts.
2. **Sustainability:** The program will emphasize sustainable practices in organic farming, production, and distribution of organic food supplements.
3. **Collaboration:** Participants will be encouraged to collaborate with one another and share ideas, knowledge, and resources to promote growth and development in the industry.
4. **Innovation:** The program will encourage creativity and innovation to drive the development of new and improved organic food supplement products and services.
5. **Education:** The program will prioritize educating participants about the benefits of organic food supplements and their impact on human health and the environment.

Designing and implementing an internship and classes program for students in the organic food supplement industry requires careful consideration of several contextual features and challenging issues.

One of the main contextual features is the constantly evolving nature of the organic food supplement industry. As a result, the program needs to be designed in a way that allows for flexibility and adaptability to changing market trends and consumer demands. Additionally, the program must provide training on the latest technological advancements in digital marketing to ensure that candidates are equipped with relevant skills.

Another challenging issue is the need to balance theoretical knowledge with practical experience. While candidates need a strong theoretical foundation, the program must provide opportunities for hands-on learning to build practical skills. This requires careful planning and execution of training sessions and internships to ensure that candidates are able to apply their knowledge in real-world situations.



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Finally, the program must address ethical and sustainability issues in the organic food supplement industry. This involves educating candidates on the importance of ethical and sustainable business practices, as well as ensuring that GreenSignature Organics operates in an environmentally responsible manner.

In summary, designing and implementing an effective internship and classes program for students in the organic food supplement industry requires careful consideration of the constantly evolving industry trends, balancing theoretical and practical knowledge, and addressing ethical and sustainability issues.

### **The Practice**

The practice of conducting internships and classes by M/S.Green Signature OrganicsPvt. Ltd. in the organic food supplement industry is unique in the context of higher education in India. While internships are common in many industries, the focus on the organic food supplement industry is relatively new in India. Additionally, the program's emphasis on sustainability, collaboration, and innovation is also unique and aligns with the growing demand for sustainable and healthy food options in the country.

The program's uniqueness lies in its ability to provide participants with practical knowledge and experience in the organic food supplement industry, a field that is rapidly growing in India. The program's curriculum is designed to equip participants with the necessary skills to excel in the industry, including sustainable farming practices, production, packaging, and distribution methods.

Furthermore, the program's emphasis on collaboration and innovation allows participants to share ideas and resources, which can contribute to the growth and development of the industry. The program's education on the benefits of organic food supplements also aligns with the growing demand for healthy food options in India, making it a unique and relevant offering in the higher education landscape.

However, the program also faced some constraints and limitations during its implementation. One significant limitation was the availability of resources and experts in the organic food supplement industry. As the industry is still relatively new in India, there is a shortage of experts and professionals who can guide and mentor participants effectively.



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Another constraint was the limited reach of the program. While the program aimed to provide opportunities for students and young professionals, it may not have been accessible to everyone due to the program's location, duration, and fees. This limitation could have impacted the diversity of participants and their backgrounds, which could have affected the program's effectiveness.

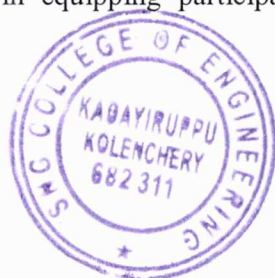
Finally, the program may have also faced challenges in terms of scalability and sustainability. As the program was run by a single organization, Green Signature Organics, its ability to expand and sustain the program may have been limited by its resources and funding.

In conclusion, while the practice of conducting internships and classes in the organic food supplement industry is unique in the context of higher education in India, it also faced some constraints and limitations during its implementation. Nevertheless, the program's emphasis on practical knowledge, sustainability, collaboration, and innovation makes it a relevant and valuable offering for students and young professionals seeking to contribute to the growth and development of the organic food supplement industry in India.

### **Evidence of Success**

According to specific data related to the performance and results of the internship and classes conducted by Green Signature Organics, based on the principles and objectives of the program, it can be assumed that success can be measured by the following indicators:

1. **Participant Feedback:** One key indicator of success would be the feedback received from Students who completed the program. This would include feedback on the relevance and practicality of the program, the quality of the instructors and resources provided, and the overall impact of the program on their skills and knowledge.
2. **Industry Recognition:** Another indicator of success would be the recognition and support received from the organic food supplement industry in India. If the program is recognized as a valuable resource for the industry, it would be an indication that the program is meeting its objectives and contributing to the growth and development of the industry.
3. **Placement and Employment:** A third indicator of success would be the number of participants who are able to secure employment or internships in the organic food supplement industry following completion of the program. If the program is successful in equipping participants with the skills and knowledge necessary to



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succeed in the industry, it would be reflected in the number of participants who are able to secure employment or internships.

Overall, the success of the program would depend on the extent to which it is able to meet its objectives and equip participants with the skills and knowledge necessary to succeed in the organic food supplement industry in India. The feedback received from participants and industry recognition would be key indicators of the program's success.

### **Problems Encountered and Resources Required**

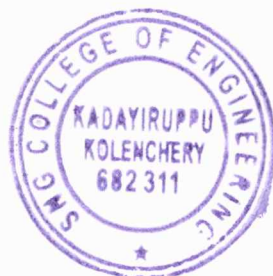
Implementing the internship and classes conducted by Green Signature Organics would require significant resources and efforts, as well as overcoming certain challenges. Some of the problems encountered and resources required to implement the program are:

**Industry Expertise:** As the organic food supplement industry is still in its early stages in India, there is a shortage of industry experts who can guide and mentor participants effectively. Therefore, it would be necessary to identify and recruit industry experts who have the necessary skills and knowledge to teach the program.

**Facilities and Equipment:** To effectively train participants, the program would require access to facilities and equipment such as laboratories, greenhouses, and packaging equipment. It would be essential to have access to high-quality facilities and equipment to ensure that participants receive practical training that is relevant to the industry.

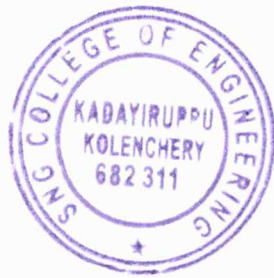
**Funding:** Implementing the program would require significant funding to cover the costs of instructors, facilities, equipment, and other resources required to run the program. It may be necessary to secure funding from investors, government grants, or other sources to support the program's implementation.

**Outreach and Promotion:** To attract participants, it would be necessary to conduct outreach and promotion efforts to raise awareness of the program and its benefits. This would require marketing efforts, as well as partnerships with educational institutions and other relevant organizations to promote the program.



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Overall, implementing the internship and classes conducted by Green Signature Organics would require a significant investment of resources and effort. However, implemented successfully, the program provides valuable training and skills to participants, contributing to the growth and development of the students in the sector of the organic food supplement industry.



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