CHAUDHARY CHARAN SINGH
NATIONAL INSTITUTE OF AGRICULTURAL MARKETING

An Autonomous organisation under the Ministry of Agriculture and Farmers Welfare, Government of India

(PGDM – IEV)

Innovation, Entrepreneurship & Venture Development

SUMMER INTERNSHIP PROGRAM (SIP) 2026

Showcasing Industry Learning, Innovation & Professional Growth

Batch 2025–27

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Summer Internship Program 2026



Abhinandan Tak
PGDM-IEV | Batch 2025-27

Student Spotlight

"My Summer Internship at the Reserve Bank of India (RBI), India's apex monetary authority and the institution responsible for managing the nation's currency and ensuring monetary and financial stability, was an enriching opportunity to gain firsthand exposure to one of India's most prestigious financial institutions. Working with the Issue Department, I contributed to a research project analysing currency demand, denomination-wise preferences, sectoral trends, and cash circulation patterns to support efficient currency management and operational planning. The experience combined data analytics, primary research, and stakeholder engagement, enabling me to translate complex findings into meaningful strategic recommendations. It strengthened my analytical thinking, research orientation, and evidence based decision-making while deepening my understanding of central banking operations, public policy, and the role of data-driven insights in enhancing institutional excellence."

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Summer Internship Program 2026



Anish Burdak
PGDM-IEV | Batch 2025-27

Student Spotlight

"My internship with Ninjacart's Premiums Trade Platform (PTP) provided valuable hands-on exposure to the agritech supply chain, focusing on high-velocity perishable logistics for the Litchi Project. Operating across West Bengal and Bihar, my role centered on advanced cold-chain packaging, 3PL vendor management, and ensuring zero-delay daily dispatch workflows. As Incharge of Packaging, I managed the final, highly sensitive operational bottlenecks, overseeing Modified Atmosphere Packaging (MAP) protocols utilizing imported bags within a strictly controlled 15°C environment. I also handled end-to-end dispatch execution, from negotiating contracts with specialized reefer fleets to generating digital Gate Passes and coordinating time-sensitive air shipments out of Kolkata and Patna airports. By driving precise execution and navigating the dynamic challenges of a non-negotiable 12-hour delivery window, this experience culminated in the successful stabilization of outward logistics, strengthening my expertise in cold-chain operations, vendor negotiation, and cross-functional floor leadership within the agritech sector."

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Summer Internship Program 2026

Student Spotlight



Ambarish Rani

PGDM-IEV | Batch 2025-27

"My Internship with Akshayakalpa Organics was a transformative learning experience that provided me with practical exposure to Business Development, Consumer Strategy, and Market Intelligence within the premium organic dairy sector. Working across Hyderabad, I contributed to customer acquisition through strategic BTL marketing initiatives, consumer engagement, and market expansion while interacting with diverse customer segments to understand evolving purchase behaviour and market dynamics. Complementing field execution with structured primary market research, I analysed consumer behaviour, pricing sensitivity, brand perception, and competitive positioning to generate actionable insights that informed strategic recommendations on customer acquisition, retention, and commercial growth. This experience strengthened my ability to integrate market intelligence with execution excellence, enhanced my analytical and stakeholder management capabilities, and reinforced the value of data-driven decision-making in developing sustainable business strategies and creating long-term customer value."

Akshayakalpa Organic

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Bhumika Gupta

PGDM-IEV | Batch 2025-27

Student Spotlight

"My Internship with Crystal Crop Protection Limited, gave me valuable exposure to the agri-business industry and its market dynamics. During my 3-month internship , I worked on three key projects Digital Campaign Execution, Field Campaign Coordination, and Farmer Survey Analysis across Rajasthan and Maharashtra. Working on digital campaigns helped me understand how strategic marketing builds strong brand presence and trust in the market, while field campaigns strengthened my understanding of execution and market engagement. Interacting directly with farmers gave me practical insights into their challenges and decision-making, far beyond classroom learning. This experience enhanced my skills in market research, data analysis, communication, and strategic thinking, while deepening my understanding of meaningful impact in the agricultural ecosystem."

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Devika Kubade

PGDM-IEV | Batch 2025-27

Student Spotlight

"My Summer Internship Program at Prime Fresh Limited provided me with comprehensive exposure to the fresh produce value chain and the strategic aspects of agri-business management. Over the course of three months, I contributed to key business functions including market intelligence, pricing analysis, procurement research, business development, digital marketing, and the preparation of the company's Annual Report 2025-26. Through extensive market analysis across multiple cities and e-commerce platforms, I gained insights into pricing trends, competitive positioning, and consumer behavior. Working alongside procurement and business development teams enhanced my understanding of sourcing strategies, supply chain coordination, stakeholder management, and market expansion. Additionally, my involvement in digital marketing initiatives strengthened my appreciation of data-driven marketing and customer engagement strategies. This internship significantly enhanced my analytical, research, communication, and strategic decision-making skills while providing practical exposure to the operational and commercial dimensions of the agri-business sector."

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Pranav M

PGDM-IEV | Batch 2025-27

Student Spotlight

"I successfully completed my two-month Summer Internship as a Sales and Marketing Intern at Akshayakalpa Organic. During this period, I worked closely with customers, promoted products, generated sales, strengthened customer relationships, and represented the brand in the market. This experience helped me gain practical knowledge in Customer Relationship Management (CRM), consumer behavior, sales execution, market research, customer acquisition, brand promotion, negotiation, and communication skills. I also developed a deeper understanding of how customer-centric strategies contribute to business growth. Through consistent efforts and strong sales performance, I was recognized as the Best Employee of the Month (April). My contributions supported the company's sales objectives, enhanced customer engagement, and helped strengthen brand visibility in the market."

Akshayakalpa Organic

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Summer Internship Program 2026



Student Spotlight

"My Internship with Ninjacart provided valuable hands-on exposure to the agritech supply chain, focusing on fresh produce operations for their new Litchi project. Operating across two states, West Bengal and Bihar, my role centered on Collection Centre establishment and preparation, handling logistics and ensuring smooth daily workflows. I managed the end-to-end operational cycle from receiving the harvest through proper coordination with the field procurement team, to overseeing rigorous quantity checks, processing, packing, loading and time-sensitive dispatch, supported by proper analysis and management. By driving on-time execution and navigating the dynamic challenges of a new initiative, this experience culminated in the successful stabilization of ground operations, strengthening my expertise in operations management, post-harvest handling and cross-functional team coordination within the agritech sector."

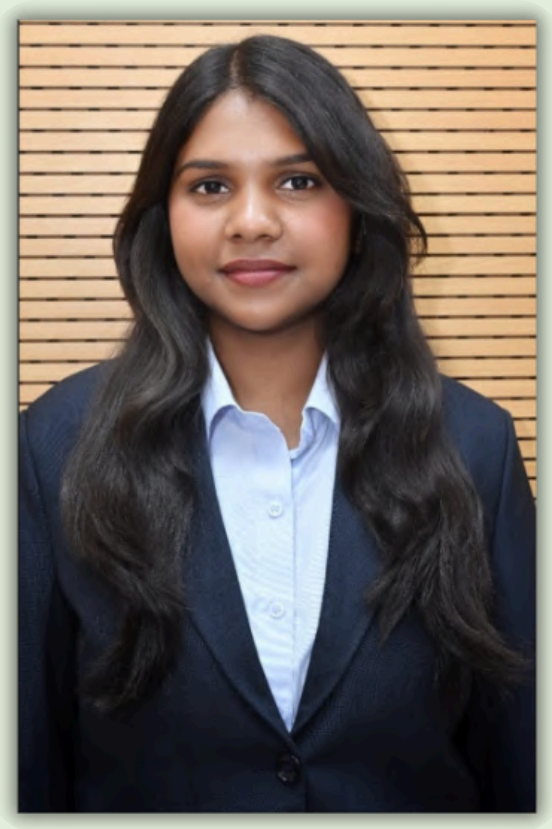
Rachit Rathi

PGDM-IEV | Batch 2025-27

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Student Spotlight

"My internship at Crystal Crop Protection provided me with valuable practical exposure to the agri-business industry and strengthened my understanding of agricultural marketing and farmer engagement. Through projects on Digital Campaign Execution, Field Campaign Coordination, and Farmer Survey Analysis, I gained insights into how digital strategies, on-ground activities, and farmer feedback collectively contribute to effective market development. Interacting with farmers helped me better understand their challenges, preferences, and decision-making process, while working on campaigns enhanced my knowledge of brand building and market outreach. The internship also strengthened my skills in market research, data analysis, communication, stakeholder coordination, and strategic thinking, broadening my perspective on the agricultural ecosystem and reinforcing the importance of data-driven and farmer-centric approaches in creating meaningful impact."

Sakshi Yete

PGDM-IEV | Batch 2025-27

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Yashika Tak

PGDM-IEV | Batch 2025-27

Student Spotlight

"My Summer Internship at Crystal Crop Protection Limited was a transformative learning experience that bridged academic knowledge with real-world industry practices. Working on digital marketing campaigns, farmer engagement initiatives, and market research provided me with valuable insights into the agri-business ecosystem while strengthening my analytical, communication, and problem-solving skills. The experience enhanced my understanding of how data-driven marketing strategies and stakeholder collaboration contribute to business growth and farmer outreach. It also gave me the confidence to work in a professional corporate environment, manage responsibilities independently, and translate theoretical concepts into practical solutions. Most importantly, this journey reinforced my interest in agribusiness marketing and inspired me to approach challenges with innovation, adaptability, and a solution-oriented mindset."

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Student Spotlight



Abhilash Maderna

PGDM-IEV | Batch 2025-27

"During my SIP at RAJEEVIKA, I conducted a comprehensive socio-economic evaluation of the DAY-NRLM framework across Rajasthan. The experience deepened my understanding of rural supply chains, institutional governance, and market access for women entrepreneurs. The biggest takeaway? Strategic financial inclusion and circular economic models can successfully transition rural households from subsistence to active, empowered participation in the formal economy.

The internship also provided valuable insights into the functioning of Self-Help Groups (SHGs) and grassroots institutions. It strengthened my understanding of inclusive rural development, sustainable livelihoods, and the role of community-driven initiatives in creating long-term social and economic impact."

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