

Rotational Internship at Emami Ltd. (India's leading multinational conglomerate in the personal & healthcare sector)

Having an opportunity to intern at Emami Ltd. - an eminent Indian brand in the personal and healthcare sector - from May '22 to June '22 provided me with an opportunity to gain real-life business experiences. Being a rotational intern in the Production and Marketing and Sales Department, I familiarized myself with the manufacturing technology of men's and women's hygiene and grooming products such as body cleansers, shampoos, body butter, massage oils & foot gels and amassed wisdom on marketing strategies and sales tactics.

During my tenure under the guidance of the brand mentor, I gained knowledge on where to source natural raw materials, build supply chains and learn how costing evaluation strategies for final products were conducted. I was involved in executing hands-on laboratory work for formulating skin care, hair and body care and oral care products following satisfactory laboratory procedures from ideation to finished products. To gain a piece of complete knowledge about the brand products, I attained a detailed understanding of the various commercial testing procedures for the product range and studied the applications of personal care products. Furthermore, I was exposed to sustainable packaging and labeling techniques for these products, compliance with EHS (environment, health and safety) regulations and other safety protocols and acquired know-how of marketing strategies on digital and social media platforms.

In the Marketing and Sales Department, I examined the current sale volumes of different products, analyzed the characteristics which led to higher sale volumes for certain merchandise and discovered trends in anticipation of future consumer needs & clientele behavioral patterns, to forecast future sales. I accumulated talent in basic marketing techniques and concentrated primarily on promotional & festive discounting schemes, examined advertising expenses versus their benefits & other multiple pricing strategies to build a strong brand and earn goodwill. I shadowed and assisted the Marketing Team at the firm in launching new products and interacted with prominent dealers and retailers to gain product feedback.

Through this internship process, interacting with both my supervisors as well as peers, I sharpened my interpersonal skills and communication power; and learned to participate in a team as well as lead my team with innovative ideas. For instance, while developing the athlete foot gel, I came up with organic suggestions to utilize the lemon fragrance supplied by the new vendor to give a feeling of immense freshness. Learning time management skills, I understood how to take on complete job responsibilities and meet deadlines - the concept of using fresh natural raw inputs timely along with efficient labor inputs to formulate a rich diversity of products at reasonable costs. Another learning was rapid adaptability and instantaneous receptiveness to meet dynamic changes in consumer demand instantly. For example, when the summer season sets in, fairness creams experience heavy demand, but in winter cold creams become more popular.

Overall through the rotational internship, I earned an ability of critical thinking talent associated with the operations and management of an enterprise along with a fundamental business acumen, which can prove to be fruitful in future both inside and outside the classroom. *The experience and knowledge I acquired here will prove to be the foundation stone for my career goals.*