

गुरु घासीदास विश्वविद्यालय
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)
कोनी, बिलासपुर - 495009 (छ.ग.)



Guru Ghasidas Vishwavidyalaya
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)
Koni, Bilaspur - 495009 (C.G.)

Department : Economics		
Academic Year: 2023-24		
Sr. No.	Programme Code	Name of the Programme
01.	107	B.A. IVth Semester (Internship)

Harisha

Head
Dept. of Economics
GURU GHASIDAS UNIVERSITY
BILASPUR (C.G.)

Signature and Seal of the Head



INTRODUCTION

Name : Vijay Singh

Patel

Department :

Economics

Semester : 4

Faculty :

Dr. Ravindra Kumar

Sharma



VAAR
INDIA PVT. LTD.

Internship Certificate

This is to certify that Vijay Singh Patel, a student of Guru Ghasidas Vishwavidyalaya, Bilaspur, has successfully completed an internship program with VAAR India PVT. LTD., Unnao from 10 May, 2024 to 30 June, 2024.

During the internship period, he handled tasks of day to day operations.

He has demonstrated excellent skills in operations and management, and has shown great dedication, commitment, and enthusiasm during the internship period. Their performance was commendable and contributed significantly to work.

We wish him all the best in their future endeavour and career.

Sincerely,

Managing Director

Asha Singh

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Strategy and Product Overview

- Product overview : Shree Jal comes at a price of 10 rupee per sachet that weights 11g and can be used to make 220ml of coconut drink (one standard glass of water at a household).
- Competition : It may be assumed that the competitor for a instant mix would be products like Tang and Rasna ,but the target is to act as a substitute for the bottled coconut drinking water sold by brands such as Storia,Real,Paper Boat etc.
- Differentiation : Since it is made but grating coconuts and store in a powdered form no added preservative and colors is needed with no artificial taste. Consumers go for a bottled coconut water considering it a healthy beverage as compared to soft drinks which are filled with sugar but such kind of products contain many preservatives and artificial ingredients. The USP of the product is give a healthy coconut drink at the right price.