Internship Report on My Internship Experience

at

Tassel Agrovet Ltd.

(This internship report has been prepared for the partial fulfillment of the Bachelor of Arts in English.)



Daffodil International University Dhaka, Bangladesh

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Tassel Agrovet Ltd.

Prepared by

Mahiuzzaman Mishu

ID-191-10-538

Department of English

Supervised By

Fatema Begum Laboni

Associate Professor,

Department of English,

Daffodil International University

Faculty of Humanities and Social Science,

Declaration

I hereby declare that the project entitled "Internship Report on Tassel Agrovet Ltd" submitted to the Department of English, Daffodil International University is an authentic record of my original work under the supervision of Fatema Begum Laboni, Associate Professor, Daffodil International University. I also state that this internship report has been submitted in partial fulfillment of the requirements for the award of the course Project Paper (ENG 431) of degree B.A (Hons) in English.

Mahinzzaman Michn

Signature of the Intern

Certification of the Academic Supervisor

This is to certify that the student named Mahiuzzaman Mishu, bearing ID 191-10-538 has finalized his project papers and internship course under my supervision. For the internship process he chose "Tassel Agrovet Ltd". He is now eligible to present the report for evaluation. He has been in constant communication with me during all aspects of his project work. Whenever he needed assistance of any sort, I was able to assist him. The contents of this project report is his genuine work. He has worked phenomenally in his project work. I pray for his overall well-being and hope he achieves more success in the years to come.

Fatenchege

Signature of the Supervisor

Acceptance

First I would like to express my gratitude to the almighty for giving me the opportunity of undertaking the project paper and internship on Tassel Agrovet ltd.

Then I would like to thank my supervisor Fatema Begum Laboni for her excellent supervision on my project paper and internship report.

Last but not the least, I would like to regard all the officials of Tassel Agrovet Ltd. They all have helped me in assembling all the necessary information about the organization in order to enhance the report.

Abstract

This project paper contains my active participation as an intern in Tassel Agrovet Ltd. I have selected this organization as well as the organization has selected me in order to complete my internship and work as a permanent employee later. To complete this report I have gathered authentic information about the organization, I have made observations, and added myself in intern activities to take on necessary measures for completion of the work.

To conclude, my study on this project paper has provided recommendations based on the overall findings of the internship which can help in figuring out the goal of the organization as well.

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Chapter 1.0: Introduction

1.1 Background

The course titled "Project Paper with Internship, Code ENG 431 is a part of my B. A (Hons) degree. I was offered to complete the internship within the time period. I have chosen "Tassel Agrovet Ltd" a pharmaceutical organization working under the Animal Health Company Association of Bangladesh (AHCAB) to find out enough information and to involve in their professional working methods.

Primarily, I had to study the organization to enrich my knowledge about its production and target during my internship. I have participated in one training session, one seminar, and one workshop including laboratory activities. This allowed me to apply all my possible knowledge of the Employability 360-degree course.

Being an intern it was mandatory to complete my observations on every working pattern and target of the organization and find out more or fewer recommendations that can help in developing productivity. I have managed to complete these tasks with the help of officials and beneficiaries of that organization.

My experience of working with the officials augmented my knowledge of the Sustainable Development Goals (SDG) of the organization which is the ultimate target of their chronological activities. So not only I have learned much from this but also I was able to implement the expertise I learned from the "Art of Living" course.

1.2 Objectives of the Internship

- To encounter the internship procedure of Tassel Agrovet Ltd
- To analyze the sustainable development goals of the organization
- To introduce how the organization emerging with its activities
- To showcase the work environment of the employee
- To introduce products and services of this pharmaceutical
- To find out the limitations of the organization
- To improve the overall state of the organization

1.3 Significance of the Project

This project is the requirement for completing my Bachelor of Arts (Honors) degree.

My internship with the organization is the gateway through which I can lead myself to the corporate world in the future.

In many ways, this project is significant because it has given me lots of ideas about how a specific organization deals with its focus. Besides my involvement as an intern with the company enlightened my observation skills and gave me experiences that need to be a professional in the future.

The project allowed me to put my preferences needed on various stages of activity which is very significant for my personal development.

Chapter 2.0: Methodology

2.1 Training

The organization's training courses are of two types for both officials and beneficiaries. These pieces of training are-

2.2 Internal Training

Internal training session is basically Human Resource Development (HRD) which is a framework for increasing the efficiency of employees, their skills, ability, and knowledge. The first three months after joining as an intern this training is assigned to the officials under HRD to ensure the effectiveness of the company. The prominent methods for internal training are-

Demonstration Form

This is the instructor-led training session where we are given specific demonstrations of materials and the product's mode of actions. Administration of products is given in a form of information in this training session.

Slide Presentation

This is an eLearning training-based session where we are given visual information and ideas about various products, references, materials, and updates.

Open-method discussion

Depending on the field of approach employees have to describe the process and procedure of the target. Products and Materials are showcased in that way.

<u>Flip chart</u>

Initiatives are introduced in a flow chart and diagram to maintain the flow of the targets and objectives of the organization.

Group discussion and activities

Based on the specific department of productivity, group discussion training is arranged for multiple employees to train at once. In this training section, we have options to focus on a particular material for example premix, mineral, or vitamins.

2.3 Training for Beneficiaries

The beneficiaries of these training sessions are the doctors, farmers, and stakeholders. Doctors are considered as higher educated than farmers and stakeholders. That is why the methods are put in a simple way of representation presenting the basic ideas of the target, especially for the field level beneficiaries like farmers and stakeholders. Training methods are-

- Visual presentation
- Hands-on training
- Asking questions Sessions

2.4 Seminars

Tassel Agrovet Ltd seminars are held by the officials and doctors frequently in a month. The focus of the seminars are to establish Animal Nutrition and Feed Supplements (ANFS) perspective in general. Importantly to maintain data information of the industry and make them available amongst the members. During the session another prominent focus is to analyze government policies, assisting farmers, and environmental issues.

2.5 Workshop

Based on the idea that Bangladesh is a country with a growing economy and it is also a most densely populated country. One of the major sectors of the economy is agriculture and the increasing of people which leads to higher consumption of protein and nutrition in their agriculture

The organization's workshops are directly associated with lower-class and middle-class farmers. Their goal is to widen the horizons of opportunities for sharing contemporary ideas and knowledge of technology. This workshop increases the confidence of farmers and entrepreneurs which enables them to take on challenges for future development. The basic approach of the workshop are-

- Experience gathering (Motivation based)
- Conceptualizing and assimilation (New information based)
- Practice and Experimenting (Practical knowledge implementation)
- Application Activity (Final implementation for result)

Chapter 3.0: Organization details

Tassel Agrovet Ltd

- Name: Tassel Agrovet Ltd.
- Location: Shabalia, Bottola, Gharinda, Tangail Sadar, Tangail.
- Year of Foundation: 2019-2020
- **DLS Number:** 584

3.1 Brief Description

Tassel Agrovet Ltd. is an agro-based pharmaceutical organization. It is located in Shabalia, Bot tala, Gharinda, Tangail. The organization is under the Animal Health Companies Association of Bangladesh (AHCAB). The focus of the organization is to produce the best quality pharmaceutical products such as premix, vitamins, and mineral supplements in Bangladesh and worldwide. To ensure the production of safe animal and poultry meat, Tassel Agrovet was established under category-2 with 5 nutritional products in Bat tala, under the Gharinda union of Tangail in 2019. Initially, the business of Tassel Agrovet started in 03 Upazilas of Tangail district (Sakhipur, Bhuapur, and Ghatail)

With increasing demand, it expanded to the entire district within 06 months. Currently, Tassel Agrovet is marketing their product tirelessly with 15 products in 21 Upazilas of 3 districts.

3.2 Origin

The organization started its journey around 2019-2020 focusing its purpose on animal nutrition and feed development, distribution of drugs, and research.

3.3 Officials:

- CEO
- Depot in charge(Supervisor)
- 2 Manager
- Accounts Officer
- Regional sales manager(RSM)
- 14 Marketing representatives

Head (officials)

Position	Name	Designation
CEO	Md. Sobug Miah	Proprietor
HMS	Md.Rokanojjaman	Marketing Manager
Depot in charge	Md.Abdul Bari	Supervisor

3.4 Staff Pattern

<u>Admin</u>

Tassel Agrovet Ltd administration is consist of all the major officials of the company dealing with different branches. These branches include employees of a particular activity. Details are given below-

Production members

- Labour
- Pharmacist
- Veterinary Doctors

• Depot in charge

Production department is responsible for the manufacturing of drugs. The laborers manufacture and distribute the supplies which were previously formulated and clinically developed by the pharmacists. The depot in charge checks the distribution process and supervises the whole management team.

Sales marketing group members

- Regional sales manager
- Marketing representatives

Sales and marketing team works on promoting the products by making engaging advertisements. This team sets the marketing and pricing strategy. There are 14 Regional sales managers who distribute and sell the products in 14 different regions. The marketing representatives take the products to the rural areas and also recommend them to the doctors to prescribe for the animals.

Quality control section

Laboratory members:

- Laboratory technician
- Scientific officer

This section is in charge of the management of laboratory space. Scientific officers manage the scientific process, analyze the data, and train others on how to use the laboratory equipment. Whereas the laboratory technicians assist the scientists. They work on data recording, inspecting, and maintenance of tools, etc.

Accounts section

• Account officer

The Account officer works on the overall financial activities of the organization such as paying and sending bills, tracking overall expenses, and contacting clients about all invoices and transactions.

3.5 Some objectives

- To provide nutrient supplements to marginal farmers
- To increase livestock production and productivity
- To help meet up with the demand for safe protein for human consumption.
- To prevent antibiotic resistance.
- To sustain poultry production.

Chapter 4.0: Internship Activities

4.1 Orientation

I introduced myself to the officials of the organization and they welcomed me warmly. The orientation part was quite interesting and cheerful. Then, they were hoping to assign me to the fields of work that I am looking forward to. I was ready and made my moves sincerely.

4.2 Field of Work

I know that there are lots of pharmaceutical companies working to establish a stable market value. This market is quite competitive. So I had to observe and find the specialties of the drugs that the company is producing. I have categorized my field of work into three sequences during my internship based on my observation and findings. They are-

- Information on drugs
- Laboratory observation
- Market promotions

4.3 Information on drugs

Tassel Agrovet researches, develops, markets, and distributes premix, vitamins, and mineral supplements. This organization has 15 products in total.

4.4 Laboratory Observation

Pharmaceutical quality control laboratory is the most important part of the organization. I experienced the process of the quality control laboratory during my internship. The laboratory technicians and scientific officers were actively inspecting activities with their specialized knowledge. The expected analysis of raw materials seemed very promising. One of the laboratory technicians described the ongoing process in analytical laboratory equipment. He discussed the testing procedure, calculation, and instruments. They showed OOS results. The scientific officer

explained the procedure about how this sample would reach accepted established criteria after OOS (out of specification). Laboratory technicians were analyzing sample reports whether there was any product failure. He explained if there were any possible failures they will be sent for resampling. He also informed me that the raw materials must pass the test before all kinds of analysis. The quality control laboratory has good facilities and a room temperature system to maintain efficiency.

4.5 Market Promotions

Promoting pharmaceutical products were one of the most critical stages I experienced during the month of my internship. My persuasive activity and knowledge during discovery and training helped me to identify how the organization promotes products in the market by manufacturers and distributors. A qualitative insight was necessary for the pre-requisites criteria. Depot in charge Md Abdul Bari and the sales marketing group members helped me a lot in figuring out the criteria for products.

<u>Cost</u>

I have found that the pricing of the products is maintained accordingly to the value. Their concern is to make the drugs cheap compared to the other brands while keeping sufficient quality and value.

<u>Quality</u>

I have also found during my research is that for a successful market promotion the organization tries its best to maintain consistent quality in their product.

Availability

It is hard to make a product available in the market while there are a lot of competitors, especially in this pharmaceutical industry. The organization is hoping for recruiting officials to make that sector promising. Besides, from my study, I have found that the products are available enough to make a stand in the marketplace.

Acceptance

They are working on both acceptance for the beneficiaries and animals. Their representation through marketing representatives (MR) and different monthly workshops for doctors and beneficiaries increase the product's acceptance gradually.

Volume

Through laboratory facilities the organization is working on product volume differentiability according to the needs of consumers.

<u>Taste</u>

For proper consumption the taste of the drugs is essential. Good taste and essence are a part of their products

Route of Administration

The products are administrated through three types of routes those are Oral, rectal, and injection routes

4.6 Personal Skills Development

During my internship I have developed many skills from my academic courses and knowledge. Understanding and implementing what I have learned from my Bachelor of Arts Honors (B.A Hons) was such a wholesome experience. Such as,

Employability 360

Working in an organization is a sense of cooperation and teamwork. I had completed the Employability 360 course (EMP 101) before and practically it helped me to interact and communicate with my co-workers. When I was told to observe and find information on the organization, I set my role within the organization and its team. When I was going through my internship activities I knew I had to make responsible choices so that I could cope with them. I have learned how to make proactive decisions from EMP 101 course.During the product marketing session, I could synchronize my decision-making with the organization team easily. In the training session with the internals, I developed a specific kind of communication skill.Communication with the internals and the beneficiaries is too important. I could successfully communicate with my coworkers and as a result, I felt like my Confidence and Self Esteem were developed noticeably. Likewise, my commercial awareness developed during the internship.Basically the study gave me a clear view of corporate culture. I have learned how to adapt to the environment and be flexible. I was motivated to lead my skills in my future career through this internship.

Some other related topics I learned -

- Office Management
- Rural People and Government office relations
- Corporate Social culture
- Overall experience in the job sector

Art of Living

My Art of Living course (AOL 101) really helped me during my internship. Talking about this course, I realized that one of the most important things is to maintain etiquette in the job sector. I developed myself to maintain etiquette with the officials. Besides, working in a job sector triggered me to bring different ideas and approaches and share those with the officials. This concept is related to "Coming Out of the Box". For the organization's marketing management, it is important to approach and deal with beneficiaries in a unique way. I experienced the need to come out of the box in order to showcase pharmaceutical products in a better way.

Learning is one of the most important topics in the Art of Living. During my internship at Tassel Agrovet Ltd, I learned a lot of official etiquettes that I would never experience if I was not there for work. I forced myself to understand better in critical situations during that time. As an intern, I did not have sufficient knowledge about my job. So I obtained that unknown information by means of learning. That fulfilled my quest for learning. Nevertheless, my internship at Tassel Agrovet helped so much in developing my behavior and skills as an employee.

Language Proficiency

During my internship one of our internal trainers was a foreigner named Mercy Miyang Tembon.Learning English Speaking and Pronunciation helped me a lot to communicate with him. Often it is hard to understand the speaking and pronunciation of a British English language oriented person. Studying and developing speaking and pronunciation skills in my academy helped me a lot in this case.

I figured out that proficiency in writing the English language is equally important in the pharmaceutical organization. The instruction tag and route of administration of the drugs need to be written in the English Language. I observed the importance of writing English. That helped me to put extra value on my own Writing skills

Chapter 5.0: Limitations of the Study

There might be some lack of factual information on several working sectors due to shortage of time. Within a short time-frame it was hard to present sufficient data in the project paper.More critical information could be added.

This is my first-time internship with an organization. My level of experience is not enough. I tried to construct the report as informative as possible.

Obviously, there were some confidential data such as laboratory equipment and materials, policies of market promotion, and some other confidential information about future plans and steps. I could not accumulate that information.

Chapter 6.0: Observation and Findings

6.1 Observation

The organization can improve in many ways. There are lots of lackings in their approaches and coordination. The staffs are not sincere enough from time to time. It has been also observed that the limitations in the capital, laboratory, and quality often remain unsolved for their lack of consciousness.

6.2 Findings

6.2.1 Strength of Tassel Agrovet

- Tassel Agrovet provides nutrient supplements to marginal farmers, so a huge number of them are improving their lifestyles by getting benefited.
- Tassel Agrovet has skilled employees who work tirelessly to provide their best services
- Tassel Agrovet is increasing livestock production and productivity, which greatly contributes to Sustainable development in the livestock department.
- The organization is establishing safe food (safety and security for marginal farmers.
- Tassel Agrovet is making scope for empowerment and contribution a lot of significance in education and no poverty

6.2.2 Weakness of Tassel Agrovet

- Tassel Agrovet is a developing organization. They need more empowerment, skilled laboratory officials, and equipment of high technology.
- Biological Product is their main material, so it is often tough to import raw materials according to the critical environmental state and stock situation.
- One other weakness of the organization is the transportation problem.
- Pharmaceutical organization always deals with a competitive market. Sometimes this slot is their ordinary weakness. Because that time the organization can not maintain acceptable quality.

6.2.3 Threats of Tassel Agrovet

- Very soon the pharmaceutical organization has to face a hugely competitive marketplace due to the rapid growth of the pharmaceutical industry in this country.
- Antimicrobial Resistance (AMR) is often a big threat for this pharmaceutical company. In this case, bacteria, virus, fungi, or parasites changes their phrases and do not respond to medicine. Rather those become stronger to cause several diseases and illnesses.
- Tassel Agrovet needs more laboratory facilities in the future to compete with many pharmaceutical industries.
- Global Pandemic is a threat that can torment the development of the organization for a long time.

Chapter 7.0: Recommendations

- Tassel Agrovet Ltd can improve its business policies in so many ways.
- I would recommend improving the coordination of the employees.
- I recommend applying more technologies in the training procedure. That will make things easy for the marginal farmers and entrepreneurs.
- I recommend upgrading raw materials for laboratory purposes.
- I recommend stabilizing finance so the organization does not lose track of its goal.
- I recommend they maintain a good consistency of quality and price of their drugs.
- I recommend recruiting more efficient officials so that their productivity gets boosted

Chapter 8.0: Conclusion

This report reflects my participation and my observation in Tassel Agrovet Ltd, a pharmaceutical company in Bangladesh. This is my first time working with a company and my total experience was greatly exceptional and factual. I have learned a lot of facts from the organization. I have obtained various skills in the scenario of Public communication. I have gained knowledge about business policies, production procedures, and quality maintenance. I have learned how to convince and give ideas to marginal farmers through training. I have learned the pros and cons of a company and I think the whole process will help me in my professional career. Moreover, my internship in this field was a phenomenal journey for the first time.

Chapter 9.0: References

- Cyber introduction of Animal Health Companies Association of Bangladesh (AHCAB):
 <u>http://www.ahcab.net/</u>
- Recent updated of (AHCAB): <u>http://www.ahcab.net/About_Ahcab/</u>
- Tassel Agrovet Official page : <u>http://www.ahcab.net/Member_Detail/?C_ID=506</u>
- Sustainable Development Goals of bangladesh: <u>https://bangladesh.un.org/en/sdgs</u>

Chapter 10.0: List of Appendice

Chapter 10.1: Confirmation Letter



Tassel Agrovet

Chorjana, Gharinda, Tangail, Dhaka Bangladesh E-mail : tasselagrovet@gmail.com Mob : 01778-092000, 01740-549977

Date :

Date: 01/06/2022

To, Mahiuzzaman Mishu Uttara sector 13, Road 20, Dhaka-1230 Email:mishu10-538@diu.edu.bd

Dear Mishu,

I am congratulating you in regards to an internship in the Public Relations Department of Tassel Agrovet from 1st July 2022. I hope it would be an ideal way for you and us to get and share your knowledge in the public relations field in Tassel Agrovet.

I wish your sincere and positive approach to expand the business in the field of Agrovet division of Tassel Agrovet throughout the Bangladesh.

Sincerely yours

Chief Executive Officer (CEO) Tassel Agrovet Charjana, Garinda Tangail Sadar, Tangail.

10.2: Certificate of Completion



Date :

Certificate Of Completion

During his internship, he was always aspiring after learning something which will make him competent in future corporate market.

I wish his all the best for upcoming future.

Sincerely yours

Dalast

Chief Executive Officer (CEO) Tassel Agrovet Charjana, Garinda Tangail Sadar, Tangail.

10.3: Photographs of observation

10.3.1 Laboratory



10.3.2 Equipments



10.3.3 Storage and Room Temperature





10.3.4 Machineries and Raw Materials











10.3.5 List of Madicine

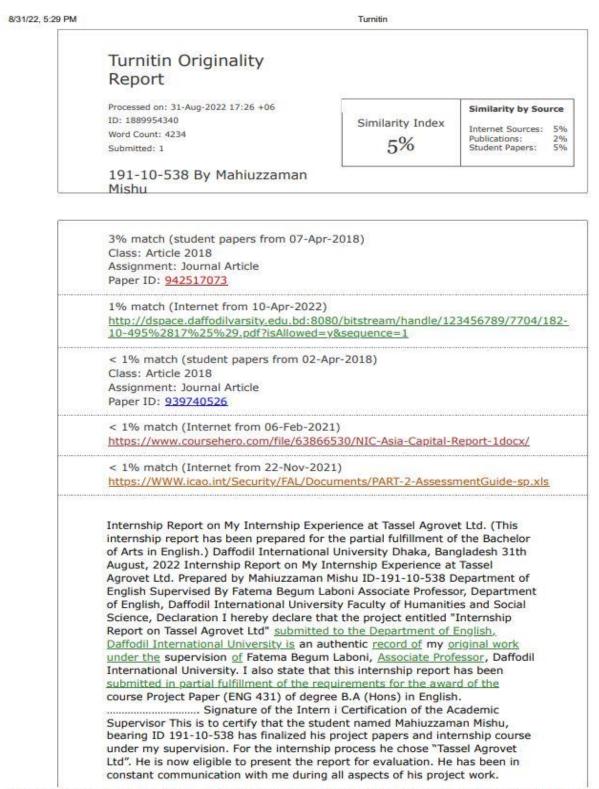
	2931	ASSEL AGROVET Office: Chorjana, Gharinda, Tangail Sadar, Tangail.			
Customar :		Order Booking Date			
Addres	SS :		Delivery Date		
SI. NO			Trade Price	Qty	Amount
1	Toxpro Liquid	1 litter	1250.00		
2	E-PLUS-Se	1000gm	925.00		
3	Immunace	100gm	450.00		
4	Super Milk	100gm	100.00		
5	Metronil	100gm	140.00		
6	Zyme-T	1000gm	870.00		
7	New Spirin	100gm	180.00		
8	Neocine Plus	100gm	290.00		
9	Neocine Plus	500gm	1380.00		
10	Levocol-T	100gm	520.00		
11	Ciprolex-20	100ml	390.00		
12	Ciprolex-20	500ml	1850.00		
13	Zinc One	500ml	110.00		
14	Zinc One	1000ml	215.00		
15	Respimune	100ml	300.00		
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11.0 Plagiarism Report



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