

**SUMMER INTERNSHIP PROJECT**  
**“ANAYLSIS OF PRODUCTION TECHNIQUES AT KIRTI  
AGARBATTI”**

**Submitted to:**

**DMSR**

**G.S. College of Commerce & Economics, Nagpur,  
(An Autonomous Institution)**

**Affiliated To:**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

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**NAAC Accredited “A” Grade Institution**



**ACADEMIC YEAR 2022-23**



## CERTIFICATE

This is to certify that the investigation described in this report titled “**PRODUCTION & MARKETING**” has been carried out by Mr. **Rahul Mande** during the summer internship project. The study was done in the organization of “**Motiram Gramoudyog Mandir**”, in partial fulfillment of the requirement for the degree of **Master of Business Administration G.S.**

**College of Commerce and Economics (An Autonomous institute)** affiliated to **R.T.M. Nagpur University, Nagpur**. This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

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**MOTIRAM GRAMUDYOG**  
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Date: 31/10/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Rahul Mande**, a student of MBA Sem-II, Department of Management Sciences & Research, G.S College of Commerce & Economics Nagpur, has successfully completed his summer Internship program from **16/09/2022 To 31/10/2022** under our guidance. During the period of his internship, he was found punctual, hardworking and inquisitive.

We wish him every success in life.

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## INTRODUCTION

India is a vast country and the India people follow various religions, speak different languages, and follow different customs and traditions. Despite this diversity, one thing that is common among all Indians is they are all deeply religious and practice their religious activities on daily basis . So depending upon their belief, practice method and convenience ,almost all the people use any one or two from agarbatti (incense stick), candles, or Kapoor(camphor tablets). This itself speaks volumes of the paramount importance Agarbatti, candles and Kapoor has .Besides, they are also used as air- freshner , and illumination.

Agarbatti and other other preparations which operate by burning (candles, Kapoor)industry is a real employment generator and is capable of employing the weaker sections of both the urban and rural popular salient feature of Agarbatti and other preparations which operate by burning(candel ,Kapoor)Industry is that the workers can work part-time . This largely helps them to supplement their recent family income. Agarbatti and other preparations which operate by burning (candles ,Kapoor)have become a significant foreign exchange earner because of its demand in overseas markets.

Despite the challenge of cheaper products from china ,Taiwan ,and other southeast Asian countries, India has manage to export over Rs 400 crore worth of Incense sticks in2016-2017, which is almost 10 percent of the global incense market in the world. The exports of incense sticks have also witnessed a jump of over 30 percent from five years ago period. This is significant because the made in India incense is competing with cheaper products from China and Taiwan among other southeast Asian countries. India accounts for over 70 percent of consumption of the world incense sticks market that is currently pegged at Rs 3000 crore as part of the organized Industry.

Incense is aromatic biotic material which releases fragrant smoke when burned. The term refers to the material itself, rather than to the aroma that it produces. Incense is used as a simple deodorant or insecticide.

Incense is composed of aromatic plant material, often combined with essential oils. The forms taken by incense differ with the underlying culture, and have changed with advances in technology and increasing diversity in the reason for burning it.

The practice of incense as a healing tool was assimilated into the religious practices of the time. As Hinduism matured and Buddhism was founded in India, incense became an integral part of Buddhism as well. Around 200 CE, a group of wandering Buddhist monks introduced incense stick making to China. Some incense, depending on the contents, may also act as organic insect repellent.

In Hinduism, agarbatti is an integral part of most rituals. The name is derived from agarwood which is commonly used in incense production.

The oldest source on incense is the Vedas, specifically, the Atharva-veda and the Rigveda. Incense-burning was used both to create pleasing aromas and a medicinal tool. Its use in medicine is considered the first phase of Ayurveda, which uses incense as an approach to healing. Incense-making was thus almost exclusively done by monks.<sup>[16]</sup>

Incense remains an important part of the daily puja ritual, which is a religious offering performed by all Hindus to their deities, especially during the beginning of a new venture, or to commemorate some special occasion.

The aspect of the ritual is known as dhupa and involves the offering of incense before the picture of a deity, as a token of respect. An incense stick is lit to introduce pleasant fragrances and to cleanse the air of negative energy. The ashes of the burning agarbatti collected symbolize the sacrifice of one's self to others. A sādhu will regularly burn incense in this fashion, as a gesture to Agni, the God of Fire, to ward away unseen forces that must be continually propitiated with offerings and cleansing rituals. Their sacred fireplaces, known

as *dhuni*, perform the same function as incense, on a larger scale, which is to transform matter into aether. Burning incense is thus a reminder, of the sacred power of fire to transform, and the ultimate journey of all physical matter towards spirit.

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## **COMPANY PROFILE**

### **KIRTI AGARBATTI**

Company was established in 1938 and it was officially registered in 1952. The founder member of “Motiram Gramoudyog Mandir” was Motiram Mande. The present owner of “Motiram Gramoudyog Mandir” is “Ashok Mande”

“Motiram Gramoudyog Mandir” owns one of the most leading brand of agarbatti that is “ **KIRTI AGARBATTI**”. The main products of the company are perfumed agarbatti, flora agarbatti , dhoop , kapoor, lobhan, sambrani cup, dhoop stick, resoin etc. The company has 3 units and two office’s. All the manufacturing and sales and distribution process are done from factory and meetings are used to held in offices. The main unit of “Motiram Gramoudyog Mandir” is the perfume one , where all the types of industrial perfumes are produce. This perfumes are used in many other types of industries like Agarbatti, detergent, toiletries, medicines, cosmetics, Ghutka etc. One of the major ues of perfumes are used for agarbatti manufacturing. At present company used to provide employment to more than 50 peoples. And many other works are done on contract basis so there also employment is generated.

## **Mission**

- India is one of the most religious country county in the world. So the main vision of the company is to provide best quality agarbatti in the most affordable rate.
- To become the leading manufacturer and expoter of agarbatti in India.

## **Vision**

- To be an industry leader and delight the consumer by fulfilling their olfactory, religious, and cultural needs.
- To maximize the value of all the stakeholders of the Company including employees, customers, shareholders and suppliers by providing quality products and services.

## TERMINOLOGIES

- **Target Market:** Clearly identified group of consumers with needs that business wants to satisfy.
- **Market Research:** The gathering of information that businesses can use to determine what kinds of goods or services to produce.
- **Advertising:** Paid promotion used to promote products and services as well as to generate ideas and educate the public.
- **4 P's of Marketing:** A combination of marketing elements designed to meet the needs of a target market. The four elements are product, place, price, and promotion. The 4 P's of Marketing are also known as the Marketing Mix.
- **Product:** Anything offered to the target market to satisfy needs including physical products and services.
- **Place:** The locations where products are sold and the ways they are made available to customers.
- **Price:** What customers pay and the method of payment  
**Promotion:** The methods and information communicated to customers to encourage purchases and increase their satisfaction.
- **Consumer Motivations:** Forces that cause consumers to act including the desire to fulfill their needs and wants.
- **Rational Motives:** A reason for consumers to buy a product/service based on facts or logic.
- **Emotional Motives:** A reason for consumers to buy a product/service based on feelings or attitudes.
- **Patronage Motives :**A reason for consumers to buy a product/service based on a desire to be loyal and a feeling of comfort with that product/service.

## **OBJECTIVES OF SIP**

- This study aims to analyse and determine “Production” at Kirti Agarbatti.
- To know the frequency distribution of selected sample of consumers towards agarbatti.
- To identify the important dimensions in agarbatti buying behaviour consumer.
- To study the future scope of India Kirti Agarbatti visitation compared to the present scenario.

## **SCOPE**

- Client service and Business Development.
- Reality check of market.
- Implement different Tools and techniques.
- Help to understand clients and make impressive product.
- Creating innovative products.
- Learning marketing strategies.
- Bifurcation according to need of client.

## **NEED OF STUDY**

- To know the production and responsibilities carried out by various departments.
- To understand need and necessity of a production manager in the production department.
- To know the operations and responsibilities carried out by various departments.
- To acquainted with the working environment in the corporate world.
- To understand the need and necessity of an operations manager in the financial institute like banks.
- To see how industries used to word after covid – 19 pandemic and the changes that has been done in industries.
- To understand role and responsibilities of various individuals working in industries.
- To see how middle level and low level management used to develop and maintain inter personal relationships with their colleagues.
- 7. To see how the power flows in the industries and how they take actions in order to improve the quality and customer service.

## **CONTRIBUTION OF STUDY**

### **WEEK 1:**

- Understanding the Factory work.
- To manage the factory.

### **WEEK 2 :**

- Understand the manufacturing Process.
- Understanding the Packaging process.

### **WEEK 3:**

- Understanding the process of dispatching the products.
- Understanding the process of transporting the product within a time span.

### **WEEK 4:**

- Learn how to supervise our sub-ordinates.
- Understanding the time Management.



**WEEK 5:**

- Understanding the supply chain with distributor and retailer.
- Understand the process of managing relationship with wholesaler, distributor and retailer.

**WEEK 6:**

- Understanding how to arrange meeting with other states clients for the growth of the business.
- How to prepare presentation for the clients with all clarification about their quarries regarding our business and give solution to them.

## LIMITATIONS

- Duration of internship was very small.
- As an internship I was not provided with the login id and password for the operation and production of the firm's software, I had to use the id's of the respective allotted officer's .
- At times the data available to study the production department was too large. Which makes it a time consuming task.
- Some desired information could not be collected due to confidentiality.

## DATA ANALYSIS

- **Company deals in more than 200 different types of products in Perfume Sticks. Some of the most common and best seller are:**
  - Kirti Premium Agarbatti
  - Kirti Gold Sandal Agarbatti
  - Kirti khus Agarbatti
  - Kirti Tejas Agarbatti
  - Kirti Kasturi Agarbatti
  - Kirti Oudh Agarbatti
  - Kirti Darshan Agarbatti
  - Kirti Red rose Agarbatti
  - Kirti 24cart Agarbatti
  - Kirti Holyday Agarbatti

**Company deals in more than 15 different types of product in Flora Agarbatti. Some of the most common and best seller are:**

- Kirti Mitti Flora Agarbatti
- Kirti Om Flora Agarbatti
- Kirti Kesar Chandan Flora Agarbatti
- Kirti Bakhoor Agarbatti
- Kirti Drashti Agarbatti
- Kirti Heena Agarbatti
- Kirti Green Flower Agarbatti
- Kirti Kasturi Agarbatti
- Kirti Red Queen Agarbatti
- Kirti Pakeeza Agarbatti
- Kirti Gugal Flora Agarbatti

**Company deals in more than 15 different types of product in Dhoop Sticks . Some of the most common and best seller are:**

- Kirti Tejas Dhoop stick
- Kirti gold sandal Dhoop stick
- Kirti kasturi Dhoop stick
- Kirti 24 cart Dhoop stick
- Kirti khus Dhoop stick
- Kirti Oudh Dhoop stick
- Kirti Marigold Dhoop stick
- Kirti Chandan Dhoop stick
- Kirti lavender Dhoop stick
- Kirti Desi Gulab Dhoop stick
- Kirti Fantisiya Dhoop stick

**Company deals in more than 5 different types of product in Dhoop . Some of the most common and best seller are:**

- Kirti Pooja Dhoop
- Kirti Chandan Dhoop
- Kirti Mogra Dhoop
- Kirti Gulab Dhoop
- Kirti 4 in 1 Dhoop

**Company deals in two different types of Lobhan and it is one of the most common and best seller are:**

- Kirti Singapuri Lobhan Agarbatti
- Kirti Lobhan Agarbatti
- Kirti Sambrani Lobhan cup

- This is the company price list

SR NO	PRODUCT	WEIGHT	PACKING	RATE	MRP	PACKING
	KIRTI GAJRA	40gm	DOZEN	85.00	15.00	60 DOZEN
1	KIRTI 3 in 1 POUCH	40gm	DOZEN	84.00	15.00	60 DOZEN
2	KIRTI CHANDAN, GULAB, MOGRA POUCH	40gm	DOZEN	84.00	15.00	60 DOZEN
3	KIRTI SUGANDHMALA POUCH	30gm	DOZEN	90.00	15.00	60 DOZEN
4	KIRTI SINGAPUR LOBHAN POUCH	30gm	DOZEN	90.00	15.00	60 DOZEN
5	KIRTI LOBHAN POUCH	40gm	DOZEN	90.00	15.00	60 DOZEN
6	KIRTI PREMIUM SERIES POUCH	25gm	DOZEN	90.00	15.00	100 DOZEN
7	KIRTI MILAP, CHANDAN, MIX PACKET	25gm	DOZEN	90.00	15.00	36 DOZEN
8	KIRTI SPECIAL	200gm	KGS	120.00	40.00	40 KGS
9	KIRTI MOHINI	200gm	KGS	330.00	110.00	30 KGS
10	KIRTI MOHINI	100gm	KGS	330.00	55.00	30 KGS
11	KIRTI PREMIUM SERIES ZIPPER	175gm	DOZEN	480.00	70.00	15 DOZEN
12	KIRTI SINGAPUR LOBHAN ZIPPER	150gm	DOZEN	480.00	70.00	15 DOZEN
13	KIRTI SINGAPURI LOBHAN POUCH	200gm	DOZEN	480.00	70.00	16 DOZEN
14	KIRTI SINGAPURI LOBHAN POUCH	100gm	DOZEN	240.00	35.00	32 DOZEN
	<b>FLORA AGARBATTI</b>					
15	KIRTI CHANDAN MASALA BATTI	100gm	KGS	425.00	75.00	30 KGS
16	KIRTI RED QUEEN MASALA BATTI	100gm	KGS	425.00	75.00	30 KGS
17	KIRTI PRASHANT MASALA BATTI	100gm	KGS	425.00	75.00	30 KGS
18	KIRTI KASTURI MASALA BATTI	100gm	KGS	425.00	75.00	30 KGS
19	KIRTI PAKEEZAH MASALA BATTI	100gm	KGS	425.00	75.00	30 KGS
20	KIRTI BAKHOOR MASALA BATTI	100gm	KGS	880.00	135.00	30 KGS
21	KIRTI 555 MASALA BATTI	100gm	KGS	880.00	135.00	30 KGS
22	KIRTI HEENA MASALA BATTI	100gm	KGS	880.00	135.00	30 KGS
23	KIRTI MITTI MASALA BATTI	100gm	KGS	1100.00	165.00	30 KGS
	<b>100GM MUTTHA AGARBATTI</b>					
24	KIRTI KHUS	100gm	KGS	425.00	70.00	30 KGS
25	KIRTI 24 CARRET	100gm	KGS	425.00	70.00	30 KGS
26	KIRTI GOLD SANDAL	100gm	KGS	425.00	70.00	30 KGS
27	KIRTI GOLD	100gm	KGS	425.00	70.00	30 KGS
28	KIRTI OUDH	100gm	KGS	425.00	70.00	30 KGS
	<b>DRY DHOOP</b>					
29	KIRTI CHANDAN, GULAB, MARIGOLD DRY DHOOP	10 Stick	DOZEN	96.00	15.00	30 DOZEN
30	KIRTI CHANDAN, GULAB, CLASSIC , FANTASIA DRY DHOOP	50gm	DOZEN	192.00	25.00	30 DOZEN
31	KIRTI MARIGOLD DRY DHOOP	50gm	DOZEN	260.00	35.00	30 DOZEN



32	KIRTI CHANDAN DRY DHOOP	50gm	DOZEN	260.00	35.00	30 DOZEN
33	KIRTI LAVENDER DRY DHOOP	50gm	DOZEN	260.00	35.00	30 DOZEN
34	KIRTI FANTASIYA DRY DHOOP	50gm	DOZEN	260.00	35.00	30 DOZEN
35	KIRTI GULAB DRY DHOOP	50gm	DOZEN	260.00	35.00	30 DOZEN
36	KIRTI KHUS DRY DHOOP	100gm	DOZEN	620.00	85.00	30 DOZEN
37	KIRTI 24 CARRET DRY DHOOP	100gm	DOZEN	620.00	85.00	30 DOZEN
38	KIRTI GOLD SANDAL DRY DHOOP	100gm	DOZEN	620.00	85.00	30 DOZEN
39	KIRTI MARIGOLD DRY DHOOP	100gm	DOZEN	480.00	70.00	30 DOZEN
40	KIRTI CHANDAN DRY DHOOP	100gm	DOZEN	480.00	70.00	30 DOZEN
41	KIRTI LAVENDER DRY DHOOP	100gm	DOZEN	480.00	70.00	30 DOZEN
42	KIRTI FANTASIYA DRY DHOOP	100gm	DOZEN	480.00	70.00	30 DOZEN
43	KIRTI GULAB DRY DHOOP	100gm	DOZEN	480.00	70.00	30 DOZEN
<b>DHOOP</b>						
44	KIRTI CHANDAN DHOOP	35gm	DOZEN	96.00	15.00	40 DOZEN
45	KIRTI GULAB DHOOP	35gm	DOZEN	96.00	15.00	40 DOZEN
46	KIRTI MOGRA DHOOP	35gm	DOZEN	96.00	15.00	40 DOZEN
47	KIRTI GUGAL DHOOP	35gm	DOZEN	96.00	15.00	40 DOZEN

# RESEARCH METHODOLOGY

## **Introduction to Research Design:**

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis is of data in a manner that aims to combine relevant cet other search purpose with economy in procedure. So, a research design is the conceptual structure with which research is conducted.

In the present chapter it deals with the methodology of the concerned study in terms of statement of the problem sampling procedures, size of the sample and description of the tool have been explained.

Research design is a logical and systematic plan prepared for directing a research study. It is quest for knowledge. Research may be defined as a process of knowing new facts and verifying old ones.

**Meaning:-**

Research design or methodology is simply a plan for study. It is called a blueprint to carry out the study. It is like plan made by an architect to build the house, if research is conducted without a blueprint, the result is likely to be different from that what is expected at the start. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of method and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So, a research design is the conceptual structure with which research is conducted.

### **Data collection methods:-**

The success of any project or market survey depends heavily on the data collection and analysis. It is necessary that the data collected is a reliable data to achieve the research objectives. All data sources can be classified into two:

- **Primary data:-**

Primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire.

- **Secondary Data:-**

Secondary data are those which have been already collected by others for a specific purpose and are subsequently used for application in different conditions. It is the secondhand information about an event that has not been personally witnessed by the researchers. The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis. Here the secondary data was obtained from---

Various textbooks, registers, magazines, journals. Dissertations etc.

## Findings

- While I was in the company, there was very friendly environment among the employees. I understood the real meaning of the communication that how employees communicate and co-ordinate among themselves the employees were used to be very punctual.
- The company adopts first level and second level distribution channel. The depot of the company sales it's product directly to the wholesaler and wholesaler sells it to retailer and from retailer it goes to consumer. It happens only place where depot of the company is located.
- In small wholesaler are established by the company. Wholesaler gets the product from the depot of the company, and this is to retailer. From retailer it's goes to consumer.

## Achievements

- We were the first agarbatti manufacturer in entire vidharbh.
- Due to the best quality of product people avoid to buy any other companies product.
- We have awarded the best Agarbatti award by “ZEE MEDIA” (ZEE 24 TAAS).



## CONCLUSION

Kirti Agarbatti is one of the best agarbatti brand in India. People are willing to buy their product as well as wholeseller retailers and distributor are interested in there products. Due to good quality and regular new new schemes attract customer to buy there product. Everyday company try to improve there quality so that customer get satisfied . After few months company will going to export their product in foreign market . through which company can slowly expand and enter into international market.

## **SUGGESTIONS**

- Company should increase their production.
- Company should focus on selling and distribution process.
- Company should move towards e-commerce.
- The company should hire more employees for better management.
- Company should move on towards automation.



## **IBILOGRAPHY**

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