



Co-operative Education Report

Study on Business Modality at Jyoti Distillery Udhog Pvt. Ltd.

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Abstract

This cooperative report entitled “Study on Business modality at “Jyoti Distillery Udhog Pvt. Ltd” has the goal to provide the customer an opportunity for a meaningful business-related experience in a real organizational setting before goods distribution in market. The main objectives of the business include: (1) to know the basic working technique, (2) to know basic working patterns and Working culture and working style, (3) to expand skills and gain some practical experience of knowledge accumulated in Goods distribution. With the company, the accountant was assigned to work as an Accounting, in the different department like Finance department, Software Department in Accounting related and all, Main responsibilities assigned to Accounting Preparing accounts, Monitoring, spending and budgets, Auditing and analyzing financial performance, advising on how to reduce costs and increase profits and Keeping account books and systems up to date through accounting software. Upon the completion of the internship, it was found that the problem was resolved by the means of interaction and communication with the employees of the company. In this matter, the student can learn more about the real work experience with the professionals is very important for future career development and profession.

Keywords: *Accounting Software, Account, Finance*

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I am also very much thankful to **Jyoti Distillery Udhog Pvt. Ltd. Katahariya-9, Rautahat** for accepting me as an intern and allowing me to learn at the place about Education consulting Services. I am grateful to **Mr. Saroj Kumar, GM** of Jyoti Distillery Udhog Pvt. Ltd. who always guided me and praised me for my work. He was very much motivating and always willing to share his knowledge with me. At the same time, I am also grateful to all those employees of the organization who guided me and helped me in getting an insight into the functioning of different departments and share their experience with me.

At last, but not least, I full-heartedly want to thank all people who have directly or indirectly guided me during my internship program and helped me in the completion of this project.

Thank You!

Mr. Niranjana Jaiswal
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List of Acronyms

Dept.: Department

CEO: Chief Executive officer

GM: General Manager

ACE: Advisory Centre for Education

NAAC: National Assessment and Accreditation Council

DIS: Distillery

PVT. Private

LTD: Limited



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Chapter 1: Introduction



1. Company profile

A reputed manufacturing company that thrives to research, develop, manufacture and market quality alcoholic beverage in a responsible and competitive manner through its continuous improvement and professionalism, Jyoti Distillery Udhog Pvt. Ltd. was established in 2012 A.D. as a Private Company registered under Company Act of Nepal Government, located in Katahariya-9, Rautahat.

Jyoti Distillery offers a wide variety of best-in-class alcoholic products that are manufactured through hi-tech processes. It has over 7 million liters of production capacity per annum. It has been continuously engaging and persuading its trade partners by offering lucrative offers time and again.

1.1 Mission of the company

The mission of the company is about what we aim to be for our customers and how we conduct ourselves in our day-to-day business activity within the industry. Excited about their customers and their products and they want to create good experiences - whether these involve taste, enjoyment and having a good time or punctual deliveries and good customer relations.

1.2 Vision of the company

- Build powerful brands to improve our value share.
- Improve our workers' devotion so that we may be among the top in the industry of Liquor.
- In terms of products, service, and profit, to be the most regarded liquor company in Nepal.

1.2 Strategies of the company

The current strategy of Jyoti Distillery Udhog Pvt. Ltd. is to provide Trade scheme, Gift and Foreign Trip sessions/meeting to the distributor of this Company to encouragement towards Business.

Jyoti Distillery Udhog Pvt. Ltd is established with the Vision of Build powerful brands to improve our value share. To explore themselves to become competitive for the contemporary world Jyoti Distillery Udhog Pvt. Ltd Improve our workers' devotion so that we may be among the top in the industry of Liquor company in worldwide.

Core Business Values of Jyoti Distillery Udhog Pvt. Ltd is:

- Focus on customer satisfaction.
- Committed to stringent quality control.
- Diligent, innovative and creative in achieving our goals.
- Work with uncompromising integrity, team work and competitiveness.
- Foster an atmosphere of openness, motivation and respect for each other.

2. Organizational structures

The Jyoti Distillery office is located at Katahariya-9, Rautahat. The board of directors is responsible for policy making & guidance to the management.

The management committee of Jyoti Distillery Udhog is categorized as:

Chairman	Omprakash Sah
CEO	Baiju Babara
GM	Saroj Kumar Sah
Operation Manager	Abhay Prakash
Finance Manager	Md. Emtayaj Alam
Marketing Manager	Dharmendra Mishara
Accounting Manager	Arbind Sah
IT Manager	Hirde Yadav
HR Manager	Sujit Jha
Intern	Niranjan Jaiswal

2.1 Diagram of the organizational structure

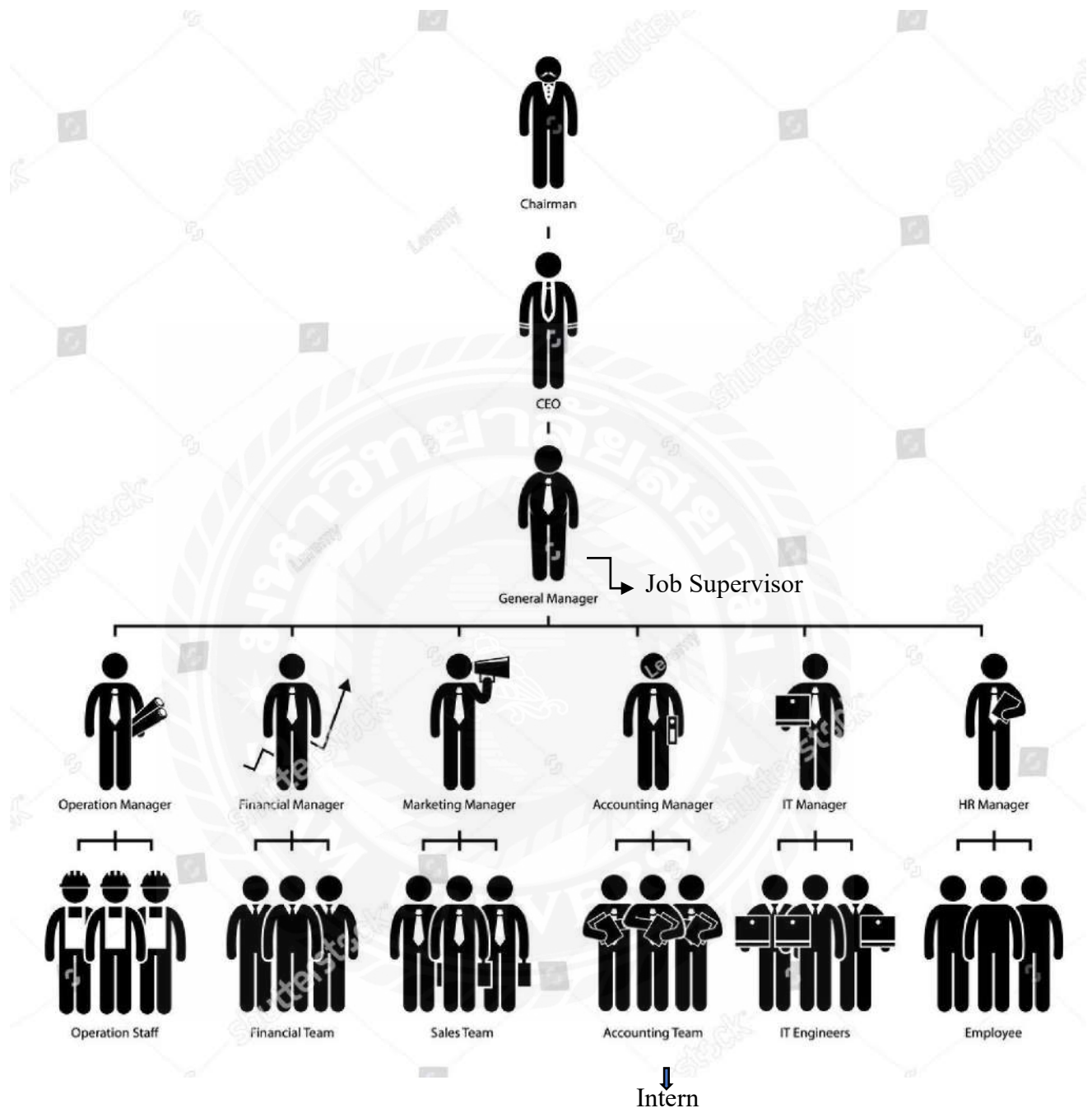


Figure 1: Organizational Chart of Jyoti Dis Pvt. Ltd.

This is the organizational structure of Jyoti Distillery Udhog Pvt. Ltd. Being situated in an under-developed state of Nepal. Chief executive officer, Baiju Babara is the head of the organization. He supervises the employees and makes major decisions. The legal department Head deals with the All the documentation process customers. The ready file is signed by the CEO and also approved by him as well. Operation department look after by Mr. Abhay Prakash

and He looks into the proper functioning of department and department. Marketing Department looked after by Mr. Dharmendra Mishara and Account Department Was look after by Mr. Arbind Sah.

2.2 My Job position

At my job position is internee and I have to do normal official work and learned the business for one month. And after that, I started working as an Accountant.

2.3 My job position in the organizational structure

As an Intern my job position fit in an overall organizational structure under the administrative department in our organization so, I have to coordinate with all the department head to do my job and help all the department and learn and gain experiences in Liquor sector and learn the functioning of the organization. Since it is an industry, all the staff work with cooperation helping each other.

3. Intention and Motivation to Join the company

With great pleasure, I, Niranjana Jaiswal, hereby declare that the presented internship report titled “Study on Business modality at Jyoti Distillery Udhog Pvt. Ltd” concerning my working at Kathariya-9, Rauthat as the intern is prepared solely and uniquely by me without any duplication after the completion of my four months of successful work at the industry.

My primary motivation for joining this organization is to strengthen my professional long-term goals, which include **“Establishing and improving effective professional relationships as well as expanding my business network in industry”**. As our BBA program is primarily focused on developing Professional long-term relationships with industry professionals, and others. So, I choose this company because it perfectly fits my career goals. After all, the Liquor field is all about networking and building good relationships with so many industries all over the world, as well as focusing on how to build good relationships with our past and current distributors, which will help us grow our business in the future.

So, as soon as I started working for this organization, I started meeting with a lot of people and representatives from all over the world, which helped me to build a good network and grow my professional relationships, which justified my career goals and helped me to present myself confidently and gain a better understanding of doing business in this sector. My communication abilities increase dramatically as a result of this, and I gain confidence. Working as an intern

at Jyoti Distillery Udhog Pvt. Ltd. allows me to expand my professional network, which will be beneficial to me in my future studies. So, I grow my network with so many industries representative on LinkedIn and different social media platforms, and having their mail and contacts makes me build a good network, and I plan to start a Liquor Industry on my own. So, it also helps me do my business as well in future.

It was certainly a great opportunity for me to work on this real-life project to actualize my theoretical knowledge of this course in the practical arena and some more that is out of this course. However, required guidance has been taken when required from a designated supervisor. I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used in the interest of the opposite party of the corporation. I hope that this project paper has been to your expectation, if you come across any queries regarding these cases, it will be my pleasure to clarify your questions.

4. Strategic Analysis of the company

In this section, I will use a SWOT analysis to present Jyoti Distillery Udhog's strategic analysis.

So, Starting with SWOT analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

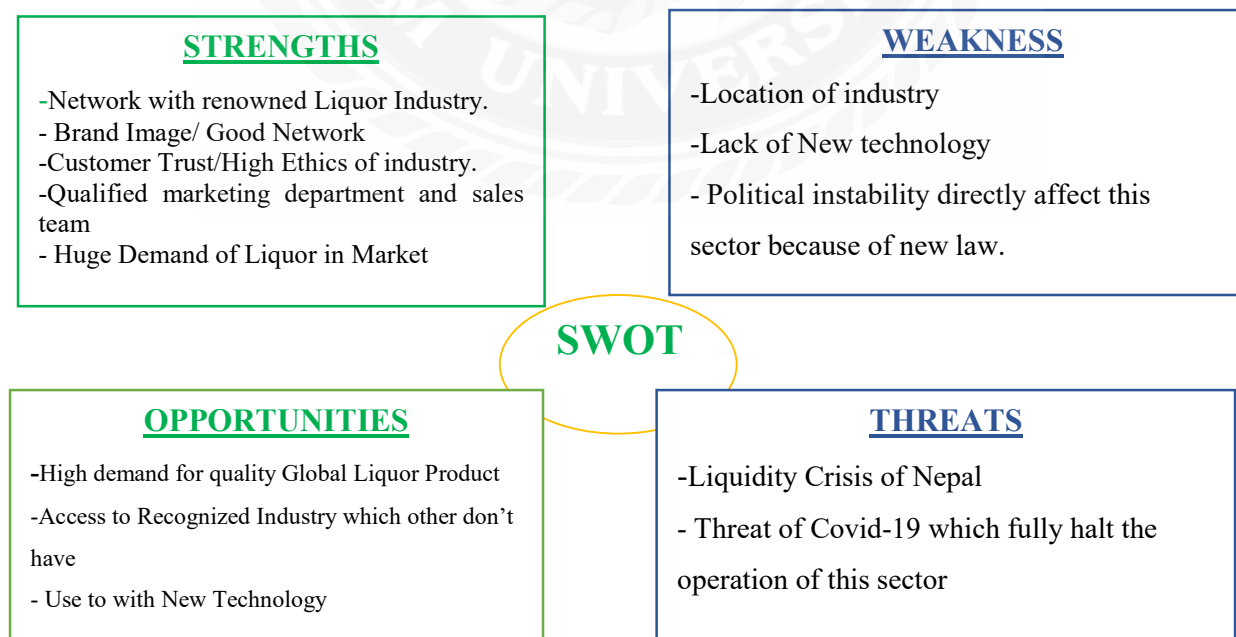


Figure 2: SWOT analysis

SWOT analysis is a business analysis tool that is used for strategic planning. It can be used at any time to gain insight into the current state of business. Liquor Industry need to maintain a read on the market and other factors that may impact business.

Strengths: Because our business is in the Liquor Industrial sector, we need a strong brand image and a strong network to expand. Our industry is linked to prestigious Liquor Industries all over the world. Because customer trust is so crucial in our industry, our company focuses primarily on ethics and how to earn our distributors' confidence, as well as the strong demand for product on the international market, which creates positive strengths.

Weakness: Our organization's biggest weakness is the location of our office, which is not in the target region and has an impact on our daily visits. We are not used to modern technology because Covid-19 has halted all types of business operations, making it difficult for his industry to adapt, and political instability in Nepal in terms of tax policy and restrictions on students traveling to foreign countries makes this sector difficult to operate.

Opportunities: Some of the opportunities for Liquor Product include high demand for quality global market in Nepal, as well as a growing trend of obtaining a global sale and a global export of product. Our main advantages include access to a recognized Liquor Industry that few others have, putting us ahead of our competitors, and as a result of this, we have become more comfortable with modern technology.

Threats: Our main treats high competition in this sector and Covid-19 which halt our operation time and again so, most of the business in this sector bearing huge losses in liquidity Crisis and trying to cope with those losses by bringing in new technology and new modality of doing business.

5. Objectives of the study

While joining Jyoti Distillery, I wanted to learn as much as possible. I knew that an internship is an opportunity to learn which helps us put the theories we learned in the books into practice. It will help us build our careers. It is the period when we will be able to groom ourselves and become ready to join the real world.

The main objective of my internship to learn and evaluate the origination sales performance past Five years revenue generation sales target and profit margin and net profit of the company.

The company increased its gross sales revenue went from 13.5 million to 65.0 million in the last five years at an incredible Compound annual growth rate (CAGR) of 37% (actual increase is 382.76% over five years) and its net profit by 84.38% (CAGR) over the past five years. But more importantly, the increase in its net sales revenue (after costs) has been more impactful to its bottom line, especially in the last three years via a tremendous improvement in its profitability margins.

During the internship period, I had planned to achieve the following goals:

- Various information regarding Liquor Industries of different countries.
- To be Punctual and report Daily before leaving for home.
- To conduct Trade scheme, Gift and Foreign Trip sessions/meeting to the distributor of the Company to encouragement towards Business.
- To organize business counselling sessions for the distributors and proper ways of interacting with different kinds of distributors. In terms of products, service, and profit, to be the most regarded liquor company in Nepal.
- To be confident in communication with different peoples from different backgrounds.
- Build personal connections from different part of India, Nepal and also from other foreign countries.

Chapter 2: Co-operatives Study Activities

In this section, I'll go through the specific work tasks I have each day and the contributions I've contributed to the organization's growth. So, in this section, I will mostly explore these subjects in depth.

1. Job description

As an intern, I was assigned with so many official works like Finance department, Software Department in Accounting related and all, Main responsibilities assigned to Accounting Preparing accounts, Monitoring, spending and budgets, Auditing and analyzing financial performance, advising on how to reduce costs and increase profits and Keeping account books and systems up to date through accounting software. And later I started working as an accountant after the first months of my internship. My job started at a very entry-level and I learned a lot and end my internship as a corporate-ready employee.

2. Job responsibilities

- Assigned with different Industrial data and gave Target to reach at least 100 distributors daily basis through Phone calls.
- To Examine documents supporting a selection of sales, review subsequent transactions, recalculate percentage of completion computations, review the history of sales returns and allowances.
- To Conduct a ratio comparison with historical, forecasted, and industry results to spot anomalies.
- I have also been assigned different outside works related to take on leadership roles that require the use of critical analytical skills.
- Get an opportunity to participation activities that require the use of analytical skills such as team work, mentor or strategy analysis.
- To conduct research on best practices for my industry.
- Get a chance to improve my subject matter knowledge which is essential to faster problem solving.

3. Activities in coordinating with co-workers

Effective communication with our co-workers reduces misconceptions and increases productivity. Effective communication also fosters positive professional connections and helps me and my co-workers to work together to address problems. As a result, the workplace will be more enjoyable and less stressful.

In Jyoti Distillery, I used to work directly under the company's Founder and CEO, and my responsibilities included coordinating with the Operation Department for leads, and then moving ahead with those leads with the founder. I used to make phone calls and we asked our distributors for visit. So, I started in this way in the beginning but later on started doing some finance related work, helping my co-worker with how we can progress and make strategies.

4. Job Process Diagram

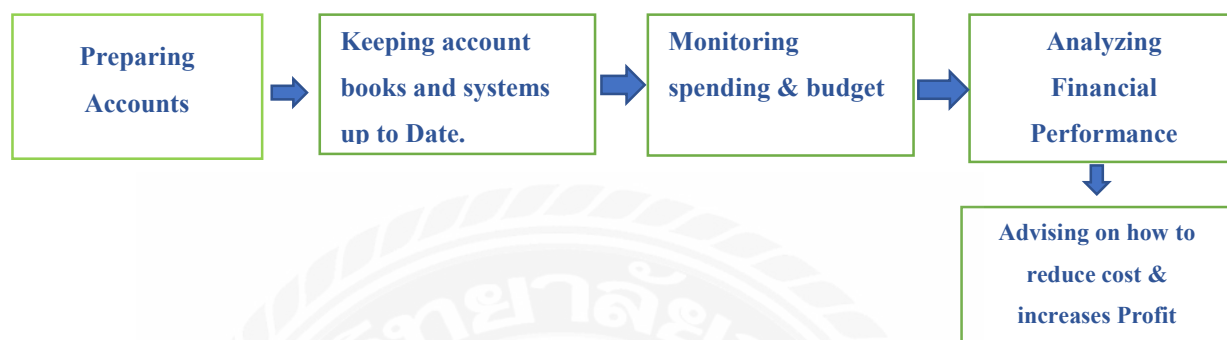


Figure 3: Job process Diagram

During my internship periods, I got lots of tasks to do work which help me to increase self-confidence and make a good connection with some reputed industry around the world and also a personal connection with a representative. Some of the tasks I performed during my internship period at Jyoti Distillery areas: -

- Preparing Accounts Related work
- Distributors Follow-up and some official outside work
- Visited some industries during my internship with I help to build collaboration.
- Started counselling after some week and also handle distribution visits at the organization regarding and other related information.
- Helps in scheduling physical discussion as well as face to face Representative meeting with our CEO and also work as host during the meeting.

5. Contribution During Internship

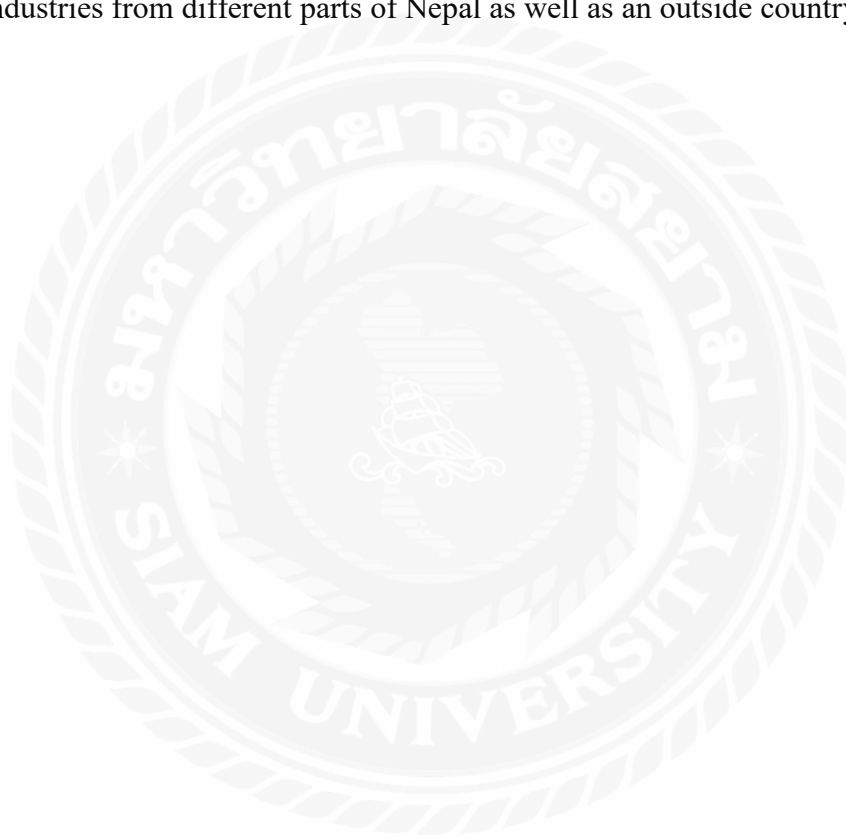
As an intern, At the beginning of my internship, I may know my time simply trying to learn how the company works. I may shadow an employee to get an understanding of their role. After a day or a few days of learning the ins and outs of the company. I started to assist and contribute more to the team. It helps to increase the number of distributors coming to visit us in our industry as well as on sales which helps the industry to increase their revenue by providing more services.

As well I help in different official documentation on behalf of the distributions and for the industry. During the meeting time some logical ideas about how to change

the modality of providing services during a pandemic & liquidity crisis to run the industry smoothly.

I Contributed to the different seminars and different industry representatives meeting physically and in advertisement design and concept for marketing purposes where an organization in signing an MOU with the various Companies of NEPAL. I help in Scheduling Meeting with industry Representatives with our directors and works as Moderator.

Thus, I help in building a professional relationship with new companies and other industries from different parts of Nepal as well as an outside country.



Chapter 3: Learning Process

In this section, I will discuss the challenges I encountered during my internship and how I dealt with them, with specific examples of each in details

3.1. Indication of how I successfully solved the problems

During my period of internship, I faced So many problems in the beginning but started adapting to them. So, some problems I faced during my internship period are as described: -

➤ **In the Beginning, hesitate to make 100 calls a day:**

While making phone calls to distributors, I didn't know how to contact 100 distributors per day at first, and it became stressful for me. Because for the first time I assigned with this job. Following the industry's principles and norms daily allows me to effectively perform my given tasks, and the friendly environment allows me to do my job.

➤ **Facing Problem to Communicate with other staffs and Distributors Fluently**

As an intern at the very beginning, I can't able to communicate with other staffs and our Distributors properly because I don't even know how such industry work and I don't have many pieces of knowledge about industries and about our collaboration and partnerships with the different industries & Companies in India mainly and in another country as well. And because I am new there all staffs feel uncomfortable at first with me.

➤ **Scared To Ask question and doubts**

At first, I felt pressed to complete a large number of tasks, so if I made a mistake or didn't understand something, I felt compelled to seek help from other employees and my supervisor but I didn't at the beginning. However, over time, I grew accustomed to learning from the internet and began asking my supervisor questions about my concerns.

➤ **Doesn't Know How to Counsel a student**

Accounting is one of the most difficult jobs in our industry; as an intern, I had no idea how to counsel distributors. And how to deal with them.

➤ **Not getting a chance to visit physically into seminar and Institution because of pandemic**

Because of Covid-19, we did not have the opportunity to physically visit industries and other companies in INDIA and other countries where we collaborated, so we changed our business model to operate from home Country which worked for us.

➤ **Because of liquidity crisis and delay in the Business operating due to Raw materials. It is quite difficult to achieve our target on time**

Because of the delay in Business Operating in Nepal as a result of Covid-19, it is becoming increasingly difficult for us to providing raw materials on time. As a result, we began providing limited product on mutual understanding.

3.2. Example of how such problems were solved from Sub-Topic 3.1.

Starting with the most first issue, **"hesitate to make a phone call or follow up Distributors,"** from the list presented. So, I was assigned to distributors follow-up on the first day of my internship, and I was completely oblivious to how to talk and what to say on phone conversations when performing follow-up, so I became anxious about it. It makes me uneasy to speak with distributors without any prior experience in the industry field. So, after the first day, I began discussing the situation with my co-workers and supervisor. And they treated it as if it were nothing out of the ordinary, sharing their experience in the field and starting to educate me how to communicate during follow-up by making demo calls and forcing me to do practice for a week. so, I began to treat these things as routine, calculating how much time I should devote to each phone contact to complete my 100 calls each day and get the best results possible, and performing the same things daily conditioned me to handle such tasks. And thus, is how I solved the problem and gained a lot of knowledge from it.

The second issue I encountered was the inability to **"fluently communicate with other distributors."** I was initially shy to speak with other employees, and I was unable to adjust since no one seemed to be nice at first, save for my supervisor, but I gradually began to converse with them and became excellent friends. They also assisted me much during my internship, inviting me to lunch and making me feel more comfortable. Their behaviours began to change, allowing me to learn lots from them, such as how to converse effectively with visitors, distributors at seminars, and industries representatives, as well as providing me with a great deal of exposure in this field by requiring me to attend all events and seminars. and meeting which helps me how these things are done in real life by looking at them talking on any finance topic, accounting planning, etc.

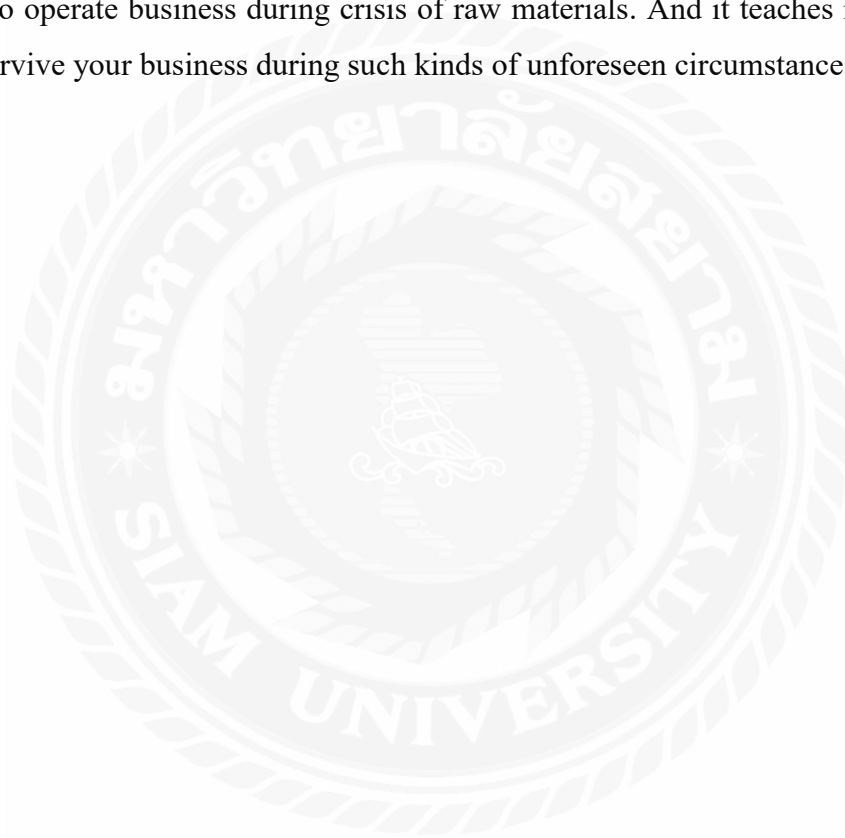
The third issue I've encountered in my internship is being **"too afraid to ask questions."** I felt so pressured to ask for help and ask any questions regarding the problem during the first few days of my internship because different tasks were assigned to me that I had no idea how to complete, and I felt so pressured to ask for help and ask any questions regarding this problem, but my supervisor took a report every day before we left for home. So, when my supervisor and other co-workers found out about my difficulty, they gave me the freedom to ask whatever questions I wanted and made sure that everyone would help if a problem arose, so they reacted graciously. This gives me confidence in it and allows me to express whatever questions I have about my job, and they always respond positively. Which helps me build my confidence and do my job properly.

The fourth issue I've encountered during my internship is **"Doesn't Know How to maintain Account Ledger"** Accounting is one of the most difficult jobs in our industry; as an intern, I had no idea how to counsel distributors. And how to deal with them. During my first encounter with a distributor for counselling, I became blank and can't able to answer the question of the distributors because of very less knowledge of industrial problem and how to give them a better suggestion. So, to deal with these issues my supervisor let me sit with him in his cabin during counselling and let me learn how to take counselling sessions with the distributors and how to deal with each question asked during counselling. So, in this way, I overcome this problem and this problem helps me to gain a good knowledge of professional communication.

The fifth issue I've encountered during my internship is **"Facing Problem to travel during Pandemic"** as in financial discussion of business is all about making collaboration with a different industries and companies inside and outside the country. So, after one time of my internship started. My supervisor wants me to travel to a different part of the country for a meeting, seminar in a different place but as soon as I started, I visit very few places, and suddenly the scarcity on raw materials case started making a huge spike and the government declare Nationwide lockdown. Which makes it so difficult for me to travel, to deal with this problem my supervisor and me as a team come up with the idea of doing this discussion with distributors in mutual understanding by the helps of Software and successfully deal with the problem. And this solution also helps us to know about digitalization and how to get benefits using it.

The last problem I faced during my internship is **“Because of liquidity crisis and delay in the Business operating due to Raw materials. It is quite difficult to achieve our target on time”** Because of the delay in manufacture of product in Nepal as a result of Covid-19, it is becoming increasingly difficult for us to obtain new distributors on time. So, we planned to motivate the distributors to take mutual understanding on basis of their last production taken and as a result.

And this is how we reach close to our target and gain good results which also helps our industry to operate business during crisis of raw materials. And it teaches me a lot about how to survive your business during such kinds of unforeseen circumstances.



Chapter 4: Conclusion

4.1. Things learned during the internship

During this internship, I was able to let go of all the dilemmas that I have related to my career decisions like whether to enter into a job as my goal persists or to start up or continue my family business or to go for a Master's degree right after the completion of my BBA course. Taking this decision has been a lot easier after the completion of the internship period as I can decide what is right and what is not for my future ahead. In our day-to-day life, we have to prioritize many issues over others to give ample attention and time to the important ones. This requirement of my punctuality in my work has made me able to prioritize my career and studies over other issues like friends, parties, etc. Now, I suddenly am realizing that we are bound by the limit of time whereas previously I thought I have ample time for everything. This limit of time has made me realize the value of time and how to organize every activity to give my time to other issues as well.

This realization of the importance of time will no doubt help me in anything I do in the future as for every professional, time is one of the rarest and important assets he has.

I am efficient at keeping lines of communication open with my supervisor, teammates, and clients. I make a point to keep my supervisor and teammates in the loop about important information. This was illustrated by the emails I sent. In the upcoming year, I aim to improve my active listening and business writing skills.

Also, I have learned many things as an intern, how to help the industry, to understand the importance of different individuals because each person is different from each other and to dress like a professional because people judge you by your dress up.

4.2 Knowledge gained from the coursework and applied in real world situation

My 16 weeks of the internship program was a completely different experience. I had exposure to the real work scenario. This internship period helped me understand how organizational cultures can be different from one another. I also understood how human resources are inimitable to gain a competitive advantage. I am very much thankful for the wonderful accommodation facility from Jyoti Distillery Udhog Pvt. Ltd. I gained a lot of insights regarding several aspects during my internships like Finance department, Software Department in Accounting related and all, Main responsibilities assigned to Accounting Preparing accounts, Monitoring, spending and budgets, Auditing and analyzing financial

performance, advising on how to reduce costs and increase profits and Keeping account books and systems up to date through accounting software.

I believe an internship at Jyoti Distillery Udhog Pvt. Ltd. has helped me gain ample knowledge about work ethics. I can say that I have been able to learn many valuable things for my future in this short period. This internship program provided me with a platform to look closely into the consulting sector and to work in it. This internship period was very fruitful and productive for me. Communication & Accounting skills are very important in the current world. The ability to communicate information accurately, clearly and as intended is a vital life skill and something that should be overlooked. I have become more confident because of the interactions I had with co-workers, distributors, companies and other industries. I developed an attitude of readiness to work. I have also developed an ability to work under pressure which is a very important skill while working in any organization.

I now have a deeper understanding of organizational culture and relation layers. I pursue further to gain the maximum knowledge from the experience and enrich my life and career ahead.

3. Self-assessment as a professional

- ✓ There is a limited amount of time to examine and learn everything there is more knowledge about the industry and how such kinds of firms work and make an impact on society and generate revenue.
- ✓ Access to the data is restricted and forced to do the same work time and again which is frustrating.
- ✓ Lack of motivation do some work
- ✓ It is not possible to evaluate a new business at this time due to competition and because COVID & liquidity crisis doesn't know more about how this organization works in detail.

4. Benefits from the internship for my future career

- ✓ Should focus more on Finance department, Software Department in Accounting related and all, Main responsibilities assigned to Accounting Preparing accounts, Monitoring, spending and budgets, Auditing and analyzing financial performance, advising on how to reduce costs and increase profits and Keeping account books and systems up to date through accounting software.

- ✓ Use the space of the industry and collaboration with some good companies, industries.
- ✓ Focus more on a new trend of financial strategy as I realized financial strategy is so traditional at Jyoti Distillery Udhog Pvt. Ltd and also there is a lack of Marketing strategy maker.
- ✓ Should have to focus more on how to adapt to new technology and new ways of doing business through Accounting Software.
- ✓ The location of the industry is good. But the place is not good for manufacturing in my opinion as there is less competition and less distributors visit.
- ✓ Should have to focus more on Ethical behaviour and also on employee retention.



Annex



Figure 4: Company Logo



Company entrance gate



Sprit plant



Delivery point



Inventory



Production point

Figure 5: Industries Pictures

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