

ರಾಣಿ ಚನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯ
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ಬೆಲಗಾವಿ-591156
ಕರ್ನಾಟಕ



RANI CHANNAMMA UNIVERSITY
Vidyasangama, NH-04
Belagavi-591156
Karnataka



V.M.V.V SANGHA'S

V.M.K.S.R.VASTRAD ARTS, SCIENCE & VIJAY SHANKARAPPA
BELLIHAL COMMERCE COLLEGE, HUNGUND.

(Affiliated to 'Rani Channamma University, Belagavi')

**INTRENSHIP PROGRAM PROJECT ON
M/S DEEPA AQUA MINERALS GORBAL**

Submitted for fulfilment of requirement for the award of

the Under-Graduation of

Bachelor of Commerce.

During the Year 2022-23

Submitted by

Roopa L Shindhe

B.Com. VIth Semester

Reg.No: C2080057

Under the Guidance of

Shri. S. S. Patil

Department of Commerce

Program Book

for

Intrenship Program

ISSAI No: 11214301000136



Caribou
Packaged Drinking Water



GST: 29AADFD8629B1ZH

M/s. Deepa Aqua Minerals

Plant At : Gorbai Village.
Office: Talikoti Building Joshi Galli,
ILKAL - 587125

Dt: Bagalkot Karnataka
Cell: 09448134603, 9449827603
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CERTIFICATE

This is to certify that Miss. Roopa L Shindhe
Reg No : C2080057 Student of V M S R V Arts Commerce and
Science College Hungund-587118 has Successfully undergone
the project work from 10.08.2023 to 20.08.2023 in our
premises.

Miss. Roopa L Shindhe is sincere and hardworking



Aswini



ವಿ.ಮ.ವಿ.ವ.ಸಂಘದ
ವಿಜಯ ಮಹಾಂತೇಶ ಕೃಪಾಪೋಷಿತ
ಎಸ್. ಆರ್. ವಸ್ತ್ರದ ಕಲಾ, ವಿಜ್ಞಾನ ಮತ್ತು ವಿಜಯ ಶಂಕರಪ್ಪಾ ಬೆಳ್ಳಿಹಾಳ ವಾಣಿಜ್ಯ
ಮಹಾವಿದ್ಯಾಲಯ, ಹುನಗುಂದ-587118

ಪ್ರೊ. ಶ್ರೀಮತಿ. ಎಸ್.ಕೆ. ಮಠ ಎಂ.ಎಸ್ಸಿ
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ಗೆ,

Coirbau
Packaged Drinking
water Coirbau

ಮಾನ್ಯರೇ,

ವಿಷಯ: ಪದವಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ Internship Programme ಗೆ ಅವಕಾಶ ಮಾಡಿಕೊಡುವ ಕುರಿತು.

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ರಾಣಿ ಚನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ ಇವರ ಪಠ್ಯಕ್ರಮದಂತೆ ನಮ್ಮ ಮಹಾವಿದ್ಯಾಲಯದ ಬಿ.ಕಾಂ. 6ನೇ ಸೆಮೆಸ್ಟರ್ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ 10 ದಿನದ, Internship Programmeನ ತರಬೇತಿಗೆ ತಮ್ಮ ಸಂಸ್ಥೆಯಲ್ಲಿ ಅವಕಾಶ ಮಾಡಿಕೊಡಲು ಈ ಮೂಲಕ ಕೇಳಿಕೊಳ್ಳುತ್ತೇವೆ. ಮುಂದುವರೆದು, ತಮ್ಮ ಸಂಸ್ಥೆಯ ವಿವಿಧ ಚಟುವಟಿಕೆಗಳಲ್ಲಿ ಸೇವೆ ಸಲ್ಲಿಸಲು ಬಯಸಿದ ನಮ್ಮ ಮಹಾವಿದ್ಯಾಲಯದ ವಿದ್ಯಾರ್ಥಿಯಾದ ರೋಶಿ ಅಶ್ವಿನ್ಯಾ ಸಿಂಧೆ ಇವರಿಗೆ 10 ದಿನಗಳ ಕಾಲ ತರಬೇತಿ ಮಾಡಿರುವ ಪ್ರಮಾಣ ಪತ್ರ ನೀಡಲು ವಿನಂತಿ.

ಧನ್ಯವಾದಗಳೊಂದಿಗೆ

ಹುನಗುಂದ


ಪ್ರಾಚಾರ್ಯರು

Principal
Vijaya Mahantesi Krupaposhit
S.R.Vastrad Arts, Science & V.S.Belliha
Commerce College, Hungund-587118

DECLARATION

I declare that this project report entitled "INTRENSHIP PROGRAMME PROJECT ON M/S DEEPA AQUA MINERALS GORBAL" independent project carried out by me in partial fulfilment of the requirements for the award of the degree of Commerce by the Rani Channamma University. The project report has been prepared under the guidance of . Prof. S SPatil Co-ordinator Department of in Commerce, Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & VIJAYASHANKRAPPA BELLIHAL COMMERCE COLLEGE HUNGUND.

I have not submitted his project previously to this university or any other university for the award of any degree.

Date : 08-08-2023
Place : HUNGUND

R. L. Shindhe
MISS. ROOPA L SHINDHE

CERTIFICATE

This is to certify that the project work on ""INTRENSHIP PROGRAMME PROJECT ON M/S DEEPA AQUA MINERALS GORBAL "" has been carried out by MISS.ROOPA L SHINDHE B. Com VI semester under the guidance of Prof. S S PATIL Co-ordinator, Prof. B A KANTHI Head of the Department in Commerce.towards the partial fulfilment of the requirements for the award of degree of department of Commerce by the Rani Channamma University during the year 2023-24.

Date : 28-08-23
Place : HUNGUND

Prof. S K MATH
(PRINCIPAL)

Principal
Vijaya Mahantesh Krupaposhit
S.R Vastrad Art, Science & V.S. Bellihal
Commerce College, Hungund-587118

CERTIFICATE

This is to certify that MISS.ROOPA L SHINDHE is a bonafide student of the Department of Commerce, bearing REG NO : C2080057 during the academic year 2023-24 has satisfactorily completed the project work entitled ""INTRENSHIP PROGRAMME PROJECT ON M/S DEEPA AQUA MINERALS GORBAL " submitted in partial fulfillment of the requirements for the award of the Degree of Commerce by RANI CHANNAMMA UNIVERSITY under guidance and supervision by Peof. S S PATIL And Prof. B A KANTHI Head of theDepartment in Commerce.



Prof. B A KANTHI
(HOD OF COMMERCE)

Prof. B. A. Kanthi
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Prof. S S PATIL
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Acknowledgement

I am greatly indebted to my guide, **Prof. S S PATIL** Co-ordinator, Department of Commerce, Rani Channamma University, **V M K S R VASTRAD ARTS SCIENCE & VIJAYA SHANKRAPP BELLIHAL COMMERCE COLLEGE HUNGUND** for his inspiring guidance. In spite of several busy assignments, he has been kind enough to spare his time for giving me pleasure and privilege to work under his guidance.

Further I am also thankful Principal **Prof. S K MATH** and **Mr. B S HOSAMANI** and **Prof. B A KANTHI** Head of the Department in Commerce. **Mr. SHREESHAIL BOMMASAGAR** for their encouragement and help in carrying out this project work.

I take an opportunity to express my gratitude and sincere thanks **Shri. ASHOK BHAGAWATI** permitting me as well as guiding me throughout my project work. And I am extremely thankful to management of **M/S DEEPA AQUA MINERALS GORBAL** for furnishing the information.

My sincere thanks to all for supporting me in carrying out project report and I also thank to library staff and all my friends for their co-operation during the course of project work and I am also thankful to printers of their skilful printing this work.

My parents are main soul for my confidence, determination and strength throughout my life. The sweet hopes and wishes have made me able to present this work.

Last but not the least I take this opportunity to thank and remember all my friend **Laxmibai, Prema Vidya** are with me and who have helped me throughout my life from the place they have resided in making me feel that I am also one among them who can achieve things as we want.

Date : 28-8-23
Place : HUNGUND

R. L. Shindhe
MISS. ROOPA L SHINDHE

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INDUSTRY Profile



"A Study of efficiency of advertisement & sale promotion on Deepa aqua-minerals"

BOTTLED WATER is most dynamic market of all the food & beverage industry. The term - bottled water does not refer to one single product & the same designation can be used to qualify different products, depending on countries. Three major types of bottled water can be identified.

A) Background & Inception of the Company

60 years ago The whole sale saree manufacturing firm was established in Itkal under the partnership of venangouda patil & mahantappa Bhogapur with the initial investment of Rs. 10,000 as partnership firm,

The objective of firm was to manufacture quality traditional Itkal handloom sarees, in this context manufacture means master weaver. The firm initially started with 26 * 26 cotton snough quality saree targeting rural agricultural woman over the years the types of product has been changed into 40 * 40 counts, cotton tant silk & cotton + silk etc. This firm had established is Trademark "NANDI" for quality product in this reason, quality in terms of colour, size and material used. The firm was very particularly about material, size & colour of the saree, It had a very good quality control system although the production processes,

in the year 1972 firm started its new venture whole sale cloth shop. The growth of the both firm was showing good progress. The 1980s decade witness lot of changes in the management, There was a smooth transition of baton to 2nd generation. The team of 2nd generation was well educated and capable of managing the firms continued to perform well. The 1990s decade was the recession period for itkal handloom saree & same affected the growth

of The firm, As in past, in 2002 The firm decided to diversify. The SWOT analysis has clearly indicated The strength & opportunitie in food processing industry in The region. The firm finally decided to produce packaged drinking water due to availability of excellent water source, growing market & climate conditions. As a result of This Deepa Aqua mineral was established in The year 2002. Also, an extension of The same, firm acquired The dealership of Pepsi Co. for Hungunda taluka, The firm has built on strong foundation of value system,

B) Nature of The business Carried

As a result of This Deep Aqua mineral was established in The year 2002, also as an extension of The same, firm acquired The dealership of Pepsi Co. for Hungunda taluka, The firm has built on strong foundation of value system, And Deepa Aqua mineral water brand name Caribou packaged drinking water,

C) Vision, mission and Quality policy

vision : "establish a unique Business model by utilizing good technology That promote health, efficiency, and environmental harmony to create national Gift in The way we live,"

mission : "to develop a sustainable Business with a minimal carbon foot print, packaging, selling & distributing clean water,"

6

Quality policy : We are one of the leading suppliers of packaged drinking water & industrial catering with proven performance and reliability. Over the period, we have proved our customer service orientation with focus, intent & ability to provide service on 24x7 basis,

D) Product / Service profile



E) Ownership pattern : Deepa Aqua mineral water is a partnership firm.

Owners investments : Total investment 40,00,000

Financial institution

Loan : They took loan from various banks. They are State Bank of India, INU Vysya Bank,

Rate of interest % 7.5%

waste disposal : As factory is located in the farm the water is used for irrigation purpose,

Fy Area of operation :



* ILkal.

mudagal

Lingasun

Sindhanoor

Koppal

Kustagi

Sangam

Asmatti

Bagalkot

modhol

Jamkhandi

Lokapun

Gulbarga

Gudug

Hungunda

Kamatagi

Shahpur

Kadag

Kajendnalkad

mahalingapur

Badami

Ron.

G) Infrastructure Facility

Location : Homebaj

Water : Borewell

Power : KPTCL Hubli

Transportation : vehicle

H) Achievements and Awards

- * Establish brand image through quality product,
- * Increase sales by 25% per year,
- * Establish at least 5 distribution centers every year,
- * Expand the organization in related field,

Hy mineral water equipments





A Visit Caribou Drink- nking water Gorbals



Leading bottle Water in India



Water is a key to social equity to environment stability & to cultural diversity. Water is also firmly linked with health, Pure & safe drinking water has always been a necessity. The traditional & style of serving drinking water in India, has however changed quite dramatically during the last decade, almost a decade ago. The introduction of bottled water or "packaged mineral water" has changed the tradition of serving & consuming drinking water. This is upheld in very strongly. The use of polymers or plastic as materials for water

Storage and distribution. The categories of bottled water in India are packaged natural mineral water & packaged drinking water, Bottled water industry, colloquially called the mineral water industry, is a symbol of new life style emerging in India. The packaged drinking water in India, which is estimated at Rs 850 crores with over 200 brands floating in the market, most of which have restricted territorial distribution, This is growing market in India as quality consciousness among the consumer is on the rise. The bottled water market is growing at a rapid rate of around 20%. At this growth rate, the ₹ 7000 million per year market is estimated to overtake the soft drink market soon, multinationals, Coca Cola, Pepsi, Nestle & others are trying to grab a significant share of the market, There are more than 180 brands in the unorganized sector. The small players account for nearly 19% of the total market, The per capita consumption of bottled water in India is less than half a liter per year, compared to 111 liters in France & 45 liters in the US, These points to the future potential beyond the high growth,

Why BOTTLED WATER?



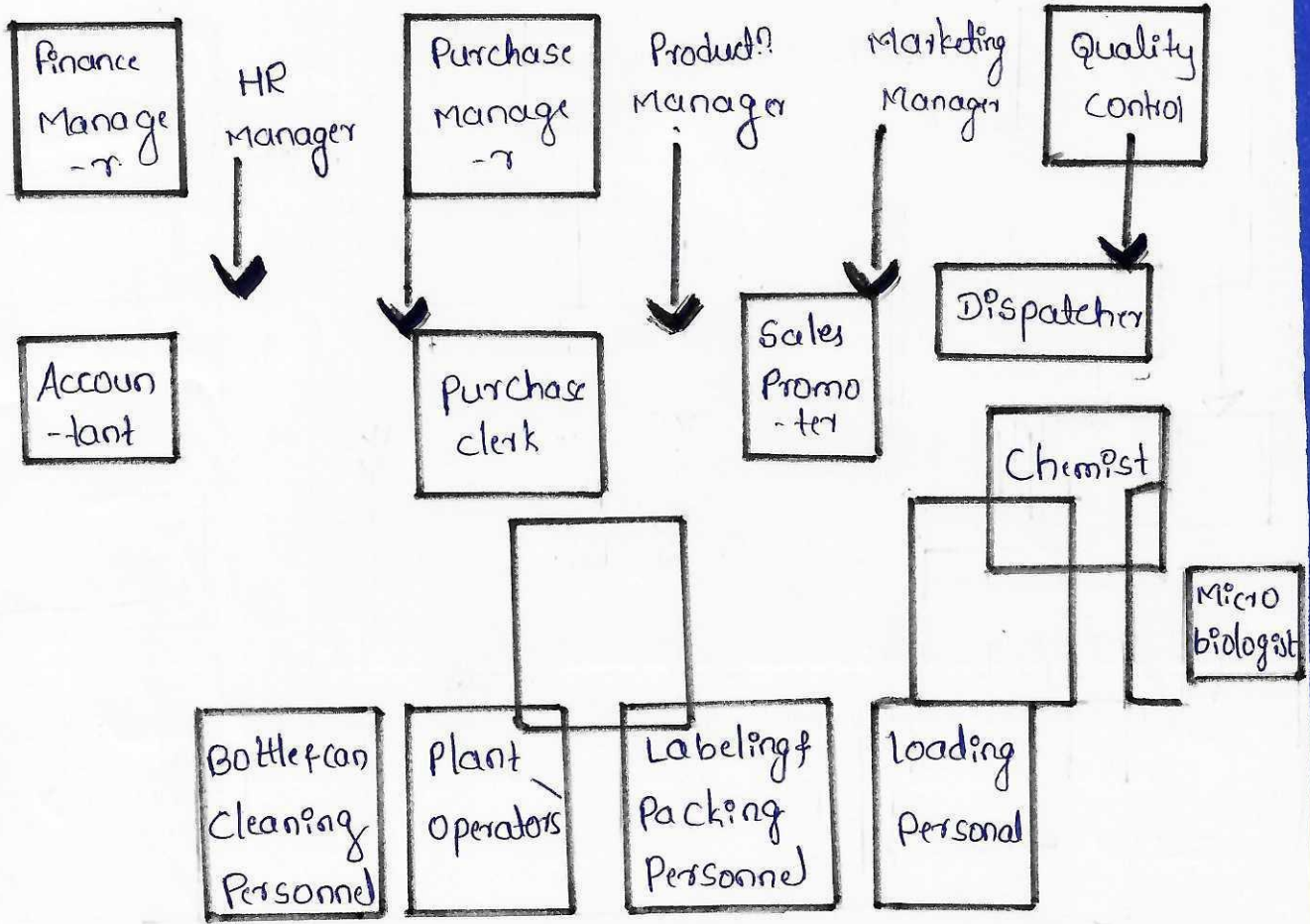
The human body ideally requires us to drink 2-4 liters of water per day and people are increasingly looking toward bottled water as a means of meeting some or all of these daily requirements. Bottled water is perceived as being safer & of better quality, often consumers look for security from

food scandals on water borne disease, Even in countries where there is access to safe public drinking water, people spend up to 1000-times more for bottled water,

Bottled water consumption has been steadily growing in the world for the past 30 years, It is the most dynamic sector of all food & beverage industry. Consumption in the world increases by an average 12% each year, in spite of its excessively high price compared to tap water.

STRUCTURE

Management



SWOT ANALYSIS

Strengths :-

- * To establish brand image through quality product,
- * To increase sales by 25% per year,
- * it is passed through 0.5 micron filter. This filter remove any bacteria present in the water,
- * it is using Reverse osmosis technology,

Weakness :-

- * Lack of promotional activities,
- * Less workers,
- * Less advertisement facilities,

Threats :-

- * Less workers
- * cost of labour is less as compared to LSI
- * competitor like omkar, Aquafina,

OPPORTUNITIES

- ★ capturing new markets,
- ★ Establish at least 5 distribution centers every year,
- ★ They can create the market by conducting promotional activities,
- ★ They can recruit local workers as people are in search of job
- ★ They can build brand image in local market,

INTRODUCTION OF THE Study

Advertising is nothing but a paid form of non-personal presentation or promotion of the ideas, goods or services by an identified sponsor with a view to disseminate information concerning idea, product or service,

The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

Advertisement has been defined differently by different persons. A few definitions are being reproduced below,

According to Wood, "Advertising is causing to know to remember, to do"

According to William J. Stanton "Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, orally sponsored message regarding disseminated through one or more media & is paid for by an identified sponsor,"

The above definition clearly reveals the nature of advertisement. This is a powerful element of the promotion mix. Essentially advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume,

The main features of advertising are as under

- * It is directed towards increasing the sales of business,
- * Advertising is a paid form of publicity,
- * It is non-personal. They are directed at a mass audience ~~at a mass~~ & not at the individual as is in the case of personal selling,
- * Advertising are identifiable with their sponsor or originator which is not always the case with publicity or propaganda,

Objectives / Functions of advertising

- ① Preparing ground for new product
- ② Creation of Demand
- ③ Facing The Competition
creation of Demand
- ④ Creating or Enhancing Goodwill
- ⑤ Informing The changes to The customers
- ⑥ Neutralizing competitors advertising
- ⑦ Barring New Entrants

Benefits to Society or Community

- ★ Advertising, in general, is educative in nature, in the words of the late President Roosevelt of the U.S.A "Advertising brings to the greatest number of people actual knowledge concerning useful things; it is essentially a form of education & the progress of civilization depends on education,
- ★ Advertising leads to a large-scale production creating more employment opportunities to the public in various jobs directly or indirectly, it initiates a process of creating more want and their satisfaction higher standard of living. For example: Advertising had made more popular & universal the uses of such inventions, as the automobiles, radios, & various house hold appliance,
- ★ Newspaper would not have become so popular and so cheap if there had been no advertisements, the cheap production of newspaper is possible only through the publication of advertisement in them, it sustains the press,
- ★ It assure employment opportunities for the professional men & artist,
- ★ Advertising does provide a glimpse of a country's way of life, it is in fact, a running commentary on the way of living & the behavior of the people & is also an indicator of some of the future in this regard,

FINDINGS

- ★ I found from secondary data that "Trade Shows, Trade allowances & PARTICULAR & incentive & "wall painting & Print media" These are Distribution channel adopted by Caribou mineral water,
- ★ 48% of The respondents use Caribou water 25% of them use Kemp & 21% of them use Omkar,
- ★ it is found that 80%, 10% & 7% of The respondents look after quality, easily available & reasonable price with purchasing competitor brand mineral water, & while purchasing Caribou mineral water 17% of The respondents are influenced by price 15% from quality & 6% from easily available,
- ★ 96% of The respondent get some Extra Benefit from competitor's brand on bulk purchase, even I found that 51% of The respondents also seek Extra benefits from Caribou mineral water on bulk-purchase,
- ★ 34% of The respondents says that Caribou mineral water at brand is good & 20% of them says it is Average,
- ★ 58% of The respondents says that advertising & sales promotion activities are extremely important & 42% of them says that it is important,

Suggestions

- ★ From The Study I found That 86% of The respondents says That advertisement & sales promotion activities plays a very vital role in purchasing The competitors products. Though customers see Quality first while purchasing The mineral water, but to know The quality of The brand They must use it, for That They must 1st know which brands is available in The market,
- ★ The main factor influencing customers to purchase Their product is quality, & Then later comes price & easily availability. So There is great opportunity for The Caribou mineral water if They improve & maintain quality,
- ★ As The customers are satisfied with the credit facilities & other services of The company it can maintain same with the distributors so That it will maintain their long term relationship & improve Their morale & employees be more loyal to The firm,
- ★ As the customers are satisfied with the brand & quality it has opportunity to expand its business to The nearby locations & grab larger market share,
- ★ It can also target more other segments of customers to reach & try to get more big contracts as people are much prefer Their 20 litres cans and improve Their business,

CONCLUSION

From This Study it is concluded That both advertising & sales promotion activities play a vital role in mineral water industry, but we must determine which advertising strategies should be adopted to acquire potential customers & beat the competitors, here advertisement like; wall paintings, Handings & also news papers should be adopted, 2 Important Advertisement media's like "Sales Person & Trade Shows" play a very important role in mineral water industry mainly in Itkal-city. This counts much to get the brand recognition & brand awareness & also make brand identify in the local market, omkar is the main competitor in the mineral water industry in Itkal,



