

Subject **Fwd: Requirement for Agricultural graduates to do Market Study & Analysis**

From <grucc@ruraluniv.ac.in>

To registrar <registrar@ruraluniv.ac.in>, vcoffice <vcoffice@ruraluniv.ac.in>

Date 2018-10-01 15:23

Student from rural  
univ to roundcube



- Profile - Product Marketing intern.pdf (~458 KB)
- Husqvarna India - Corporate Intro.pdf (~2.0 MB)
- Forwarded Message (~3.3 MB)

Subject **Requirement for Agricultural graduates to do Market Study & Analysis**

From Jenil Abna John <JenilAbna.John@husqvarnagroup.com>

To grucc@ruraluniv.ac.in <grucc@ruraluniv.ac.in>

Date 2018-10-01 12:48

Hello,

Greetings from Husqvarna India!

We are a wholly owned subsidiary of Husqvarna AB based in Sweden. With over 325 years of innovation and passion, Husqvarna provides implements for forestry, lawn and garden care and light agriculture. We have Leadership positions across the globe with sales in more than 100 countries. Globally Husqvarna has approximately 13,000 employees in over 40 countries. Further details about us is in the attached presentation.

We think it is important to train young graduates on what it is like to work at a global industrial company and to learn and grow with a budding local organization. We want to be associated with esteemed organizations like yours because, we believe in your right guidance to the students in their academics which will help them understand and perform their tasks at job well.

*High performing candidates have the potential to be absorbed with the organization.*

We currently have openings for the following projects and we welcome people who are looking for internships.

Name of project:

- a. Duration: 2 months
- b. Function/ Department: Product Marketing
- c. Location: Anywhere in Tamil Nadu
- d. Stipend: Upward of Rs. 8,000

A detailed profile of the role is attached herewith

Please nominate the relevant and interested students who you find suitable for this project.

Looking forward to hearing from you and to discuss further!

Regards,

**Jenil Abna John**  
Marketing Manager, India  
Husqvarna Division

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**Position:** Product Marketing Intern  
**Sector/Unit:** Husqvarna Division  
**Reports To:** Product Marketing Manager, India  
**Location:** Chennai

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### About the company

Husqvarna is a world leader in manufacturing power tools for outdoor and gardening. Founded in 1689, Husqvarna is a Swedish group with dealer/retailer presence in more than 100 countries. In 2015, the group recorded net sales in excess of 36 billion SEK (~ \$3.4 billion). Presently, Husqvarna employees nearly 13,000 employees in 40 countries. Know more on [www.husqvarna.com/in](http://www.husqvarna.com/in)

### Position/Job Description:

To study and report on Agriculture mechanization market potential and penetration strategies.

### Essential Duties:

Talk to agricultural officers, NADARD officers in the taluk and obtain data on

1. Subsidy process
2. Quantity of machines disbursed under various schemes
3. Top performing dealer network
4. Agricultural crop patterns and seasonality

Talk to farmer / CHC / framing communities and obtain data on

1. Machines usage patterns and application
2. Usage preferences
3. Crop patterns and seasonality
4. Pesticides used
5. Labor cost and timing

### Qualifications:

- Basic knowledge of agriculture practices
- Basic knowledge of machinery
- Clear knowledge of government schemes

### Skills and Capabilities:

- Must know to use and create report in Microsoft excel.
- Must cover at least 4-5 districts around their base location and must be willing to make these day trip travels.

### Expected Results

Report on required data

Market size estimation.