



PSD Shastri Educational Foundation's  
ASMA INSTITUTE OF MANAGEMENT  
Approved by AICTE, New Delhi. Affiliated to Savitribai Phule Pune University (Inst. Code: 6164)  
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# Project Report of Sakshi Amte (303), (MBA)

Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management





**A SUMMER INTERNSHIP PROJECT REPORT ON  
"To Study Business Process of Biomass Briquette  
Manufacturers Of Maharashtra"**

**AT**

**BIOFUELCIRCLE PRIVATE LIMITED, PUNE**

**BY**

**SAKSHI SANJAY AMTE**

**MBA-II (MARKETING SEM-III) BATCH (2021-23)**

**IN PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE AWARD OF DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION (MBA)**

**UNDER THE GUIDANCE OF**

**PROF. OM SHARMA**

**SUBMITTED TO SAVITRIBAI PHULE PUNE  
UNIVERSITY**

**THROUGH**

**ASMA INSTITUTE OF MANAGEMENT, SHASTRI  
CAMPUS,**

**S. NO. 85, NDA ROAD, SHIVANE, PUNE-23**

**Director**

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## ACKNOWLEDGMENT

This project happens to be a great learning experience for me, and I believe it will make a difference to my perspective for business and to my career as well. The project could have never been completed if not for the salient contribution of many people whom I would like to mention here.

I would like to express thanks to our guides, for their valuable guidance and encouragement in carrying out this project work. I also wish to express my gratitude to the staff members of my college who rendered their help during the entire period of my project work.

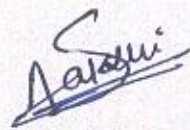
And last but not the least I would like to thank my parents and my friends who have supported me in their little but valuable ways. It gives me great pleasure in expressing my gratitude and thanks towards all those who have directly or indirectly helped and encouraged me during this project.

Thanks.

DATE: 17 / 2 / 2023

PLACE: pune



  
Sakshi Amte







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## ASMA INSTITUTE OF MANAGEMENT

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Ph (020) 25291471 Fax (020) 25291461

E-mail enquiry@asma.in, director@asma.in Website www.asma.in

### CERTIFICATE

This is to certify that the Project Report entitled  
“To Study Business process of Biomass Briquette  
Manufactures of Maharashtra.”

Prepared by Mr./Ms. Sakshi Sanjay Amte.

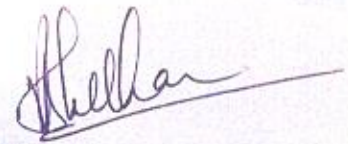
Student of **Second Year Master of Business Administration (M.B.A.) Semester-III,**  
**Academic Year 2021-2023.** at **ASMA Institute of Management, Pune -411023.**

To the best of our knowledge, this is an original Study done by the said student and  
important resources used by the student have been duly acknowledged in this report.

The report is submitted in partial fulfilment of **Masters of Business Administration  
(M.B.A.)** syllabus as per the rules and prescribed guidelines of Savitribai Phule Pune  
University, Pune.

  
Project Guide





External Examiner

  
Director

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## DECLARATION

I am **Sakshi Sanjay Amte** , student of MBA (Sem-3), ASMA Institute of Management, Pune hereby declare that the Summer Training Project titled, **“To Study Business Process of Biomass Briquette Manufacturers Of Maharashtra”**

the outcome of my own research and prepared by me and the same has not been submitted to any other university or institute for the award of any degree or diploma.

I have submitted the copy in this college, and therefore it is sole property of institute. Any use of this project without the prior written permission of the institute or me will be considered illegal and actionable.

DATE: 17 / 2 / 2023

PLACE: pune

*Sakshi Amte*

Sakshi Amte

*[Signature]*

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## COMPANY CERTIFICATE

Biofuelcircle Private Limited  
F11, Bldg D, S No 164-1 B  
DP Road Aundh, Pune 411 007, India  
CIN: U72900PN2020PTC191468  
GST No: 27AAJCB0595R1ZX  
Email: info@biofuelcircle.com  
Website: www.biofuelcircle.com

### Work Completion Certificate

#### To whom it may concern

This is to certify that Miss Sakshi Sanjay Amte has successfully completed an internship in the Marketing department. The work is completed on **30<sup>th</sup> November 2022**. Thanking you and assuring you for our best services always. Below mentioned are the details of the work completed.

Key Purpose of the Role	Inside Sales is responsible for qualifying generated leads and upselling usage of BiofuelCircle platform to existing subscribers. The role essentially is aimed at making the platform, a go to system for all the subscribers for their biomass and biofuel trades.
What Key Tasks will be involved?	<p style="text-align: center;"><b>Subscriber Analysis</b></p> <ol style="list-style-type: none"><li>1. Periodical review of subscriber business with the platform</li><li>2. Gap analysis between potential usage and actual usage</li></ol> <p style="text-align: center;"><b>Communication Plan</b></p> <ol style="list-style-type: none"><li>1. Product/ service ideas for inside sales</li><li>2. Direct Communication plan for every subscriber</li><li>3. Campaign plan for group of subscribers</li></ol> <p style="text-align: center;"><b>Execution</b></p> <ol style="list-style-type: none"><li>1. Online/ phone-based customer connect</li><li>2. Online customer meetings for selling the product/ services</li></ol>

Work Period: 1<sup>st</sup> September 2022 to 30<sup>th</sup> November 2022

Regards,

SUHAS BAXI  
FOUNDER

This is to certify that all works mentioned above have been physically completed in accordance with the specifications, provision, and conditions of the contract.

This is to certify that all works mentioned above have been physically completed in accordance with the specifications, provision, and conditions of the contract.

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## SUMMER INTERNSHIP PROJECT

**Name of the Student:** Sakshi Sanjay Amte

**Name of the Organization:** Biofuelcircle private Limited , Pune

**City:** Pune **Pin:** 411007

**Main activity of the Organization:**

First Online Market place for biomass and Biofuels

**Name of the Head of the Organization:**

Suhas Baxi

**Address of the Head of the Organization:**

3rd & 4th Floor, Vishwakalyan, Off ITI Road,  
Aundh Pune 411007, India

**City:** Pune **Pin:** 411007

**Name & Designation of the Project Guide:**

Anita Nerkar Head Of Marketing Team Lead.

**Telephone Numbers:** + 91 (20) 48522522

**Reporting Date:** 1 September, 2022

**Work timings at the Organization:** 9AM to 6PM





### **Description of project in brief:**

- "To Study Business Process of Biomass Briquette Manufacturers Of Maharashtra"

### **Objectives:**

- To study the biofuel market of country.
- To study and understand biofuel supply chain in India.
- To know the market SOP i.e., Standard Operating Procedure.
- To study the Selling of Briquettes And Inside sales
- To know the Preference of raw material for production of biomass briquettes.
- To know the preference of Industrial Consumers of biomass briquettes.

### **Scope:**

The scope of the project is to know the importance of It is a source of renewable energy, as the raw material can easily be refilled. In consideration of petrol or diesel, biofuel is more cost-effective and environment friendly. Moreover, Its prices are far better as compared to petrol or diesel. Biofuel also helps to reduce global warming..



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## **SIP Schedule at the Organization:**

- The SIP is scheduled for a period of 98 days from 1<sup>st</sup> September 2022 to 30th November 2022.
- Interns work on-site during the duration of internship. There are catch ups scheduled to discuss work progress and overall internship experience at regular intervals.
- Tasks and Projects are assigned to the interns that will improve their understandings of the concepts learned in college and also based on the personal & professional skill set.
- Only browser and Keyword Sheets are allowed to be kept open, all the other applications (songs, file folder etc.) should be closed strictly.
- No leaves are granted during the course of internship.
- Work days are Monday to Friday. Weekends off
- Working hours are 9 hours.



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## EXECUTIVE SUMMARY

Project titled- "To Study Business Process of Biomass Briquette Manufacturers Of Maharashtra" As an MBA student, The project has been carried out at BiofuelCircle Private Limited The project title is to study the consumption of biomass briquettes to meet the industrial fuel needs of Maharashtra. The duration of project was of two months 10 Sep to 13 Nov 2022.

Marketing is the continuous or ongoing process of defining anticipating and Consumers' needs and wants or organizing all the resources of the enterprise to satisfy Sellers demand at the desirable profits to the integrated business activities designed to develop marketing plans and programs leading to the satisfaction of Consumer's want. The total potential demand is very high for biomass briquettes the facts and figures itself talk about the effectiveness of Platform

Research methodology adopted for the collection of primary data was interpersonal interview with farmer, briquettes manufacturer, and Consumer company. The secondary data sources were BiofuelCircle brochures, manuals, websites, etc. observations regarding the preferences of respondents, competitors, and insight from discussion with them is also included in the report. BiofuelCircle is the first and one-of-its-kind online marketplace in India, specially designed for biomass and biofuels. This revolutionary concept





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creates a reliable and highly advanced digital platform and an organized physical ecosystem for the stakeholders of the bioenergy supply chain in various parts of India. BiofuelCircle is helping businesses grow by creating new opportunities in the Farm-to-Fuel ecosystem, simultaneously enabling a circular economy for agro-waste, generating rural empowerment, and reducing carbon footprint.



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## CHAPTER 1: INTRODUCTION

The biofuels market is expected to register a CAGR of more than 7% during the forecast period of 2022-2027. The COVID-19 pandemic affected the market adversely due to a fall in demand for fuels as transportation was halted, which, in turn, affected the demand for biofuels as they are used by blending them with fossil fuels. In terms of the growth of the market, the demand for secure, sustainable, and clean energy coupled with government mandates of increasing blending in automotive fuels is expected to propel the demand for biofuels across the globe. However, high cost of production of biofuels even with all the benefits associated with them is likely to restrain the growth of market.

Ethanol is likely to experience significant growth in the biofuel market owing to its extensive use in automotive vehicles without any major overhauls in the internal combustion engine.

- Currently, research is underway to develop additional feedstocks that could be used to make biofuels, along with production processes that are safe for the environment and take less toll on it, which is likely to present many opportunities in the future.

- North America is likely to remain the dominant region in the biofuels

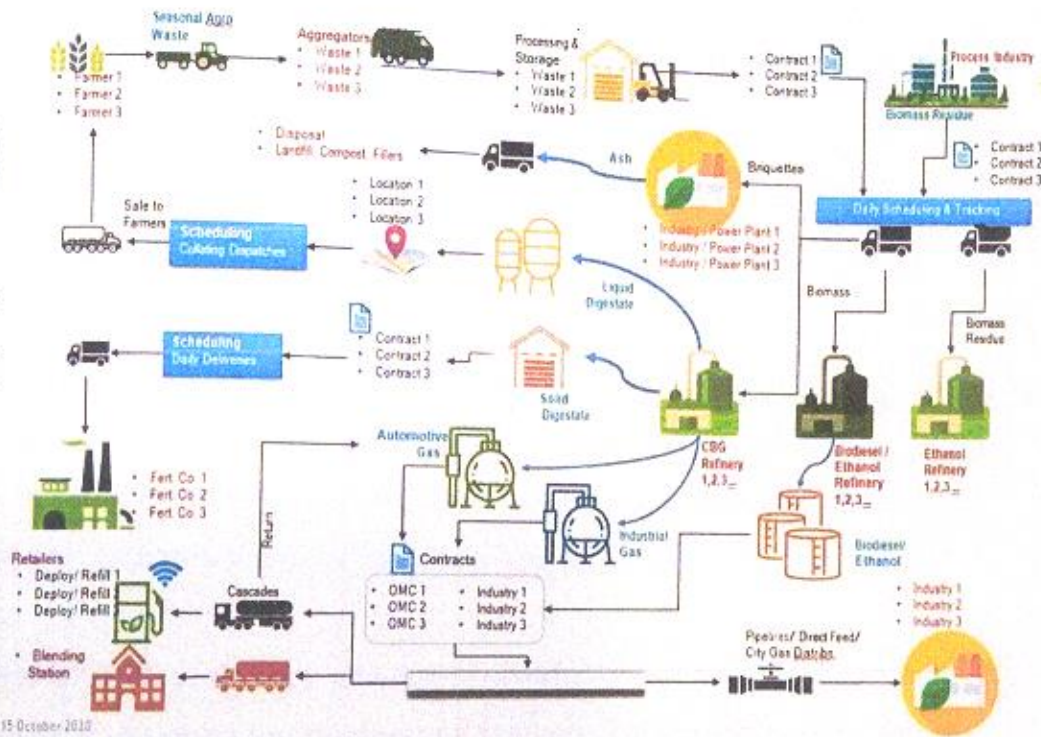


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# Complex Supply-Chain



15 October 2010

*[Handwritten Signature]*

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## CHAPTER 2: COMPANY PROFILE



Fig 2.1 Company Logo

### 2.1 ABOUT THE COMPANY

BiofuelCircle Private Limited, based in Pune, India, founded in June 2020, is registered as a start-up with the Start-up-India program. The driving force behind the creation of BiofuelCircle was a strong will and need to build a reliable and cost-effective bioenergy supply chain.

BiofuelCircle is the first and one-of-its-kind online marketplace in India, specially designed for biomass and biofuels. This revolutionary concept creates a reliable and highly advanced digital platform and an organized physical ecosystem for the stakeholders of the bioenergy supply chain in various parts of India. BiofuelCircle is helping businesses grow by creating new opportunities in the Farm-to-Fuel ecosystem, simultaneously enabling a circular economy for agro-waste, generating rural empowerment, and reducing carbon footprint.

  
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## 2.2 MISSION

We have bolstered well beyond our leading technology research to serve qualified leaders across the enterprise with the indispensable business plans, strategic advice, and tools they need to accomplish their mission-critical priorities and set-up the best organizations of the future.

## 2.3 VISION

Creating a dependable supply chain for bioenergy and dynamic market-based Participation to Enhance scalability for the Bioenergy Industry

## 2.4 SERVICES OF THE COMPANY

Explore BiofuelCircle's comprehensive range of services that open up new avenues of progress for the bioenergy

### Discovery Services

BiofuelCircle connects various stakeholders in the biofuel supply chain. Biomass sellers, biofuel suppliers, and industrial buyers can discover trading opportunities and carry them through completion on BiofuelCircle, with ease.

### Delivery Services

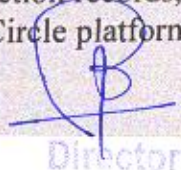
BiofuelCircle's Logistics Services ensure effective order fulfillment for every deal. For a hassle-free delivery experience, we offer:

- Platform Transport Service
- Transport Planning
- Delivery & Product Quality Reports
- Tracing & Tracking

### Trade Finance

BiofuelCircle facilitates easy access to funds with its Trade Finance feature, which requires minimal documentation and a simple 2-click process.

Based on past transaction records, a user can apply for credit against an invoice to help fulfill an order through the BiofuelCircle platform.

  
Director





## 2.5 CLIENTS SERVED

Biofuelcircle Private Limited has a huge number of global clients. The main clients whom which they have served are mentioned below:

### Our Esteemed Clientele



Fig 2.2 Image showing clients served by the company



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## 2.6 Industrial Profile

About

BiofuelCircle is India's first online marketplace for buying and selling Biofuels and Biomass.

### The Platform:

Brings together Boiler Manufacturers, Boiler Owners, Industrial Biofuel Buyers, Briquette Makers, Farmers and Transporters on its e-marketplace

- Enables seamless and efficient buying & selling
- Helps buyers and sellers get real-time insights on product availability, pricing, & transport costs
- Offers Biofuel Processors and Briquette Makers a unique opportunity to overcome the challenge of the seasonality of raw biomass, get access to more customers and discover better deals for biofuels
- Offers financing solutions customized for the Bioenergy industry
- Helps in digital transaction management through e-invoicing and digital payments.

### Access to Markets

Limited access to markets for buying raw biomass as well as for selling finished biofuel products is a challenge faced by briquette makers and biomass processors.

### Seasonality

Supply of raw biomass is available only for 4-5 months in a year requiring high upfront investments for buying and storing a year's supply of raw biomass

### Logistics

High cost of transport especially over longer distances.

### Price Discovery

Limited control on procurement and sales price; and lack of options for biomass variety, suppliers, and customers

### Access to Finance

Access to mainstream bank finance is limited. Coupled with seasonality, this increases cost of operations



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### 3.3 TASK UNDERTAKEN

I worked under the guidance of Anita Nerkar Head Of Marketing Team Lead.  
The work which was assigned to me was:

- Product/ service ideas for inside sales
- Direct Communication plan for every subscriber
- Campaign plan for group of subscribers
- Online/ phone-based customer connect
- Online customer meetings for selling the product/ services



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## CHAPTER 4: SCOPE AND LIMITATIONS

### 4.1 SCOPE OF THE PROJECT

The purpose of this project is to provide knowledge about To study Agro-Waste Management practices and Raw Material Preference of Biomass Briquettes Manufacturer. This project also intends to give awareness about organic ways to improve marketplace .

As the BIOFUEL Circle Is First online Marketplace For the Biomass Supplier so It Created a lot of oppoturnities to grow in this unorganized and unheard Sector.

As we are Moving to reduce pollution and motivating world to use to renewable sources of energy , Using the bio coal In form of briquette and pellets intead of the Traditional coal is the crucial step for world to reduce dependency on the natural fuel supply of the world .

As the Market of the Bio coal is very unorganized and very less know to people here is very good way to connect the Supplier , producer and consumer through this digital platform to Create awareness and also help to increase the value of the Organization by producing more relation with the respective business Organizations.

This project will help to understand the current energy requirement of different companies , Their facing problems , Cost , Carbon footprint , emission and pollution created by different source of the fuel and by using Bio coal how we can get over this problems .



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## 4.2 LIMITATIONS OF THE PROJECT

- Time and resources: This is very unorganized sector to it is very hard to make a complete perfect supply chain network as most people are not aware about it.
- Efficiency of Burners: As all the burners installed in the big companies are made for the coal burn they don't have a perfect burning ratio for bio mass so it will be hard to modify the burners accordingly to get good efficiency.
- Competition: The main competition are traders which are giving less money to the supplier and working as a middle man in this chains.
- Technical limitations: As there are only 3 4 type of briquetting machines most famous is heat press but there is not a perfect machine which can make briquette as we want so there is lot to be researched in it .
- Dependence on Farms: Without the raw material from the farm it is nothing so the farms need to be have right crop and right weather to get things done further if this collaps all the other factors from the supply chain will fall eventually .



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## CHAPTER 5: RESEARCH METHODOLOGY & DATA ANALYSIS

### 5.1 Research Methodology:

As the BiofuelCircle intended to identify market survey in particular area. The study was undertaken purposively in Bhor Region of Pune district and around Maharashtra. About **400 farmers** were selected purposively and randomly, respectively to study on the Agro Waste Management and **40 Briquettes manufacturer** to study the Raw Material Preference. The secondary data were collected from company office, website.

- Parameters of the Research are as Follows: -

Research design - Descriptive ✓  
Sampling Method - Probability Sampling ✓  
Sampling Technique - Convenience ✓  
Sample Size - 400+40  
Sampling Unit - One State.  
Sampling Area - Bhor Region in Pune District & Maharashtra.  
Sampling Elements - Farmers and Briquettes Manufacturer  
Data processing and management - Microsoft Excel  
Research Approach - Survey  
Data Collection - Primary Data & secondary data  
Sources of primary data collection - Questionnaire  
Data Analysis - Frequency table  
Contact Method - Farm Visit and Phone Contacts


#### • Primary data was collected through:

In this project, Questionnaire is used to collect primary data for this project.

1. What are the Crops you taken up in the Farm?
2. What is the cropping pattern?
3. How many cropping cycle were taken place?
4. How you deal with the post-harvest residues?
5. Burn the Agri residue?
6. Would you like to earn form your Agri residue?
7. Selection of commodity criteria of briquettes manufacturer?
8. Any reason for selecting particular commodity?

#### • Secondary objective:

1. To analyse which SEO technique is really working.

  
Director





2. To analyse the website traffic
3. To find relevant keywords.
4. To Measure the speed of the website.

•Secondary Data was collected through:

1. <https://www.biofuelcircle.com/contact>
2. <https://www.nrel.gov/research/re-biomass.html>
3. <https://www.ireda.in/biomass-power-generation>

From above website I collected all the data and these websites are also helpful to know the traffic of the website, overall performance of the website, ranking of website on Google.

5.2 General Profile of Selected Farmers:

1. Age group of selected farmers

Age is a very important factor which affects the behaviour and influence peoples' choice, thinking and risk bearing ability differ with age group of persons. The age group wise distribution of sample farmers is given below.

Age group of selected farmers

Sr. No.	Age Group	No. of Farmer	Percentage
1.	Less or equal 35yrs.	120	30 %
2.	36yrs – 45yrs	235	58.75%
3.	More than 45	45	11.25%
	Total	400	100



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### Literacy level of farmers

In the decision-making process education plays a key role, preference for the different attributes of the product changes with the education of the people. Education affects the behaviour of the farmer. So, it is very important to analyse the educational factor in the study. Table shows the educational status of the farmers in the study area

Sr. No	Education No	No. of farmers	Percentage
1.	SSC	223	55.75
2.	HSC	90	22.5
3.	Graduate and above	87	21.75
	Total	400	100

### Post-Harvest Approach of farmer

In agriculture the background of the farmers also equally matters in the post-harvest approach because some of the farmers do directly burn the Agri residue remained after harvesting this may be because there were no option left with the farmer rather than burn it on field which is very wrong because it damages the biodiversity of the land and as well as it pollutes environment.

Sr. No	Farmer Preference	No. of farmers	Percentage
1.	Burn on field	197	49.25
2.	Composting	113	28.25
3.	Post-harvest management	90	22.5

25





	Total	400	100

### Crops and Cropping Pattern

The cropping pattern of the farmer decides the raw material availability to the briquettes manufacturing in the vicinity, hence the cropping type and cropping pattern plays very important role in availability in the briquettes manufacturing.

Sr.no.	Field Crops	No. of Farmer	Frequency Annual	Percentage
1.	Soyabean	78	2	19.5
2.	Groundnut	125	3	31.25
3.	Sugarcane	197	1	49.25
	Total	400	6	100

### Land holding of farmers

To know the economic status of farmers, it is essential to study the per farmland holding of sample farmers. The land holding status of sample farmers

Sr. No	Farmer land holdings	No. of farmers	Percentage
1.	Small (up to 2 ha)	220	55

*[Handwritten Signature]*  
Director





2.	Medium (2.01- 4 ha)	110	27.5
3.	Large (4.01 ha and above)	70	17.5
	Total	400	100

**Preferred Commodities by Briquettes Manufacturers.:-**

The briquettes manufacturer preference is wholly dependent on the consumer need and demand again it is depended upon the total heat obtained by consuming the briquettes which is calculated in Kilocalories.

Sr. No	Briquettes Manufacturer preference	No. of Briquettes Manufacturer.	Percentage
1.	Groundnut	134	33.5
2.	Soyabean	85	21.25
3.	Sugarcane	181	45.25
	Total	400	100

  
Director





### 5.3 Type of Research

Descriptive Research and Statistical Research

Sampling Design & Sampling method, Sampling Size (Universe, Sample Unit & Characteristics) Methods of the Sampling: -

The sampling method was used for project were both random and purposive sampling with an object to study on the Market potential of briquettes and the supply from rural side i.e., farmers were selected randomly, and retailers were selected purposively for the Study. Sample size: - Approx. 400 Farmers out of 12 villages (33 farmer/village) In that, farmers are selected randomly, and 40 briquettes manufacturer were selected. The individual based survey is carried out to decide the Briquettes composition and post-harvest management of Agri residue.

Location of the Study: -

The present study is purposively undertaken in Bor Region of Pune district and Maharashtra as per the suggestion of the company.

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## 5.4 Biomass market share:

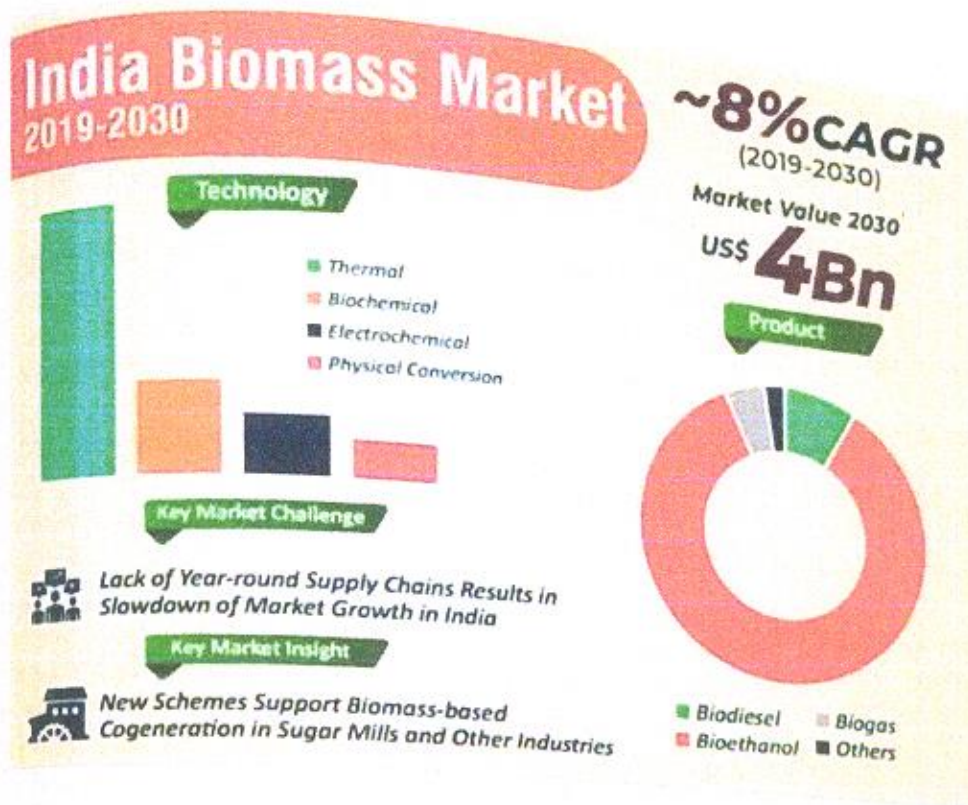


Fig 5.4 Image showing the users of Biomass

Biomass has always been an important energy source for the country considering the benefits it offers. It is renewable, widely available, carbon-neutral and has the potential to provide significant employment in the rural areas. Biomass is also capable of providing firm energy. About 32% of the total primary energy use in the country is still derived from biomass and more than 70% of the country's population depends upon it for its energy needs. Ministry of New and Renewable Energy has realised the potential and role of biomass energy in the Indian context and hence has initiated a number of programmes for promotion of efficient technologies for its use in various sectors of the economy to ensure derivation of maximum benefits. For efficient utilization of biomass, bagasse based cogeneration in sugar mills and biomass power generation have been taken up under biomass power and cogeneration programme. Biomass power & cogeneration programme is implemented with the main objective of promoting technologies for optimum use of country's biomass resources for grid power generation. Biomass materials used for power generation include bagasse, rice husk, straw, cotton stalk, coconut shells, soya husk, de-oiled cakes, coffee waste, jute wastes, groundnut shells, saw dust etc.

*[Signature]*  
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## 5.5 Key Market Trends

### Ethanol Likely to Experience a Significant Growth

Globally, the transportation sector is the biggest emitter of greenhouse gases, majorly due to the combustion of fossil fuels used in their internal combustion engines. The transportation sector has a major share of private vehicles, such as four-wheelers and two-wheelers, along with commercial vehicles. Private vehicles majorly fall into the lightweight vehicle category and are powered by gasoline as fuel.

To limit the emission of greenhouse gases, countries all over the world have brought norms, and an increasing number of countries now mandate the blending of gasoline with ethanol to lower emissions and reduce dependency on fossil fuels.

Major blending mandates that drive the global demand for biofuels are set in North America, India, Brazil, Europe, etc. For instance, the Government of India and oil marketing companies are aggressively promoting the blending of 10% ethanol in motor spirit with an aim to increase the blending percentage gradually to 20% by 2028. In 2016, the global bio-gasoline consumption stood at 965 thousand barrels of oil equivalent per day, which went increasing till 2019, and a suffered a decline in 2020 due to the COVID-19 pandemic.

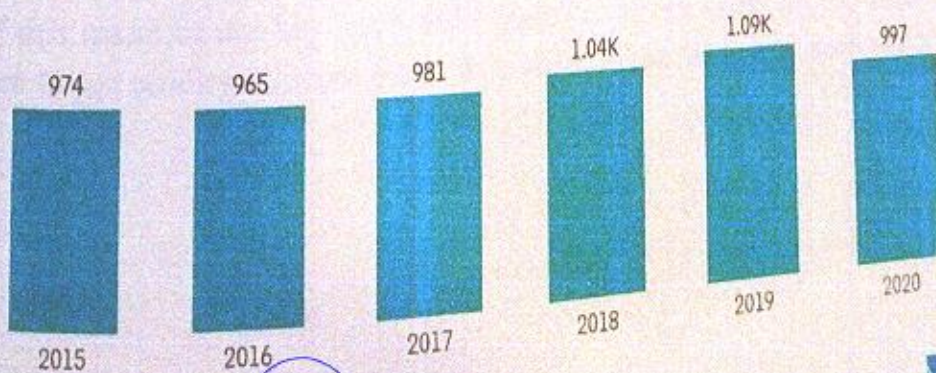
The consumption is expected to recover once the effect of the pandemic gets subsided.

Similarly, Canada is likely to release the final regulation for publication of its Clean Fuel Standard program in spring 2022. The Clean Fuel Standard program includes a nationwide goal of an average 15% ethanol blend by 2030.

Furthermore, in March 2022, Brazil's Ministry of Economy announced that it would waive its import tariff on ethanol, including other products, through the end of 2022 to alleviate inflationary pressures. This is expected to give a boost to the ethanol blending in the gasoline and drive the market.

Therefore, owing to the above points, the ethanol segment is expected to experience significant growth in the biofuels market during the forecast period.

Bio-Gasoline Consumption, in Thousand Barrels of Oil Equivalent per Day, Global, 2015-2020



Source: BP Statistical Review



## 5.6 Competitive Landscape

The competitive landscape of the Biofuels Market is fragmented. Some of the major players include Archer Daniels Midland Company, Abengoa Bioenergy SA, Renewable Energy Group Inc., Cargill Incorporated, and POET LLC.

It's a new sector so competition is fairly low and Now big organization are knowing its advantages and started working in biofuel projects.

## ADVANTAGES

To study Agro-Waste Management practices and Raw Material Preference of Biomass Briquettes Manufacturer of Maharashtra

Agriculture is going to be 1 trillion dollar economy in 2030 and its very vast market with lots of opportunities.

All the Agro waste is left is burned by the Farmers and they are not fully aware about the use of the Agro Waste so it will help famers to get a side income And Learn More About Managing their Farm waste.

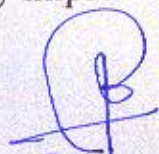
To study The Agro waste market with Briquette and pellets are very Unorganized sector and Now Business organizations are moving to bio coals i.e. Briquette and Pellets To reduce Carbon Footprints.

As the BIOFUEL Circle Is First online Marketplace For the Biomass Supplier so It Created a lot of oppotunities to grow in this unorganized and unheard Sector.

As Bigger Business organization have to reduce all the Carbon Footprints they need to Switch from the coal and that's why Biomass briquette And pellets are only and best Alternative option in the present.

As Coal prices and getting higher and Higher all the Business Organization Need to shift to cheap Alternative And It will help to cut down the cost.

The Quality of this material are big issue right now So we can study all the different material to get the proper treatment to get quality improved and help them to get more and more opportunities in the market.



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## 5.7 Major Players

- Abengoa Bioenergy S.A.
- POET, LLC
- Archer Daniels Midland Company
- Cargill Incorporated
- Renewable Energy Group, Inc.



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## 5.6 ADVANTAGES AND APPLICATIONS OF BRIQUETTES

### 1. Concentrated

The Briquetting Machine makes Briquettes by compressing the raw materials. So, they are much harder, denser, and compact. They also have a high density as compared to the loose biomass. Thereby, they offer a concentrated type of energy as compared to the charcoal and firewood.

### 2. Slow burning

The compression procedure allows the briquette to burn for a longer time.

### 3. High efficiency

Another advantage of briquettes is the boosted heating value which is due to the low moisture and high density. Briquette Machine produces briquettes that relatively generate more heat as compared to other fuel.

They have high thermal value and also have much low ash content (2 to 10 %) in contrary to coal which has 20 to 40 %.

Moreover, they are 40 percent more efficient and also have a longer lifespan than firewood.

### 4. Smokeless

It is the unique property of Briquetting Machine to make briquettes smokeless, i.e., they create no smoke, carbon footprint, or soot. Plus, they generate little or no fly ash which all depends upon the raw material.

### 5. Easy Availability

Biomass Briquette Machine generates Briquettes out of the biomass materials which are available everywhere in plenty of quantity.

### 6. Simple to make

The commercial briquettes are sold in the market right now. But its use is quite common for heating in the ordinary households. For this, you just need a pile of combustible matter, moulder, and binder to shape out the briquettes.

### 7. Easy to store

Its shape and size make them easy to store anywhere. You can also pile them up in the heaps as they are available in many different shapes like cubical, rectangular, spherical, or cylindrical. In fact, they can be cleaned easily and packed into bags.

  
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### **8. Easy transportation**

Biomass Briquette Machine compact the biomass waste into the briquettes which lower the volume by nearly ten times. So, it makes them easy to transport rather than lose biomass waste. Depending on their density, shape, and size, the briquettes are the best for a long distance. In fact, its loading and unloading rates are quite less.

### **9. Affordable**

As briquettes can be made quickly with animal and plant waste, so they are a ffordable to produce and thereby sold at low rates too.

### **10. Renewable**

As biomass Briquettes uses 100% organic materials so, they easily get renewed. Hence, it's the most sustainable resource available rather than fuel.



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## CHAPTER 6: LEARNINGS

During my internship I got to learn about:

- How to handle clients
- The corporate environment and how the corporates work
- How to Convinced product buy our product
- How to solve issues
- How to work with a team
- The importance of getting the work done in time
- How targets are meant to be achieved in the corporate world

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## CHAPTER 7: Suggestions And Contribution to the Organization

### 7.1 Suggestions

1. Company should focus on promotional activities through field demonstration, farmers meeting etc. for increase the sale of Biomass Briquettes available on BiofuelCircle Marketplace.
2. Company should concentrate on the availability of product to their respective Briquettes Manufacturer by regularizing their supply chain.
3. In this competitive market, Consumer's suggestions play most important role and company must design appropriate credit policy and margin for motivation.
4. Company Should build a good chain of supply to the customers in term to get a proper supply chain in this unorganized market.
5. Company should encourage all the farmers to sell their all remining farm residue in order to get a farmer new source of the income and also it can help to reduce the deficiency in the raw material supply chain of this business.
6. Company should increase their interaction with the Briquette manufacturer in order to improve quality of the material they supply to the market , in order to get big
7. institutional buyer they should improve the quality of the briquette and start focusing on the quality to get more benefits.
8. It's a new sector and to reduce carbon foot print big player using biomass briquette to reduce the dependance on the coal and that's why company should work on the introducing all this new ways to big players in the market as it will help them reduce their dependence on the all the traditional ways.





## 7.2 Contribution to the Organization

1. Worked As a Customer Assurance trainee .
2. Mainly Focused on to increase the potential of the briquette manufactures by working on different scenarios to improve their presence in the market.
3. Collect data of the supplier for the further market strategy to help company to gain market advantage.
4. Help the manufactures to improve their quality of briquettes to get more and more suppliers by implementing some standard procedures .
5. Help company to get contact with all the supply chain players on the field level as to improve the understanding of the market .
6. Worked to organized the supply chain as its was very unorganized and it was taking huge amount of time to get all the deals and deliveries done .
7. Help to set up a lab to test the quality of the briquettes in order to help all the supplier and buyer .

## 7.3 Limitation of the Study

- The data collection is only based on information given by farmers and briquettes manufacturer.
- Many a timers Farmers cannot answer the open-ended questions because their attitude and awareness are the limiting factors.
- The information provided by the Farmers and briquettes manufacturer is not always true.
- Analysis is purely based on the responses of the respondent.



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## CHAPTER 8: FINDINGS

1. In Bhor Region, potential use of Sugarcane trash briquettes is 45.25 % and Soyabean husk briquettes, Groundnut briquettes is 33.5% and 21.25% respectively.
2. In Bhor Region, Sugarcane and Cauliflower, Soybean and Maize having 75 % of cultivation.
3. In Biomass briquettes, first time biofuelcircle have made it available digitally creating efficient supply chain.
4. Farmers cultivate Sugarcane because it requires less attention.
5. Major sources of the information are field demonstration is 63% and company personnel is 13%
6. As per feedback from Retailer, many consumers use Groundnut and Saw Dust in whole year.
7. Field Demos and farm visit are the important factors for increasing Sales and awareness among the farmers.
8. Campaigning, Farmer's meeting, Live Demos etc. are the promoting strategy of biofuelcircle for marketing of products, is driving factor behind capturing the market share than the competitors.
9. In Bhor Region most of the farmers are produces Sugarcane, Groundnut, Soyabean crop.
10. 75% farmers and 85% briquettes manufacturers are strongly satisfied by the BiofuelCircle Marketplace .



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## CHAPTER 9: CONCLUSION

1. The farmers and briquette manufacturer, from study area are aware about BiofuelCircle Marketplace
2. Price and Quality are the most important factor considered by the farmers and as well as briquette manufacturers while purchasing and selling biomass and briquettes on BiofuelCircle Marketplace.
3. Field Demonstration and Company Personal are major source of Information.
4. The Farmers and briquette manufacturer are not well aware of post-harvest management; market share of Groundnut Shell Briquettes is high as stated by consumer's company.
5. Most of the companies have different requirement in biomass briquettes mostly it is dependent on manufacturing SOP.



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