



# Intern Job Descriptions

Founded in 2019 with a passionate vision to make food on our plate safe, PureScan AI is building cutting edge technology towards food safety examination. We work with different levels of the food value chain to bring value to food safety and quality.

Awarded the Special Recognition award at RISC 2019 by the ministry of rural development at NIRDPR. We stood within India's top 20 agri-startups (ARISE 2019) by IARI. Further, we were selected within India's top 10 startups (AIT 2020) by SINE and DST for our global potential and hence invited to Switzerland by VentureLab in Feb'20. We have partnered with renowned organisations namely ICRISAT, National University of Singapore, IARI, Vel-tech Incubator, and Mars International in our journey.

We now offer you the opportunity to join our ever dynamic team; to work closely with the founders and innovators; to create impact and transformation.



# Data Science

At PureScan AI, we rely on powerfully insightful data to power our systems and solutions. We are seeking an experienced data scientist to deliver that insight. Our ideal team member will have the mathematical and statistical expertise you would expect, but a natural curiosity and creative mind that is not so easy to find. As you mine, interpret, and clean the data, we will rely on you to ask questions, connect the dots, and uncover opportunities that lie hidden within—all with the ultimate goal of realizing the data's full potential.

**Project Overview:** Color fluorescence of Aflatoxin (a carcinogenic toxin) is captured by our device, AflaScan, through simple imaging of maize and peanut samples. The actual toxin values will also be provided along with the images with which an algorithm is to be built to predict Aflatoxin values for new images. This will then be refined for field application across various varieties and geographies. Dataset has been captured through the year with partners including Mars International and ICRISAT.

**Duration:** 4-6 months

## **Roles & Responsibilities:**

- Identify valuable data sources and automate collection processes
- Undertake pre-processing of structured and unstructured data
- Analyse large amounts of information to discover trends and patterns
- Build predictive models and machine-learning algorithms

## **Qualifications:**

- Must be pursuing/completed Bachelors in engineer/technology or statistics/mathematics or related discipline
- Must know programming languages like R, SQL, Python, etc
- Proficiency with data mining, mathematics, and statistical analysis
- Advanced pattern recognition and predictive modelling experience (preferred)
- Professional certifications (preferred).

## **Skills required:**

- Understanding of machine-learning and AI
- Experience with cloud computing products and services
- Problem-solving aptitude
- Highly inquisitive
- Critical thinking ability

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements, Performance based PPO

# Hardware Design

An IoT device which captures data from sensors and connects and communicates with an application on the smartphone is designed for industrial use. We are looking for enthusiastic and experienced team members who preferably have experience in relevant skills to join our dynamic team.

**Duration:** 4-6 months

**Role:**

- Design single sided, double sided or multi-layered PCB's for the above described product using industry standard techniques.
- Responsible for completing PCB designs in accordance with agreed project time, cost, quality and performance requirements along with considerations on DFM/DFT.
- Working in close coordination with the product design and manufacturing team and the data science team.

**Qualifications and skills:**

- Analytical thinking with good problem-solving abilities
- Ability to work with the software development team
- Attention to detail

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements

# Product Design

An IoT device which captures data from sensors and connects and communicates with an application on the smartphone is designed for industrial use. We are looking for enthusiastic and experienced team members who preferably have experience in relevant skills to join our dynamic team.

**Duration:** 4-6 months

**Role:**

- Mechanical design of the device keeping in mind the usability
- Design of the product architecture in integration with the software dev. team and data science team.
- Design of PCB board above described product using industry standard techniques.
- User tests by applying design thinking

**Qualifications and skills:**

- be creative with an eye for shape and colour
- understand different materials and production methods
- have technical, practical and scientific knowledge and ability
- be interested in the way people choose and use products.

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements



# Fundraiser

What if you could wake up to your place of work every day with a rejuvenated sense of purpose and direction, with a lot of confidence in the proficiency and knowledge that the work you do contributes to the betterment of your workplace? When you work with PureScan AI as a fundraiser, this could be your life!

At PureScan AI you would be working with a close-knit, enthusiastic and a visionary fundraising team, to meet and exceed the set fundraising goals.

We hope this would help you stretch and improve your communication and leadership skills and organizational capabilities in this pivotal role.

**Duration:** 4-6 months

## **Role and Responsibilities:**

- Research potential donors to gain insight into needs, beliefs and donation habits to understand how to position/pitch our organization to them.
- Assist in brainstorming and creating new methods to raise funds for PureScan AI.
- Leverage technology and social media where possible to improve fundraising activities.
- Build upon existing donor relationships and form new donor relationships on a regular basis.
- Collaborate with other organizations and groups within the community to build partnerships and enhance fundraising activities.
- Assist in planning and coordinating events meant to raise funds and coordinate activities of volunteers and interns related to event planning and execution.

## **Role Skills & Qualifications:**

- Exemplary communication abilities and outgoing, yet poised personality
- Strong leadership skills
- Excellent organizational abilities and ability to pay attention to detail
- Quick thinker and ability to make decisions under pressure
- An applicant with a Bachelor's degree in communication, public relations, journalism or related/applicable area, would be preferred

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements



# Business Development

As a business development intern, you will be helping PureScan AI in evaluating the best paths to pursuing business growth. We are currently in our validation phase and extensively running iterative testing for our product solution. As an Intern, you will be assisting us on various projects, which will be an intersection of strategic partnership management, marketing strategies, data collection partnerships and product enhancement.

**Duration:** 4-6 months

## **Key Responsibilities:**

- **Generate new opportunities:** Identifying strategic business opportunities for PureScan AI in the food safety and agricultural technology sector
- **Planning:** Creating detailed implementation plans for driving lead generation, identifying target accounts and building key partnerships with business experts and government agencies
- **Designing pilot runs:** Designing a pilot program to validate product-market fit and help create database for cloud based testing procedure
- **Data collection:** Facilitate collaboration for data collection process for conducting background research by collaborating with MARS facility, ICRISAT and other institutes
- **Validation:** Facilitate the iteration and testing of PureScan AI product for achieving a validated solution
- **Enhance product strategy:** provide key insights on product development by tracking market demand based on field interviews and on-ground feedback etc.

## **Qualifications & Key attributes:**

- Currently enrolled in a Bachelor's or Master's degree
- Good planning and prioritizing skills with good business acumen
- Willing to understand the nuances of a tech start-ups
- Demonstrated understanding of solution selling techniques
- Ability to successfully thrive in an ambiguous environment and changing market conditions
- Energetic and eager to tackle new projects and ideas

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements



# Corporate Relations

We, at PureScan AI, are looking for interns who will be representing our organization in the corporate world. As a Corporate Relations intern, you will be working towards generating new collaborations and partnerships. You will be responsible for building our corporate network to secure resources for the organization. You will be working closely with the Business Development and Sponsorship team to expand our reach and take the organization to higher avenues.

**Duration:** 4-6 months

## **Roles and Responsibilities:**

- Research, identify and approach potential investors and incubators to seek financial and technical support.
- Brainstorm ideas and develop strategies for industrial and institutional collaborations.
- Prepare a framework for approaching relevant stakeholders.
- Form proposals, portfolios and presentations to secure resources for the organization.
- Collaborate with other organizations within the country as well as abroad to build new partnerships.
- Maintain existing relationships and establish new ones.
- Represent and promote the organization in various networking events.

## **Relevant Skills:**

- Strong and persuasive communication skills, both verbal and written.
- Exceptional negotiation and networking skills.
- Strategic decision-making approach and critical thinking.
- Exemplary leadership and organizational skills.
- Maintain a high level of professionalism.
- Ability to work in a fast-paced environment.

## **Qualifications:**

- Candidates pursuing a Bachelor's degree in Communication, Public Relations, Business Administration or any related field will be preferred.

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements

# Digital Marketing and Branding

We are looking for creative candidates for our Digital Marketing and Branding team. In this position, you'll be responsible for structuring our branding strategy and then implementing it within the team and externally on various platforms.

**Duration:** 4-6 months

**Responsibilities:**

- Brand identity creation and formulation of strategies
- Branding material creation for internal and external communication
- Digital platform and social media strategy for our B2B business
- Website optimisation including SEO
- Acquire insight in online marketing trends and keep strategies up-to-date
- Measuring and reporting on the performance of all digital marketing campaigns.

**Requirements:**

- Fresher /Experienced in similar role
- Knowledge of various social media platform
- Solid knowledge of websites analytics tool
- Up to date with the latest trends and best practices in online marketing and measurement
- Proactive and Creative

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements



# Digital Marketing

We are looking for creative Digital Marketing Interns for our team. In this position, you'll be responsible for planning, execution and optimization of our online marketing efforts.

**Duration:** 4-6 months

**Responsibilities:**

- Formulation of strategies to build a lasting digital connection with consumers
- Maintaining our social media presence across all digital channels.
- Launch optimized online campaigns through Google AdWords, Facebook, Instagram, LinkedIn, Quora etc. to increase company's awareness
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Measuring and reporting on the performance of all digital marketing campaigns.

**Requirements:**

- Fresher /Experienced in similar role
- Knowledge of various social media platform
- Solid knowledge of websites analytics tool
- Up to date with the latest trends and best practices in online marketing and measurement
- Proactive and Creative

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements



# Content Writer

At PureScan AI we are looking for a brilliant and enthusiastic full-time content writer. We're looking for someone with strong communication skills who thrives on challenges in a fast-paced environment to join our amazing team.

With us, you would be writing for online audiences and producing content for the web and want to continue to expand your portfolio by writing and editing content for websites, blogs, newsletters, ebooks, speeches, email campaigns and marketing programs.

**Duration:** 4-6 months

## **Role Responsibilities:**

- Conduct in-depth research online using credible sources and research. The ability to interpret data is a must in this role.
- Brainstorm original story ideas with the Content team and collaborate with team members to see these ideas to fruition
- Collaborate with fellow content editors to create and maintain freshly brewed content
- Possess a solid understanding of social media channels, including Facebook, Twitter and LinkedIn, to engage in social media campaigns for our clients and our brand.
- Executing content from initial development through final delivery and publication
- Design/write fundraising communications and grant applications.
- Understanding and experience of all key marketing and branding channels.
- Content idea generation from blank pages to quality content for the target audience.

## **Role Skills & Qualifications:**

- Creative, well-organized and self-motivated
- Ability to work independently and collaboratively
- Understanding of major social media platforms
- Stellar communication skills
- Proficient with content management systems
- Ability to brainstorm creative growth ideas for digital and social media outreach, along with in-depth understanding of best practices and standards
- Ability to write projects, fundraising proposals and reports
- Email us your portfolio (if you have one) for our reference

**Benefits:** Certificate of completion, flexible working hours

# Human Resources

At PureScan AI, Human resources specialists are responsible for recruiting, screening, interviewing and placing workers. You may also handle employee relations, payroll, benefits, and training. Human resources managers at PureScan AI plan, direct and coordinate the administrative functions of our organization.

**Duration:** 4-6 months

**Role Responsibilities:**

- Provide support in administering HR functions and processes such as screening of resumes & application forms, scheduling and confirming interviews with candidates, etc.
- Assist in maintaining HR records (electronic and otherwise).
- Keeping up with new developments in the HR field and working towards the implementation of the best practices.
- Post, update and remove job ads from job boards, careers pages and social networks.
- Prepare HR-related reports as needed.

**Skills & Qualifications:**

- Both verbal and writing abilities have to be at their best, in this role.
- Networking skills, adaptability, strong attention to detail, good organizational & planning skills, creative & design thinking.
- Expert in Google Docs.
- Commercial awareness & tactical understanding of all social media platforms.
- Possess the ability to keep information strictly confidential.
- Ability to work in high-stress environments, often for long hours.

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements



# Graphic Designer

At PureScan AI, as a Graphic Designer Intern, you are responsible for providing support and assistance to the marketing department through a variety of channels - print, digital, web, video and others as assigned.

**Duration:** 4-6 months

## **Role Responsibilities:**

- Create and design – print and digital materials
- Adhere to brand guidelines and complete projects according to deadline
- Retouch and manipulate images
- Use graphic design tools and work with a wide variety of media
- Design content for social media, website, marketing and advertising material

## **Required Skills and Qualifications:**

- Graphic Design major preferred
- Basic knowledge of layouts, typography, line composition, color, and other graphic design fundamentals
- Experienced with graphic designing tools and software
- Strong creative and analytical skills

## **Benefits:**

- Internship certificate
- Flexible working hours
- Performance based Letter of Recommendation
- LinkedIn Endorsements



# Product Design

At PureScan AI, as a product design Intern, we are looking for a hard-working, dedicated person who is creative and has a good understanding of different materials and production methods.

**Duration:** 4-6 months

**Role and Responsibilities:**

- Present product ideas to relevant team members for brainstorming
- Suggest improvements to design and performance to product engineers
- Employ design concepts into functional prototypes
- Perform research on product technologies and structures to implement into design concepts
- Maintain up to date on current industry trends and market conditions
- Coordinate with software and hardware design team
- Modify and revise existing designs to meet customer expectations
- Take the mechanical design and DFM/DFA

**Qualifications for Product Designer:**

- Relevant work experience as a product designer is preferred
- Excellent eye for aesthetic design and customer appeal
- Good understanding of color science and combinations
- Artistic and innovative flair
- Excellent attention to detail
- Meticulous and diligent
- Strong knowledge of the industry and market trends

**Benefits:** Certificate of Internship, Letter of Recommendation, LinkedIn Endorsements