



Branding Strategy Document

PROJECT IMPLEMENTATION SUPPORT AGENCY (PISA)
FOR MICRO PLANNING AND ENHANCING LIVELIHOOD OPPORTUNITIES

Prepared by

PISA (Project Implementation Support
Agency) D.D Tower, 3rd Floor, Christian Basti,
G.S Road, Guwahati, Assam-- 781005

Submitted to

Project Director APFBC
3rd Floor, Aranya Bhawan, Near
Srimanta Sankaradeva, Panjabri,
Guwahati, Assam - 781037

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I. Introduction and Context

The **Assam Project on Forest and Biodiversity Conservation Society (APFBCS)**, is a collaborative endeavor of Forest Department, Government of Assam and Agence Française de Développement (AFD). The APFBCS is working for improving forest and biodiversity governance/management, as well as promoting alternative livelihoods among forest-fringe communities while accelerating gender equality and building climate resilience. APFBC has implemented the first phase of the project (2012-2019) and identified opportunities and conducted trainings as well as tried establishing market linkages. Currently, Phase II is underway, with a wider scope and more focus on market linkage activities that can help in income generation. In Phase II, PISA or the Project Implementation Support Agency has been entrusted with establishing Market Linkages and training support. The project focus areas are Skill Training, Market Linkages, Convergence, Exposure Visits, Production Clusters and livelihood activities.

This report summarizes the proposed roadmap for branding strategy for product lines emerging out of Marketing and skill training initiatives taken under PISA project, or emerging out of production clusters.



Earlier during Phase 1, Brand ‘Banashristi’ was already created to support forest fringe communities by establishing Banashristi outlet for the sale of their products and continuously developing market demand driven products. Banashristi is the brand name developed for the products produced by the EDC/JFMC communities as part of the market promotion strategy. Banashristi products include natural products (food and non-food) and unique handicrafts and handloom products. Through this project we are aiming to develop market linkages through 1) Setting up shops 2) Trade shows and Exhibitions 3) Other similar initiatives like TRIFED 4) Online etc. To establish an independent identity for these products made by forest communities, the Forest Department has registered the brand Banashristi – literally meaning ‘Creation by Forests’. The products produced are also marketed in the local market as desired by the JFMC/EDC communities.

It is to be noted that along with Banashristi, PISA is also approaching other institutional and individual buyers, who may sell these products under their own brand as well.

II. What is Product Branding

Product branding is the process of **developing a distinctive brand** for a specific product with the intention of reaching the brand's target consumers. It involves creating a unique identity for the product, separate from the overall business brand. Whether it's apparel, food, handicraft, each product can benefit from effective branding to stand out in a competitive market and give people a compelling reason to choose it.

Here are some key points about product branding:

Distinctive Identity: Product branding gives a product its own recognizable identity. Think of iconic handloom and handicraft products like Fab India, or food products like Kissan, Annapurna, Nylon's – their branding is so strong that you instantly associate them with their respective products.

Separate from Corporate Branding: While corporate branding encompasses the entire company and all its products, product branding is more nuanced and tailored to an individual product. It focuses on differentiating the product within its niche.

Building Trust and Increasing Sales: Just as a company builds a corporate brand to earn customer loyalty, effective product branding can create trust and boost sales. When you get product branding right, your company benefits too. So, whether you're a big venture or a small business, investing in product branding can make a significant impact on your market presence.

THE 5-STEP BRANDING STRATEGY



Product Branding is the intersection of a complex process that starts with ideation, translated into manufacturing and production, then to steps for reaching consumers, and finally a visual process that creates a lasting impression on the consumers. Following are the key pieces to cover this intersection:



Branding a product can help you¹²³:

- Differentiate your products and services.
- Build customer loyalty and emotional connections.
- Make it easier to sell your products through familiarity.
- Generate trust and brand recognition.
- Help you attract stakeholders, investors, and employees.

III. Significance of ‘Banashristi’ as a Brand:

Banashristi is the brand name created for the items delivered by the EDC/JFMC people group as a feature of the market advancement technique. Natural goods—both food and non-food items—as well as one-of-a-kind handicrafts and handlooms are among the Banashristi products. To lay out a free personality for these items made by forest communities, the Forest Department has registered the brand Banashristi - in a real sense signifying 'Creation by Forests'. The products produced are also marketed in the local market as desired by the communities. The brand offers a range of handmade products made by these communities, including weaving, tailoring, food processing, candle-making, bamboo crafts etc.

Banashrishti as a brand does not only showcase the products but it also highlights the emotions of the forest communities that are engaged in uplifting their spirits to improve their livelihood, also, in the making of various products such as handloom & handicraft.

The idea

- To use Banashrishti as an Umbrella brand for all products and JFMCs
- To use sub-brands division and product wise
- The communication of each sub-brand would highlight the USP of the products

The benefits of this line of action

- Increased efficiency and reduced costs using standardisation as a key tool
- Build on the existing equity of the brand among past and present consumers. This would help generate positive word of mouth communication, which would be the key to success.
- Create familiarity and uniqueness at the same time among the target audience.

IV. Defining the Target consumer:

Defining the target customers is critical for developing any brand identity.

In the case of developing a brand under PISA project, there are two possibilities:

- 1) Products to be sold under ‘Brand Banashristi’
- 2) Products to be sold under other brands of outside buyers

The target customers can be-

B2B Customers	B2C Customers
Shops including Retail and Wholesale, Agents and Institutions	Tourists- Local, National and International, Wildlife enthusiasts, Ecologically and socially aware people, middle class and affluent people, Grownups, Health-conscious people

Measures to be devised to build the brand and create equity. A possible set of actions is described below.

Generating positive customer experience

Physical experience

i) At Banashrishti outlets-

- Suitable display of products on shelves and on the cash counter
- In store experience of the products in the store.
- Regular sampling activities- especially for food products like pickles, etc.
- Using merchandise such as key-rings, caps, etc.
- Training store-persons to interact fruitfully with consumers
- Showcasing production processes, communities and unique mechanisms using photographs, videos, demo-models, etc.
- Create cut-outs, signages, selfie points
- Creating robust feedback mechanisms and eradicate shortcomings immediately

ii) At other outlets-

- Suitable display of products on shelves and on the cash counter. Ensuring that our share of product visibility is greater than our market share in the outlet at all times.
- Using POP materials, such as posters, banners, etc.
- Using merchandise such as key-rings, caps, etc.
- Using store-in-store measures as and where possible, especially during peak season
- Creating robust feedback mechanisms and eradicate shortcomings immediately

Experiential Marketing

- Whenever possible, stakeholders including B2B customers, suppliers and consumers should be taken on short tours for a first-hand experience of communities.
- Organize workshops and events: Host in-person workshops where participants can learn traditional crafts or cooking techniques from community members. Organize cultural events that showcase music, dance, and storytelling from the forest communities.
- Partner with departments for eco-tourism initiatives: Offer special exhibits or educational tours that highlight the forest communities and their products. Create interactive installations that bring the story of your products to life in a physical space.
- Run pop-up markets and collaborations: Partner with local businesses or shops to host pop-up markets where customers can directly interact with your products and meet the makers. Collaborate with eco-conscious brands on limited-edition product lines or co-hosted events.
- Virtual experience- Virtual experiences (VX) are rapidly changing the way brands connect with consumers, and they are especially powerful for products tied to forest communities. By immersing users in virtual environments, we could bring the story of the products to life, build deeper emotional connections, and differentiate our brand from the competition.

Engaging Storytelling to leverage VX in product branding

- Create high-quality videos and documentaries: Taking viewers on a journey through the lives of the forest communities, showcasing their traditions, craftsmanship, and connection to the environment. Partner with talented local storytellers to capture authentic narratives.
- Develop interactive websites and landing pages: Using immersive imagery, animation, and text to tell the story of your products and their impact. Include engaging quizzes, interactive maps, and 360° photos to allow visitors to explore virtually.
- Launch social media campaigns with compelling narratives: Share captivating photos and videos that showcase the beauty of the forest and the craftsmanship of your products. Run story-based campaigns, host Q&A sessions with community members, and encourage user-generated content that captures the essence of your brand.
- Community Engagement

- Build meaningful partnerships with NGOs and conservation organizations: Work together to raise awareness about environmental issues and support forest communities. Organize joint fundraising campaigns or volunteer opportunities.
- Empower the communities through direct communication: Establish open communication channels with community members to ensure their voices are heard and their needs are met. Partner with them to develop and implement initiatives that benefit their livelihoods and cultural preservation.
- Launch educational programs and initiatives: Develop educational resources and programs that teach consumers about the importance of sustainable practices and supporting forest communities. Organize awareness campaigns in schools and communities.

Social messaging

- For eco-conscious consumers: "Handcrafted with love by forest communities, Banashrishti products are the perfect way to support sustainable living and protect our planet." (Image of a woman weaving a basket made from natural materials)
- For tourists: "Experience the magic of the forest without leaving your home. Banashrishti brings you authentic [products] made by hand in the heart of [location]." (Image of a beautiful forest landscape)
- For local communities: "Banashrishti is proud to empower forest communities by providing them with a fair market for their traditional crafts. Together, we can preserve our culture and build a brighter future." (Image of a group of smiling people from a forest community)

V. Expected Products at Guwahati Cluster

Product Line	Guwahati cluster
NTFP	Honey, Cinnamon, Keturi Dry, Giloe Basic, Hilikha Black Pepper Whole, Outenga, Tezpat, Phuljharu Basic, Amla
Handloom	Gamusa, Mekhela Chadar Set, Panels, Runners, Handkerchieves, Cotton Stoles, Cushion Covers
Handicrafts	Bamboo Broom, Chaloni, Jakoi, Khaloi, Pen Stand, Mobile stand, Jewellery Set, Dhola Khola

VI. Cross learnings from Branding Strategy and market initiatives of similar products

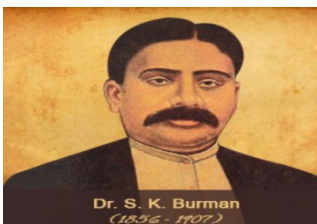
To understand branding implications for various products that will be handled at Guwahati cluster, we have studied some other popular brands in these categories and have summarized key marketing initiatives that helped these brands to catapult to success: and staying in minds of consumers for years.

Honey Story: A cross brand study

Organic honey is a popular choice for those seeking a more natural and potentially healthier sweetener. Here's some information to get you started. Certified organic honey comes from bees kept and harvested according to strict regulations. This means no synthetic pesticides, antibiotics, or GMOs are used in the beekeeping process. *The honey market in India reached ₹23.3 Billion in 2022 and is expected to reach ₹38.8 Billion by 2028. India is one of the world's top honey exporters, exporting 74,413 metric tonnes of honey in 2021–2022.*

Dabur Honey:

In 1884, Dr. S. K. Burman, an Ayurvedic practitioner in Kolkata, started Dabur as a company focused on traditional medicines. It wasn't until the 1970s that honey joined the roster. Back then, honey was mainly seen as a home remedy, and Dabur sought to bring its purity and goodness to a wider audience.



Dabur focussed on sourcing honey from diverse regions across India, emphasizing its naturalness and origin. They adopted glass bottles, a departure from the usual metal tins, to showcase the honey's golden gleam. Catchy advertising campaigns with the iconic 'Dabur bee' further cemented the brand in Indian households.

Organic Honey:



The honey market is dynamic, with growing awareness of healthy living and ethical sourcing. Dabur continuously adapts, offering organic honey, launching honey-infused products, and supporting beekeeping communities.

Zandu Organic Honey

Zandu Realty Limited (formerly Zandu Pharmaceutical Works Limited) is an Indian multinational pharmaceutical company based in Mumbai. Its core business is manufacturing and dealing in Ayurvedic and medicinal preparations.



Founded in 1910, Zandu aims to serve humanity by bringing pure, authentic and effective Ayurvedic medicines at affordable prices.



Zandu Pure Organic Honey is certified by internationally recognized bodies like USDA Organic and EU Organic. This ensures strict adherence to organic farming practices, including non-GMO feed, no synthetic pesticides or antibiotics, and sustainable beekeeping methods. The honey comes from a blend of nectar collected by bees from wild forests and the Sundarbans, known for its rich biodiversity and ecological importance. This variety contributes to a complex and nuanced flavour profile. Zandu conducts over 500 tests on every batch to ensure purity and compliance with FSSAI standards. These tests check for sugar adulteration, antibiotic residues, and other contaminants.

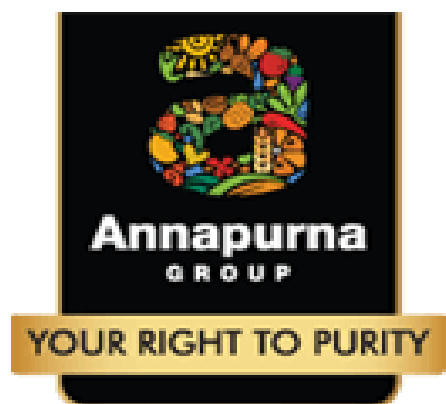
The screenshot shows the Zandu website interface. At the top, there is a search bar and navigation links for 'Login / Signup', 'My account', and 'Cart'. Below the navigation bar, there are links for 'About Us', 'Shop by Product', 'Shop by Ingredient', 'Shop by Concerns', 'Free Doctor Consultation', 'Combos', 'Health Kits', and 'Blogs & Tools'. The main content area is titled 'Zandu Pure Honey Products (Tulsi, Ginger, Clove & Squ-Easy)'. It features a description of the honey products and a list of products. The products are displayed in a grid, showing jars of Zandu Pure Honey in various flavors like Tulsi, Ginger, and Clove. Each product is labeled with '650g'.

Fruit Squash

A fruit squash is a delightful drink made from concentrated fruit juice, sugar, and water. It's like a liquid burst of sunshine, packing the tangy sweetness of fresh fruit into every sip. Fruit squashes come in a rainbow of flavours, from classic mango and orange to exotic kiwi and passion fruit. They're perfect for quenching thirst on a hot day, adding a fruity twist to desserts or cocktails, or simply enjoying a taste of summer sunshine indoors.

Annapurna Group

An FMCG company dealing in agro-based and dairy products headquartered in Guwahati, is going north by establishing a sales unit in Delhi. It also hopes to make its products available all over the country.



It was founded by Late Gouranga Chandra Ghosh, a true visionary, started building up Annapurna from scratch in the year 1952. Today, it reigns as a leading household name in the entire Eastern India. With an experience of over 70 years.



Orange, the zestiest of Indian fruits, naturally took center stage. Annapurna's orange squash became a legend, its vibrant hue and tropical aroma instantly transporting one to sun-drenched orchards. But the story didn't stop there. A rainbow of flavours followed, from luscious litchi to juicy Aam Panna, each capturing the spirit of its fruit in a delectable dance of sugar and tang.

Druk Fruit Squash

Druk

Druk fruit squash is a brand of fruit squash produced in Bhutan, by Bhutan Food Products Pvt. Ltd. It is made from concentrated fruit juice, sugar, and water. Druk fruit squash is available in a variety of flavours, including orange, mango, lemon, and pineapple.



Tai Industries Limited became an Indian flagship company under the Tashi Group. The Company started its operations in 1986 and since then it has been engaged in the marketing of the 'DRUK' brand of fruit products, manufactured by its group company - Bhutan Fruit Products Private Limited.



Druk fruit squash is a popular drink in Bhutan, and it is also exported to other countries. It is a good source of vitamins and minerals, and it is a refreshing and flavourful drink.

Pickles Marketing Stories

Ilamoni Bora - This micro-entrepreneur from Assam started a pickle-making business that runs on solar power and sells products online across India.



She became an active member of a self-help group (SHG) and attended various workshops under the Assam State Rural Livelihood Mission (ASRLM). She named her venture RUCHI+. She also registered RUCHI+ on an e-commerce platform, making her products available in different parts of the country.

A screenshot of the Flipkart website showing the product page for 'asomi Ruchi+ Mixed Pickle'. The page features a large image of the pickle jar, a price tag of ₹289 (3% off from ₹300), and various promotional offers. The product is listed as 'asomi Ruchi+ Mixed Pickle Mango, Lemon, Amla, Olive, Green Chilli, Carrot Pickle (200 g)'. The page also shows delivery options, quantity selection (200 g), and the seller's name, ASOMITrinayagramin. At the bottom, there is a 'SuperCoin' promotion: 'For every ₹100 Spent, you earn 2 SuperCoins. Max 50 coins per order'.

Created a campaign called "pyaar, aachaar, aur mauka" to promote Indian homemade pickles. They received 2,066 entries from across India of which 166 were shortlisted. Finally, 16 winning entries were transformed into commercial batches by Nilon's new product development team. It took the team about 14 months to do so, because homemade recipes were not designed for a longer shelf life. The 16 recipes were launched on the website, with the homemakers getting global recognition for their prowess.



Pickles are an intrinsic part of the Indian diet, but there is one brand that has cracked the code for satiating diverse preferences across the country and the world! Nilon's, a pickle manufacturing brand, started in 1962 and gave a commercial facelift to household expertise of making pickles. Decades later, Nilon's participates in global food exhibitions such as Gulfood in Dubai, IndusFood in India, and those in UK and Germany.

Since pickles sync perfectly with Indian dishes, Nilon's found strong demand from channels such as Indian Railways, government offices, and army canteens. Additionally, distributors have put extra effort to spread consumption of Nilon's pickles across traditional restaurants and dhabas since the 1960s. On e-commerce, the brand is available across Big Basket, Amazon, and other verticals. In modern trade, the brand ties up with entities that run close to 5 outlets. Almost 60% of ketchup and pickles used by the Indian Railways belongs to Nilon's.



This startup by Uma and Kalpana Jha from Bihar appeared on season 1 of Shark Tank India. The women impressed the "sharks" with their product and pitch, but failed to secure funding.



JhaJi - Taste of Mithila



Kalpana Jha and Uma Jha - Founders, JhaJi Store

Setting up primarily as an online business, and launching it in June 2021, their initial marketing efforts were concentrated within Bihar and the Delhi area through advertisements on social media sites like Facebook and Instagram. The first-ever jar of mango pickle was sold to a neighbour. From then on, orders came in from the neighbouring city of Sitamarhi, followed by Delhi. Quickly, JhaJi Stores built a customer base of 10,000 people within Delhi. It was Kalpana Jha's dream to expand JhaJi Stores to a national presence that, then, led them to Shark Tank India in 2021. <https://youtu.be/EnIsM7WKS74>

Their appearance on Shark Tank in 2021 gave them a publicity push as more people became aware of their business and the products. They returned home to an influx of orders that kept growing. In a bid to fulfil the rising demand the duo, then, applied for and received a bank loan. The business grew consistently as orders multiplied. Kalpana and Uma hired more staff from the village, primarily women who had worked as household help and had lost their jobs during the pandemic.

In July 2022, the sisters-in-law received a surprise visit from two Shark Tank judges, Namita Thapar, and Vineeta Singh, resulting from the public support that they received through the show. Impressed with their ongoing efforts to grow the business, the judges invested in JhaJi Store. With the additional funding that they received, Kalpana and Uma have now built a larger factory.

Packaging

Both women were sure that pickle packing would be in glass bottles. However, the biggest concern at that point was the unavailability of packaging materials like bubble wrap, cartons, and glass bottles in Darbhanga or the surrounding areas. Slowly and surely, they contacted various manufacturers in Delhi and began ordering larger quantities of these materials. Over time, they have built a system that operates on storing of advance inventory required for one quarter. Packaging in glass bottles initially led to quite a few breakages as well as leaking problems. Over time, through trial and error, they developed a packing process that has significantly reduced both and they are now working to eliminate the problem in its entirety. The biggest concern at that point was the unavailability of packaging materials like bubble wrap, cartons, and glass bottles in Darbhanga or the surrounding areas. They contacted various manufacturers in Delhi and began ordering larger quantities of these materials. They have built a system that operates on storing of advance inventory required for one quarter.

No preservatives, additives, or colours are added to the pickles. The pickles are made using Mustard Oil. They source ingredients, including fruits, vegetables, and spices from local farmers near Darbhanga, in Bihar. They have expanded their repertoire to 15 flavours and also fulfil special requests from customers. The shelf life of these pickles is 14 Months. Products are tested for shelf life by a NABL, FSSAI-accredited lab in Gurgaon.



घर से दूर, घर जैसा स्वाद

In our kitchen factory in Darbhanga, magic happens! Over 50 talented women, pickle experts in their homes, join hands to craft the true taste of Mithilanchal.

Passed down from mothers, mother-in-laws, and grandmothers, each jar we sell whispers a tale of tradition and love

Fresh, local ingredients blended in mustard oil give our pickles that delightful homely flavor.

No shortcuts here—traditional methods, sun-dried, no artificial stuff. Pure goodness that you deserve!

You'll Taste the Difference

Local & Safe Ingredients

Traditional Recipes

Sun-Dried

Handcrafted by Expert Mom-Chefs

Jha Ji
TASTE OF MITHILA

Jha Ji Store
12K likes • 15K followers

[Start Order](#) [Message](#) [Like](#)

It is said that Lord Brahma started to cry during a meditation of Lord Vishnu, and his tears, when falling on the ground, created the Amla tree, the first tree to ever appear on earth. Uttar Pradesh is the largest producer of Amla in India with a 35% share in production.

The cost of each kg of Amla is Rs 25 per kg. = Rs 3, 75,000. Profit from the farm is approximately around 1.25 lakhs to 2 lakhs on the total investment structure because the Amla plants bear fruits (commercial production) only after 6 years of planting.



**Kailash Chaudhary 'marketing guru' of
Amla cultivation**



Kailash Choudhary has been farming for the last 6 decades. Amla cultivation has given him recognition in the country and the world. It is said that one person's effort is enough to change society. With such noble thoughts, Kailash Chaudhary, a resident of Kotputli district of Rajasthan, has worked in his area. He has witnessed and adapted to the modernisation in agriculture over time.

Earlier camels and bullocks were used for farming, now tractors and many machines have taken their place. Pankaj Shukla, correspondent of Kisan of India, reached Kailash Chaudhary directly in his village. His passion and journey related to agriculture continues with the same warmth even today.



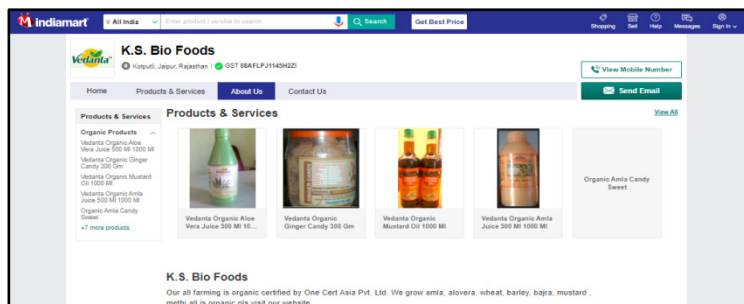
Choudhary recalls that in 1990, his farm grew 600-700 quintals of grain. He mainly grew wheat, which did not find the right market as government procurement in the Mandi took several days and the price/quintal was ₹ 400-500. One day, he read in a newspaper of a farmer in Jaipur had been selling his grains at ₹ 600-700/quintal under a brand. Kailash thought, “Why should we not sow the same wheat that is being sold at such a high price?” He felt that as the seeds of the wheat might be different, he went to the address in Jaipur to get seeds. Upon arrival, he found that the wheat was the same, just cleaned, graded, packed and branded. The farmer had been selling this wheat in the nearby colonies.

After that, Kailash returned to his village and took his crop for sale to Jaipur under the brand name of ‘Choudhary’. The first thing he did was to earn the trust of customers with the assurance that the quality of the produce would not be compromised. In a 40 kg bag, an extra 100-150 grams were added. “I would sell my crop hand-in-hand and in cash. I would go and sell my crop in my traditional dress Dhoti-Kurta. Because of this, I sold my crop quicker,” says Kailash. “This experience of selling my crop made me fully aware of marketing tricks. The same technique was also used to market gooseberry products.”



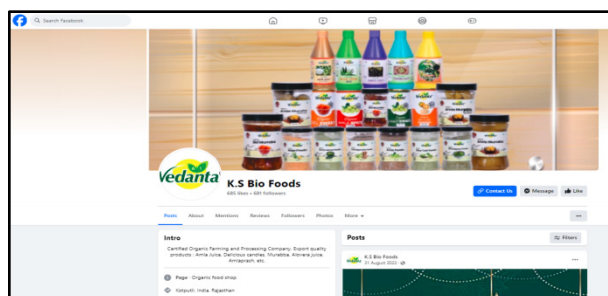
Kailash Chaudhary has also been awarded on over 100 occasions, at the national and international level so far. While advising farmers, he says that there is no greater work than farming. It has immense possibilities. There are thousands of options in farming. Horticulture, vegetable farming,

nursery, animal husbandry, dairy products, adopting any field and persevering in it, then after being successful, one can diversify to other farming options. This would open many income opportunities.



Kailash says that association with Central Institute of Post Harvest Engineering and Technology (CIPHET), Ludhiana was a significant turning point in his life. In year 2006, he got various amla grading and punching machines

designed by the CIPHET. Besides, he also took consultancy for processing technologies of various food products.



At present, Kailash is not only producing products like amla juice, amla powder, aloe vera juice, candies, squashes, pickles, sweets but also exporting to countries like USA, U.K, U.A.E and Japan under brand name of KS BIO FOODS.

Outenga Powder

Outenga (Elephant Apple) Powder Outenga (Elephant Apple or Wood Apple) used in the Outenga Powder are sourced from community farmers in Majuli, the largest river island in river Brahmaputra, Assam in the Eastern Himalayas.

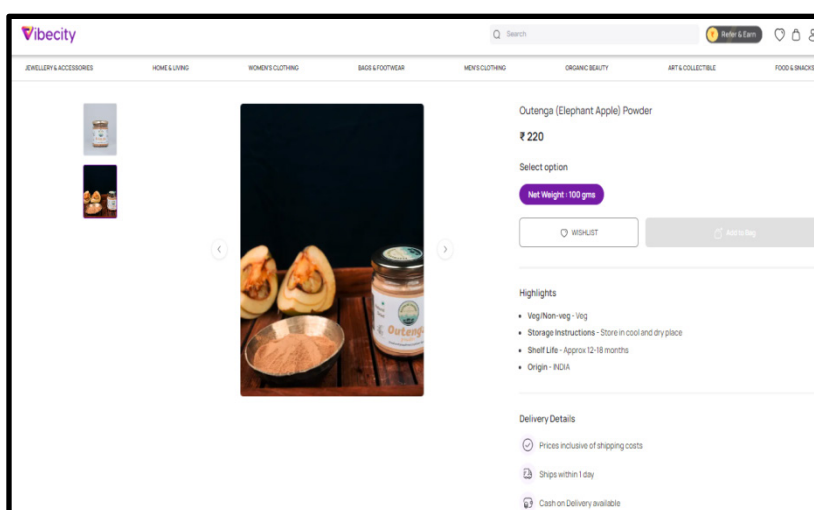


Outenga is known to be a favourite food for the Elephants in the Eastern Himalayan region. Ethnic Communities grow this food in abundance as food for the mighty beings as well as to prevent their crops from elephant damage.

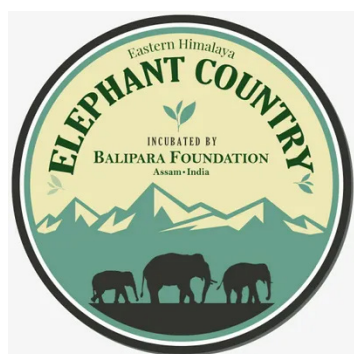


Elephant Apples maintain high energy levels through good metabolism for human beings and are a very rich source of vitamins. This product is not just a unique experience but also essential to the livelihoods of indigenous communities that coexist with Elephants harmoniously. Health Benefits: Lower Blood Pressure Good for Eye Health Fights Infections Delayed Aging Constant Energy Levels Improved Red Blood Cell Count Protects Kidney.

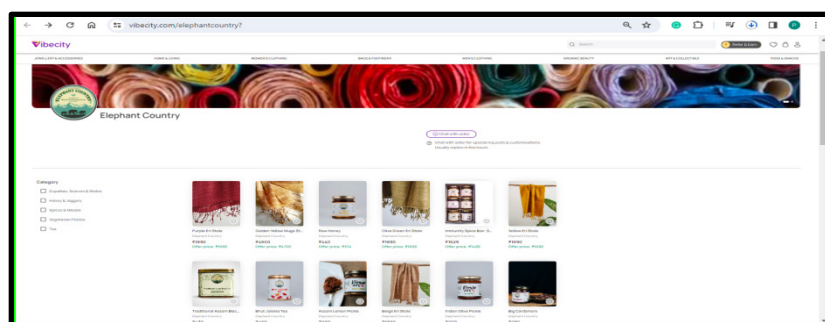
Outenga (Elephant Apple or Wood Apple) used in the Outenga Powder is sourced by the online business platform (www.vibecity.com) from community farmers in Majuli, the largest river island in Brahmaputra, Assam in the Eastern Himalayas, the project is under the Balipara foundation .



Elephant Country



Elephant Country is a handloom, NTFP and handicraft brand conceptualised by Balipara Foundation. Elephant Country products are symbolic of the inter-dependent relationship between man and elephants. Crafted by local artisans from Elephant Country these products tell the story of coexistence and a unique bond of nurturing and being nurtured. The idea behind these products is to provide alternative sources of revenue generation and therefore, livelihood to many forest-fringe communities.



Elephant Country has a number of other products listed in online platforms as well as on Facebook.

North Eastern Handicrafts & Handlooms Development Corporation Limited

Incorporated in 1977, North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC), as the name suggests is an organisation that attempts to develop and promote the indigenous crafts of the region by connecting craftsmen to prospective markets and consumers and generating economic, cultural and social opportunities for creators while adding cultural value for consumers.

The corporation is under the administrative control of the Ministry of Development of North Eastern Region (DoNER), Government of India. It offers a range of products from all the eight North Eastern states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura.

The organisation procures handicrafts and handlooms from artisans and weavers across the region and retails the same through its chain of "Purbashree" Emporia located at Shillong, Guwahati, Kolkata, New Delhi, Bangalore and a Sales Promotion Office at Chennai. Moreover it promotes the products at various national and international markets through exhibitions and trade fairs. The Corporation also conducts training programmes and seminars for skill and knowledge upgradation of the artisans and weavers.



This group of women artisans are coming from a very meagre background. They are constantly on a lookout for opportunities to improve their livelihood. Majority of them got married in their early age and have their family consist of two to three members. As farming is the only way of their livelihood it's become very challenging in contemporary period to cope up with their daily needs, because they need 8000 to 12000 per

month to run their family. Hence this group of women has started their own alternative source of income. Weaving flows in their blood as they are belong to rural areas of Assam where Assamese women weaves dreams on their looms as once said by Mahatma Gandhi.

At the initial stage they only engaged in making products for household uses or for the local level of market. Subsequently various training programmes has been initiated by IIE for them and they have successfully trained themselves as a skilled weavers with new designs and

different techniques. These training programmes were become as a solution for them to enhance their alternative source of earning. At present, they are able to earn 5000 per month from their business. Their first exposure to the market without any middle man was participating in different exhibitions and trade fairs.

Ranay Rabha, Kallyan Ch. Rabha and, Rathin Rabha are a group of persons who have successfully running their business after they have received training form the Indian Institute of Entrepreneurship. In their early age they used to help in their family farming and other activities. They are familiar with the weaving as their mothers were used to made different apparels through weaving for their household use. Though weaving is an essential part of their daily life but



they never thought of taking it as a primary source of earning. With the passes of time it became difficult to crumble the daily increasing needs. Therefore they are searching of alternative option for their living. When they contracted with the IIE and got a number of training on weaving and came to know about the market demand of the products.

After getting trained in weaving skill, they formed a group and started their group business by making different products and supply it to the market. They express their view that 'now we can say that we are living the life which we once used to dream of'. They earned minimum of Rs.15000 per month by making of different weaving products and now they are capable of taking big projects. Now they are participating in different exhibitions through which they got the taste of direct market.



Pioneering project on the Digitalization of Handloom in the North Eastern Region (NER) for the purposes of traceability and authentication

30th Sep 2023



Market Development by Way of Digitalisation, Authentication and Implementing of Traceability in Handloom Sector of North Eastern State

15th Jul 2023



Inauguration of North East Pavilion at Atma Nirbhar Bharat Utsav

04th Jan 2024

PAN India presence

Guwahati



New Delhi



KolkataKevadia,

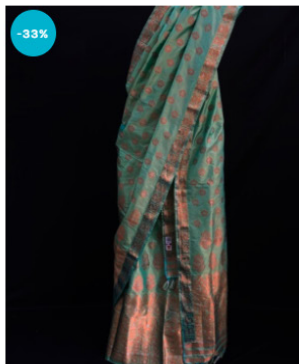


Gujarat



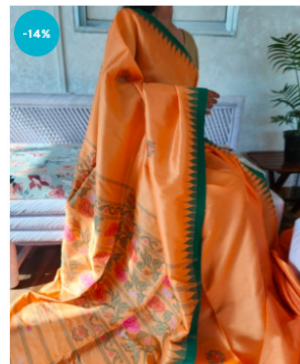
FROM LOCAL WEAVERS

Handwoven Silk Sarees



Mulberry Silk Mekhela Chador (2 Pcs)

₹29,999.00 ₹19,999.00



Mulberry Silk Moinrangphee Saree

₹34,999.00 ₹29,999.00



Assam Paat / Mulberry Silk Saree

₹13,999.00 ₹7,999.00



Raw Mulberry Silk Saree

₹29,999.00 ₹19,999.00

NEHHDC to Establish Ashtlaxmi Haat & Experience Centre in Guwahati

Monday, 22 January, 2024

Nagaland TRIBUNE

Home Nagaland Governance Nation/World North-East Sports Culture Opinion Environment Campus

Home - NEHHDC to set up Ashtlaxmi Haat & Experience Centre at Guwahati for artisans from NER

North-East

NEHHDC to set up Ashtlaxmi Haat & Experience Centre at Guwahati for artisans from NER

New Delhi: NEHHDC's initiative on market development to increase income of weavers by 20-30 per cent in the next 2-3 years

By NTN | Tuesday, 2 January, 2024



TOP NEWS

- Delegation from Nagaland attend Global aviation summit
Saturday, 20 January, 2024
- Khaozaoel-Hok-Ah Mini Hornbill Festival at Noklak wraps up with grant fest and merry making
Saturday, 20 January, 2024
- H&FW notifies on extension of online submission under common scholarship portal
Saturday, 20 January, 2024
- Rising People's Party's rejoinder to Jagdamba Maiti 'Ram Mandir Ayodhya aur Naga Samaj'
Sunday, 21 January, 2024
- 3rd Thonakmyi Town Cultural Club Khaozaoel-Hok-Ah and Foundation Day held
Saturday, 20 January, 2024

North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC) will be establishing a Ashtlaxmi Haat & Experience Centre at Guwahati to provide a market access to artisans of all Northeast states. The Ministry of Development of North-East Region (MoNER) informed that the project will cost Rs 7.6 crore and will have 24 permanent stalls the Haat will have an artisan residency to provide accommodation to artisans from out station. NEHHDC is an organization that attempts to develop and promote the indigenous crafts of the region by connecting craftsmen to prospective markets and consumers and generating economic, cultural and social opportunities for creators while adding cultural value for consumers.

NEHHDC is establishing Ashtlaxmi Haat & Experience Centre at Guwahati with a project cost of ₹ 7.6 crores.

The Haat will have 24 permanent stalls, which will provide a market access to artisans of all Northeast states.



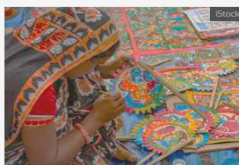
NEHHDC, Tide join hands to scale and promote small weavers and artisans of northeast India

By Bikash Singh, ET Bureau • Last Updated: Aug 16, 2023, 12:24:00 PM IST

FOLLOW US SHARE FONT SIZE SAVE

Synopsis

Tide has signed an MoU with the North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC) to empower digitalisation of the handloom and handicraft sector in Northeast India. During the year-long partnership, Tide will help NEHHDC with expertise and knowledge to bolster scalability, financial inclusion, and enhance market reach for nearly 21 million handloom weavers and 3.5 million handicraft artisans across 800 clusters in northeast India.



Guwahati: In a move to empower and digitise the handloom and handicraft sector in northeast India, [Tide](#), the UK's SME-focused business financial platform, has entered into a Memorandum of Understanding (MoU) with North Eastern Handicrafts and Handlooms Development Corporation ([NEHHDC](#)).

Silkalaya



Silkalaya is a prominent name associated with this rich silk heritage, helping showcase it across India and beyond.

Founded in 1976 in Jorhat, Assam. A second store opened later in Guwahati. They mostly specialise in authentic Assamese silk garments, especially Mekhela Chaddar and Sarees.



Focuses on exquisite quality and craftsmanship, sourcing materials from weavers in Sualkuchi, known as the "Manchester of Assam."

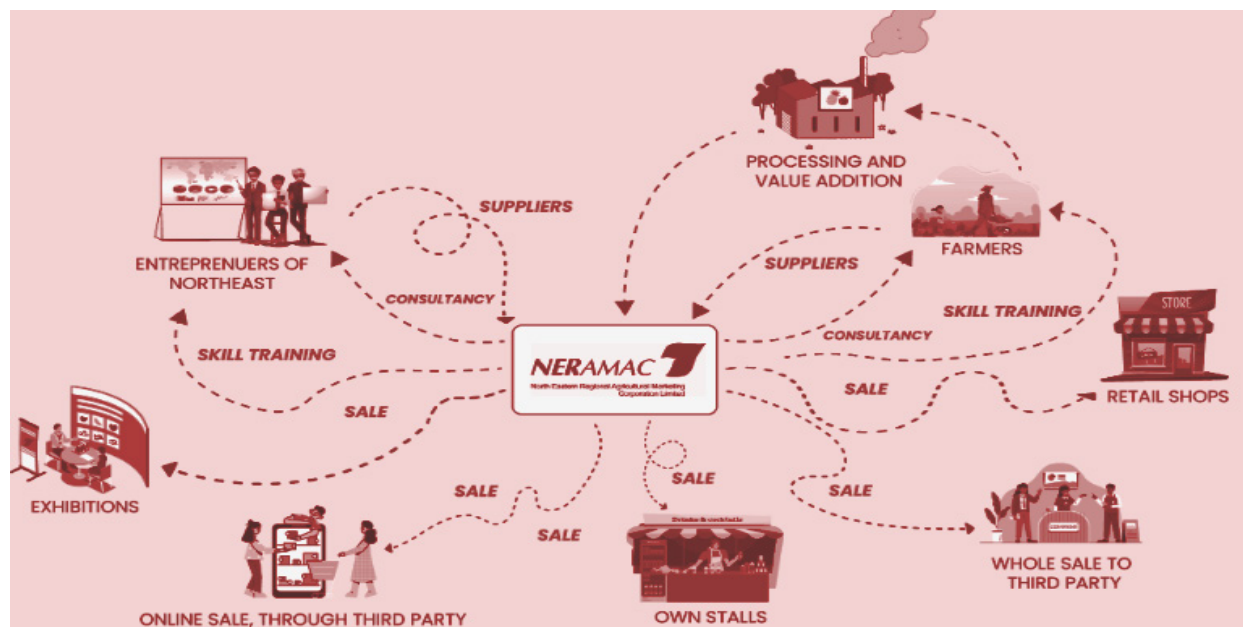
Has built a strong reputation both domestically and internationally, by supplying high quality indigenous Silk and Eri Mekhela Chadar. They mostly sell their products through offline shops present in Jorhat & Guwahati and they sell online through <https://www.silkalaya.com/>

NERAMAC



North Eastern Regional Agricultural Marketing Corporation (NERAMAC) Limited was incorporated in 1982 as a Government of India Enterprise with North Eastern Council (NEC), Shillong as a Promoter. It is now under the administrative control of the Ministry of Development of the North Eastern Region (MDoNER).

NERAMAC has taken up its role as a dynamic and vibrant marketing organisation essentially to support farmers of the North East Region in all sincerity.



It attempts to-

- Provide a comprehensive marketing solution to farmers and entrepreneurs associated with agri-horti sector in the North East Region.
- Focus on value addition to fruits, vegetables and spices with the intent to reduce waste and increase income of farmers.
- Support women led enterprises in the North East Region.
- Initiate livelihood generation, skill upgradation and training programs at the grass root level.

Bulk product portfolio includes organic produces, spices and herbs. Retail product portfolio has tea, flavoured teas, cashew nuts, Joha rice, Manipur black rice, red rice, Nagaland wild honey, Jaggery coins, etc.

The Annual turnover of NERAMAC had been Rs. 14.60 crores, Rs. 26.69 crores and Rs. 110.62 crores during the years 2020-21, 2021-22 and 2022-23 respectively.



13th Feb 2023

36th Surajkund International Mela 2023



06th Jan 2023

पुरस्कार वितरण समारोह के साथ हिन्दी सप्ताह की 30 सितंबर 2022 को



06th Jan 2023

Resturant cum showroom, Dilli Haat, INS Mkt, New Delhi inaugurated by Shri Lok Ranjan, IAS, Secretary MDONER on 27 September 2022



06th Jan 2023

Flagging off of the Batt Operated vehicle at Agartala ZO by Shri Apurba Roy, IAS, Agriculture Secretary, Govt of Tripura on 23rd September, 2022



23rd May 2023

Shri Atul Bora, Hon'ble Agriculture Minister of Assam at the GI awareness seminar and exhibition - 09 May 2023



09th Jun 2023

World Environment Day celebrated by NERAMAC FPO's- 05 June, 2023



22nd Jun 2023

Dilli Haat –INA Delhi



22nd Jun 2023

Guwahati Airport – Guwahati



22nd Jun 2023

NEDFI Haat –Guwahati



22nd Jun 2023

OSOP- Guwahati Railway Station



22nd Jun 2023

Kamakhya Railway Station –



04th Jul 2023

Rangia Railway Station – Kamrup

Takeaways

Brand	Product/s	Observations and Key learnings	Links
Dabur	FMCG, including honey	Changed packaging from cans to glass bottles to showcase the quality of their honey Created space for two varieties of honey- processed and organic, using multiple sources of raw material Leveraged their enormous base of distribution channels to maximise presence in the market	https://www.dabur.com/our-brand/dabur-honey
Zandu	Pharmaceuticals and honey	Began to produce blended honey, such as ginger infused honey, lemon infused honey, etc. One of the few brands to source wild honey from locations such as the Sunderbans	https://zandupurehoney.com/
Ruchi+	Pickles	Brand preference built on quality of	https://www.flipkart.com/as0

(Ilamoni Bora)		products, inspite of low resources available Used knowledge and skills gained from attending workshops under ASRLM Use of online platforms, such as Flipkart to reach wider audiences	mi-ruchi-mixed-pickle-mango-lemon-amla-olive-green-chilli-carrot/p/itm672a42fb59c80
Nilon's	Pickles	Promoted homemade pickles using the campaign "Pyaar, Achaar aur Mauka". This also helped generate ideas for new products. Used a brand ambassador, Pankaj Tripathi Participation in national and global food exhibitions, such as Gulffood in Dubai, etc. Used samples to reach key B2B accounts like Indian Railways and CSD Canteens	https://www.nilons.com/ https://www.facebook.com/Nilonsfoods?fref=ts https://youtu.be/CUM-U_5yJT8
JhaJi	Pickles	Promoted their brand in reality shows-shark tank and used this under their brand communication Focussed extensively on social media marketing since the beginning of their venture Small samples sold online to customers Communicate the purity of their products well	https://www.jhajistore.com/pages/about-jha-ji https://www.facebook.com/jhajistore https://fb.watch/pGk9HwEW2c/?mibextid=Nif5oz

KS Bio Foods (Kailash Chaudhary)	Amla and amla based products	Shifted from selling Amla as a commodity by branding the product Used his name as a brand to generate trust among customers Diversified to value added products Began use of online platforms to reach wider audiences	https://www.agrifarming.in/amlacultivation-project-report-economics-guide#:~:text=The%20cost%20of%20each%20kg%20of%20Amla%20is%20Rs%2025%20per%20kg.&text=%3D%20Rs%203%2C%2075%2C000.,after%206%20years%20of%20planting https://www.youtube.com/watch?v=B1nJye0e5eg https://www.facebook.com/p/KS-Bio-Foods-100075681353686/
Annapurna Group	Fruit Squash, Juices	Diversified to markets outside Assam, such as WB and Bihar Used attractive labelling and bottles to attract customers Product diversification done after the success of orange squash	https://www.annapurnagroup.in/product/orange-squash/
Druk Industries	Fruit Squash, Juices	Diversified from Bhutan to Eastern India Maximise use of natural ingredients and communicate the same	https://www.taiind.com/fruit-products-division.html
Elephant Country	Outenga Powder and other NTFP Products, Handloom	Use unique products such as outenga to minimise threats of competitors and maximise profits Sell outenga in a powdered form to increase product life, ease transportation and Diversified range of products Suitable use of online platforms	https://www.vibecity.com/elephantcountry? https://www.facebook.com/elephantcountry1/

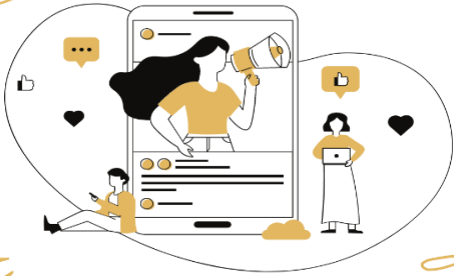
		Communication of health benefits associated with their products	
NEHHDC	Handlooms, Handicrafts	Identifying, training and connecting craftsmen to prospective markets and consumers PAN India footprint Online presence across multiple platforms- website, Facebook, LinkedIn Multiple engagements with customers- B2B and B2C, online, offline and via events such as trade fairs	https://nehhdc.com/ https://www.facebook.com/nehhdcofficial/ https://purbashree.com/ https://twitter.com/nehhdc?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
Silkalaya	Handlooms	Focuses on exquisite quality and craftsmanship Focus is on reaching customers offline Campaigns primarily target the festive seasons	https://www.silkalay.com/ https://www.instagram.com/the_silkalay/?hl=en
NERAMAC	NTFP	Marketing products sourced from farmers, benefitting 6794 people in 2022-23 Participation in events for publicity Capacity building of farmers and entrepreneurs Processing of Agri-Horti inputs to produce value-added products Focus on bulk buyers (B2B) and retail customers (B2C), by clear segregation of offerings Online presence across multiple platforms- website, Facebook, Whatsapp	www. https://neramac.com/ https://neramac.com/files/updated-aug-23-final-catalogue-neramac-2022.pdf https://twitter.com/neramac?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

VII. Branding initiatives for products under Guwahati Cluster

- **Unique features– focus on environment and social benefits:** The most unique feature that needs to be utilized for marketing these products is the environmental and social aspects of these products. These products made by forest fringe communities are mostly natural and made from locally available raw materials, Any consumer who is buying these products supports income generation of these communities. These two as aspects have to be highlighted. Hence, the look, feel, packaging, logo, label, platforms where its is marketed, this aspect has to be highlighted. Consumers who are buying must feel special that their decision to buy is supporting a big cause.
- **Feel of the local and heritage value:**Also, these products must have natural flavour and something that reminds people of the rich heritage of Assam.
- **Designed as per present demands:** The design and utility of these products have to be in sync with present lifestyles and requirements.



VIII. Requirements for Branding

S. No	Step	Status
1	Brochure / Catalog/ Leaflets/ flyers	Already created, once Guwahati cluster will be functional, it will be updated with pictures and write up. It needs to be constantly updated and
2	Labels, tags, packaging	LEVERAGE SOCIAL MEDIA  ATTEND TRADE SHOWS 
		PARTNER WITH LOCAL RETAILERS  OFFER DISCOUNTS AND PROMOTIONS 

3	Messaging – including content on labels, punch lines etc	A generic content already exists, since PISA has been promoting these products through sales at Banashristi outlets. A more product specific messaging is being developed
4	Presence in market	Billboards, signages. Since we do not have high budget available, there will be limited presence on this. Boards made of cheap material like flex are not durable enough to last long. Animal cut outs, photo booths, general signages etc have already been created
5	How to reach customers	We will rely on cost effective measures: ➤ Social media – websites, facebook, Instagram ➤ Approaching social influencer ➤ Approaching senior officers and Assamese celebrities to endorse these products ➤ Rely on other agencies like NEHHDC, NERAMAC who has been promoting these products on nationwide level