

**SUMMER INTERNSHIP PROJECT**

**“A STUDY ON BRAND STRATEGY AND BRAND POTENTIAL OF SHUBHAM  
NARI SHAKTI MAHILA KALYAN SAMITI”**

Submitted to:

**G. S. College of Commerce & Economics, Nagpur**

**(An Autonomous Institution)**

**Affiliated To:**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

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**NAAC Accredited “A” Grade Institution**



**Academic Year 2021-22**



## **CERTIFICATE**

This is to certify that the investigation described in this report titled “**A STUDY ON BRAND STRATEGY AND BRAND POTENTIAL IN SHUBHAM NARI SHAKTI MAHILA KALYAN SAMITI**” has been carried out by **Ms. Vinisha Kiran Shende** during the summer internship project. The study was done in the organisation of **Shubham Nari Shakti Mahila Kalyan Samiti**, in partial fulfilment of the requirement for the degree of Master of Business Administration of G. S. College of Commerce & Economics (An Autonomous Institute) affiliated to **R.T.M.N.U., Nagpur**. This work is the own work of the candidate, complete in all respects and is to sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

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(Faculty Guide)

**Dr. Sonali Gadekar**  
(MBA Coordinator)

## Certificate



### CERTIFICATE OF COMPLETION

# VINISHA KIRAN SHENDE

This is to certify that Vinisha Kiran Shende, Master Of Business Administration student of G.S. College Of Commerce & Economics (DMSR), Nagpur has completed his/her internship with Shubham Nari Shakti Mahila Kalyan Samiti from the period of 12 January 2022 to 12 February 2022 as a Brand Management Intern.

SHUBHAM MALVIYA

Authority signatory

## Letter Of Recommendation

Niti Ayog : MP/2017/0155508

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### Letter of Recommendation

To,

**Vinisha Kiran Shende**

Date:

14/02/2022

**Vinisha Kiran Shende** worked as a **Brand Management Intern** for a period of 30 days at **Shubham Nari Shakti Mahila Kalyan Samiti**. During this time, He/She has given various duties and tasks ranging from marketing and operations to **Brand Management** and research.

I feel very proud to say that he/she worked hard for this internship and successfully fulfilled all the duties and was always eager to learn more.

He/She worked sincerely and with dedication, hence I, on behalf of **Shubham Nari Shakti Mahila Kalyan Samiti**, would like to personally recommend him/her for any future career responsibility & opportunity.

It is my strong belief, after seeing his/her work, that he/she will do an excellent job in all future endeavors.

With best wishes.

**Congratulations!**

**Shubham Malviya President**

  
SHUBHAM MALVIYA  
Authorised Signatory  
Shubham Nari Shakti Mahila  
Kalyan Samiti

## **ACKNOWLEDGEMENT**

It is a matter of pride and privilege for me to have done a Summer Internship project in “**Shubham Nari Shakti Mahila Kalyan Samiti**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to “**Ms. Jahanvi Jain**” for guiding me through this project and continuously encouraging me.

It would not have been possible to complete this project without his / her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor “**Dr. Aniruddha Akarte**” for helping me during the project. I am Thankful to the Principle of G.S College of Commerce and Economics, Nagpur.” “**Dr N.Y. Khandait**” and to the Dean of the DMSR “**Mr. Anand Kale**”.

Finally, I am grateful to my family and friends for their unending support.

(Ms. Vinisha Kiran Shende)

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## **Introduction**

### **Introduction to Marketing Management**

Marketing management is centered on creating, planning, and implementing strategies that will help achieve wider business objectives. These business objectives can involve increasing brand awareness, boosting profits, or entering into previously untapped markets. When we begin to consider the field of marketing management, it's important to look to marketing experts Philip Kotler and Kevin Lane Keller, who, in their book "Marketing Management," offer a standard marketing management definition as "the development, design, and implementation of marketing programs, processes and activities that recognize the breadth and interdependencies of the business environment."

These professionals need to study their customers, have a deep understanding of the methods and strategies that retain and delight them, and be active in measuring achievements and optimizing internal processes.

Think of it this way: A high school teacher does not just teach. They have to understand their students, create methods and strategies for passing on information, and track student progress through metrics and achievements.

In essence, the right marketing management processes should elevate a brand, establish a strategic marketing vision for an organization, and coordinate resources to get it all done.

Marketing management is important because reaching and engaging with potential customers is a vital component of a business strategy. While you could spend years getting a product ready to launch, without marketing management you would inevitably hit several stumbling blocks.

At the outset, marketing management ensures you understand what your customer desires, down to colourways and packaging. Without it, you might find your product doesn't even appeal to customers.

After spending considerable time preparing your product or service to be released, the right marketing management processes ensure it reaches the ideal potential customer base via the right channels at the right time. Marketing management can take your business from average to profitable. This can be accomplished when a marketing management team is able to analyse customer profiles and market share ahead of time, and scrutinize campaign outcomes, team performance, ROI, and costs once the project is completed.

## **Introduction to NGO**

A non-governmental organization (NGO) is a non-profit group that functions independently of any government. NGOs, sometimes called civil societies, are organized on community, national and international levels to serve a social or political goal such as humanitarian causes or the environment.

- NGOs, or non-governmental organizations, play a major role in international development, aid and philanthropy.
- NGOs are non-profit by definition, but may run budgets of millions or up to billions of dollars each year.
- As such, NGOs rely on a variety of funding sources from private donations and membership dues to government contribution.

As the name indicates, NGO is the short form of Non-Governmental Organization. NGOs work with main object of benefitting the society at large, which may include eradicating poverty, providing food, education, medical relief, sustainable development, protection of Environment at large. NGOs could



be formed in various forms of organizations and every form of organization have different kind of requirements for its formation. NGOs can be in the form of Trust to be registered under Trust Act 1882, Society to be registered under Societies Registration Act, 1860 or Section 8 Company to be registered under Companies Act, 2013. Apart from the big manufacturing units and Multi-National Companies, NGOs are also contributing towards the social development of India. Therefore, the Role and functions of NGO in India is very important for the growth of the country as a whole.

### **Roles and Functions of NGO:**

NGOs are Non-Governmental Organizations that are involved in carrying out a wide range of activities for the benefit of underprivileged people and the society at large. They work to improve the welfare of society at large. Following are some of the functions of NGO:

Eradication of Poverty

Promote Education

Protection of Environment

Environment Conservation

Wildlife Conservation

Awareness about human rights

Providing Health and Nutrition

Providing Food and Shelter

Old Age homes

Adoption homes

Homes for Women

Sanitation and Hygiene

Animal Rights

Disease Control and Others

Women Empowerment

The members of NGOs identify the problems in the society and their resources try to resolve them by performing the above-mentioned functions. The members of NGOs work with the objective of charitable motive only, there is no self-interest involved, as the main aim of NGOs in India is to serve the poor people and the people who are suffering from natural calamities. However, these organizations have to comply with the rules and regulations as are framed by the government of India.

### **Importance of NGOs in India:**

The functions of non-governmental organizations (NGOs) play an important role in advancing our country's socio-economic development. However, due to its enormous democracy, there are still a number of challenges and millions of individuals that require access to exercise their rights. The following sectors have benefited from NGO's vital functions:

### **What is the Importance of Creating a Non-Profit Organization?**

Even today, though, unrestrained economic inequality exists, and individuals struggle to obtain basic necessities such as health, food, clothing, housing, and education. This is when the nongovernmental organization (NGO) steps in to assist and serve. They do their job by filling in the blanks.

### **What are the Functions of Non-Governmental Organizations in India?**

The functions of non-governmental organizations (NGOs) play a significant part in bringing about social change for the betterment and progress of society. It has been demonstrated that these organizations are active in various parts of the world, and that they are dedicated to serving mankind and other noble causes. It is critical that the members of the NGO are well educated, inspired, and enthusiastic about the organization's mission and functions. The following are a few of the NGO's roles: The role of a social safety-valve NGO is critical in organizing public inconvenience and serving as an advocate for societal concerns and needs. They play an important role in the lending process.

## **What are the Functions of Non-Governmental Organizations in India?**

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### **Boost Government Efficiency**

One of the functions of NGOs is to ensure that the government responds to citizens' concerns and solves their problems, thus making the government's work more responsible. NGOs are also allowed to make recommendations and support improvement and flexibility in government policymaking by contributing their own research and experience.

### **The Function of Service**

The non-profit organization serves as a means for people who are concerned about any social or economic problem to respond and provide a helping hand. NGO's aid in conflict resolution and foster an atmosphere of trust and confidence.

### **Empowerment of Women**

In working for women's empowerment, the performance of major NGO functions has come a long way. Fighting sati, dowry, cruelty, and other social threats to educating women, lowering the female feticide rate, and providing jobs to women are just a few examples. It is still doing all possible to eliminate gender inequity. Many foundations, such as Sewa, Agrani Foundation, Eklavya, and Environmental Action Group, work for such causes.





## **Sustainable Development**

This region requires the most attention because no one is willing to compromise their current requirements or harm natural resources in order to attain their selfish aspirations.

### **Introduction to BRAND MANAGEMENT**

Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go up and builds loyal customers through positive brand associations and images or a strong awareness of the brand.

Developing a strategic plan to maintain brand equity or gain brand value requires a comprehensive understanding of the brand, its target market, and the company's overall vision.

-  Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time.
-  Effective brand management helps a company build a loyal customer base and helps fuel a company's profits.
-  A brand manager ensures the innovation of a product or brand, creating brand awareness via the use of price, packaging, logo, associated colours, and lettering format.
-  Brand equity refers to the value a company gains from its name recognition, enabling it to be the popular choice among consumers even when compared to a generic brand with a lower price point.

- **Definitions**


In 2001, Hislop defined branding as "the process of creating a relationship or a connection between a company's product and emotional perception of the customer for the purpose of generating segregation among competition and building loyalty among customers". In 2004 and 2008,


Kapferer and Keller respectively defined it as a fulfilment in customer expectations and consistent customer satisfaction.


- 1) Brand management uses an array of marketing tools and techniques in order to increase the perceived value of a product (see: Brand equity). Based on the aims of the established marketing strategy, brand management enables the price of products to grow and builds loyal customers through positive associations and images or a strong awareness of the brand.
- 2) Brand management is the process of identifying the core value of a particular brand and reflecting the core value among the targeted customers. In modern terms, a brand could be corporate, product, service, or person. Brand management builds brand credibility and credible brands only can build brand loyalty, bounce back from circumstantial crisis, and can benefit from price-sensitive customers.


## **Branding Terminology**

Brand associations refers to a set of information nodes held in memory that form a network of associations and are linked to a key variable. For example, variables such as brand image, brand personality, brand attitude, brand preference are nodes within a network that describes the sources of brand-self congruity. In another example, the variables brand recognition and brand recall form a linked network that describes the consumer's brand awareness or brand knowledge.

 **Brand attitude** refers to the "buyer's overall evaluation of a brand with respect to its perceived ability to meet a currently relevant motivation".

 **Brand Trust** refers to whether customers expect the brand to do what is right. 81% of consumers from different markets identified this as a deciding factor in their purchases.

 **Brand awareness** refers to the extent to which consumers can identify a brand under various conditions. Marketers typically identify two distinct types of brand awareness; namely *brand recognition* and *brand recall*.

 **Brand Recognition** refers to how easily the consumers can associate a brand based on the company's logo, slogan, colour scheme, or other visual element, without seeing the company's name.

- ✚ **Brand equity** Within the literature, it is possible to identify two distinct definitions of brand equity. Firstly an accounting definition suggests that brand equity is a measure of the financial value of a brand and attempts to measure the net additional inflows as a result of the brand or the value of the intangible asset of the brand.] A different definition comes from marketing where brand equity is treated as a measure of the strength of consumers' attachment to a brand; a description of the associations and beliefs the consumer has about the brand.
- ✚ **Brand image** refers to an image an organization wants to project; a psychological meaning or meaning profile associated with a brand.
- ✚ **Brand loyalty** refers to the feelings of attachment a consumer forms with a brand. It is a tendency of consumers to purchase repeatedly from a specific brand.
- ✚ **Brand personality** refers to "the set of human personality traits that are both applicable to and relevant for brands".
- ✚ **Self-brand congruity** draws on the notion that consumers prefer brands with personalities that are congruent with their own; consumers tend to form strong attachments with brands where the brand personality matches their own.
- ✚ **Brand preference** refers to "consumers' predisposition towards certain brands that summarize their cognitive information processing towards brand stimuli".

## ✚ **ROLE OF BRANDS**

- ✚ A decade ago, the dominant brand paradigm in the non-profit sector focused on communications. Non-profit executives believed that increased visibility, favourable positioning in relation to competitors, and recognition among target audiences would translate into fundraising success. Branding was a tool for managing the external perceptions of an organization, a subject for the communications, fundraising, and marketing departments.

- ✚ In contrast, the emerging paradigm sees brand as having a broader and more strategic role in an organization's core performance, as well as having an internal role in expressing an organization's purposes, methods, and values. Increasingly, branding is a matter for the entire non-profit executive team. At every step in an organization's strategy and at each juncture in its theory of change, a strong brand is increasingly seen as critical in helping to build operational capacity, galvanize support, and maintain focus on the social mission.
- ✚ By now it should be clear that we are defining brand quite broadly. A brand is more than a visual identity: the name, logo, and graphic design used by an organization. A brand is a psychological construct held in the minds of all those aware of the branded product, person, organization, or movement. Brand management is the work of managing these psychological associations. In the for-profit world, marketing professionals talk of creating "a total brand experience."<sup>3</sup> In the non-profit world, executives talk more about their "global identity" and the "what and why" of their organizations. But the point in both cases is to take branding far beyond the logo.
- ✚ When we asked leading non-profit practitioners, management scholars, and non-profit brand consultants what a brand is, the responses were not any different from what those in other sectors might say. Some described brand as an intangible asset, and a promise that conveys who you are, what you do, and why that matters. Others felt that a brand captures the persona of an organization and represents its very soul or essence. Yet others identified brand in terms of not only what is projected but also what is perceived. Last, brand was seen as a source of efficiency because it acts as a time-saving device, providing a shortcut in the decision making of potential investors, customers, clients, and partners.
- ✚ When we asked what a strong brand can bring to an organization, the similarity across sectors was again apparent. Peter Walker, director of the Feinstein International Centre at Tufts University, speaks for many of his peers when he says, "A strong brand allows you to acquire more resources and gives you the authority to have more freedom over how you use them." Strong brands in all sectors help organizations acquire financial, human, and social resources, and build key partnerships. The trust that strong brands elicit also provides organizations with the authority and credibility to deploy those resources more efficiently and flexibly than can organizations with weaker brands.

✚ It should be no surprise that non-profit executives define brand in for-profit language. Business language is spreading in part because it is proving useful to non-profit executives in communicating with board members and donors whose own roots are in the for-profit world, and because many of the people managing brands in the non-profit sector have themselves come from for-profit businesses. Indeed, we were struck to find that the majority of the non-profit brand managers we interviewed during our research had worked first in the commercial world.

✚ Even with this convergence between the non-profit and for-profit sectors, the non-profit brand managers we interviewed said that brands do play distinctive roles in the non-profit sector. These differences relate to the role of brand in driving broad, long-term social goals, the role of brand inside non-profit organizations, and the multiplicity of audiences that non-profit must address. These differences may come down to questions of emphasis and focus, since brands in the for-profit world also contribute to long-term business purposes, play internal roles, and speak to multiple audiences. Still, we believe the greater weight given to these roles in the non-profit sector is fundamental, rooted in the fact that each non-profit advances a multiplicity of value propositions, irreducible to a single monetary metric, most of which can be advanced only if the other organizations in its field also succeed.

✚ “Brand becomes critical when you’re seeking to create partnerships, when you’re seeking other funders, and when you’re looking to associate yourself with people in the field,” explains Diane Fusilli, a global brand consultant and former communications director at the Rockefeller Foundation. “A strong brand helps bring greater credibility and trust to a project quicker, and acts as a catalyst for people to want to come to the table.”

### ✚ **Brand management strategies**

By Mary J. Hildebrand and Jacqueline Kloser This article is the second part our series on the management of intellectual property assets (“IP Assets”). The first part of this series focused on the management of IP Assets generally. In this part, we address the development, maintenance and growth



of brands in connection with distinct products and services – in essence management of a trademark portfolio. Specifically, through this article, we present ten key points to be considered when developing and implementing a brand management strategy. Of course, strategic branding programs are highly specific to industries. As such, the following key points should be adapted as necessary to suit one's particular product and service line.

1. Establish and Maintain the Brand As a threshold issue, it will be extremely important to establish and maintain the brand. When doing so, the adoption of a holistic approach, or an “overall brand strategy” is recommended. Such overall brand strategy should be implemented with full recognition that the brand may traverse numerous different product lines and geographic regions. Adopting an overall brand strategy also requires recognition that brands are significant to both the traditional retail and the online market. Accomplishing an overall brand strategy requires close coordination between the licensor and licensees in different markets. There must be a consistent program for protecting brands and monitoring the usage of brands. Focus should also be placed upon prospective uses of brands. This may include identifying brands that might be used in the future and identifying new products and services with which existing brands might be used.

2. Ensure Consistency Between the Brand Licensing Strategy and Overall Business Goals Effective brand management strategies also necessitate emphasis on ensuring consistency between the brand licensing strategy and the enterprise's overall business goals. Efforts should be undertaken to ensure that the brand reflects positively on the company, does not detract from other product lines and remains profitable with other parts of company.

3. Select Profitable and Innovative License Partners The importance of consistency should also be reflected in the selection of license partners. Focus should surely be placed upon license partners that enjoy healthy businesses and that offer innovative products. At the same time, however, emphasis should also be placed upon licensee partners with similar cultures and business goals since doing so may help to reduce the amount of time that is THE BRAND Various vertical markets Various

All rights reserved. expended on reaching the basis business terms. Companies should develop a profile of the ideal license partner but recognize that while many licensors and licensees may enjoy long-term relationships, few of such relationships will be permanent.

4. Focus on Maximizing Leverage of the Brand Successful brand management will involve focus on the maximizing the leverage of the brand. Of course, this may mean different things in different context. However, in all circumstances, a considered judgment regarding brand placement will be crucial.

5. License Agreements: Exclusive or Non-Exclusive? The exclusivity of the license agreement will be a key factor in brand management. Whether the license agreement will be exclusive or non-exclusive will have important implications for all of the business. When considering the exclusivity of a license grant, it must be recalled that the license can only be granted once as an exclusive license. Accordingly, particular scrutiny must be directed towards the strategies and business goals of potential exclusive licensees. In addition to understanding the current interests and strategies of the prospective exclusive licensee, it is advisable to construct the license in such a way so as to maintain the licensee's commitment licensee to the brand. Clearly, it will be in the interest of the licensor to ensure that the licensee's interest in the brand is and will stay as high as possible. This can be done in a number of ways including, for example, by requiring additional payments or some other form of compensation during the license term in order to maintain the exclusivity of the arrangement. While exclusive licensing arrangements will be extremely important, it must be recalled that non-exclusive licenses can also play a role in the business. Accordingly, proper attention and resources should also be devoted to constructing such non-exclusive arrangements and ensuring that they are profitable.

6. License agreements Must Include Effective Means for Enforcing Key Provisions All license agreements should include effective means of enforcement. Most license agreements will address extremely important issues including quality control standards and reporting standards. However, such standards and requirements will not be of much use without effective enforcement mechanisms to back

them up. The precise enforcement mechanisms that should be used will depend on the particulars of the licensing arrangement. As an example, however, in an exclusive licensing arrangement, the termination of exclusivity may be an effective remedy for the breach of certain contractual requirements.

7. Be Pro-Active on Products & Services Licensors should be not adopting a “hands off” approach when dealing with the licensee’s products and services. Rather, efforts should be undertaken to ensure that the licensee’s products are desirable and up-to-date. Clearly, it will be in the licensor’s interest to ensure that its brand will be affixed to the most popular products and services. Of course, consumer interest can change over time so it will be essential to periodically monitor changes in demand for the licensee’s product and services.

8. Allocate Ownership & Control of IP Assets Equitably When undertaking a brand licensing relationship, it will also be important to allocate equitably ownership and control of the IP assets. While this will be an important issue in all relationships, it will be particularly important when a long-term relationship is contemplated. In all instances, the licensor will have the stronger interest in the brand and will likely desire to retain the maximum amount of control. However, particular business issues may impact the ultimate allocation. Such allocation should include consideration of each party’s business plans and innovations Page 3 ©Metropolitan Corporate Counsel, June 2003. Reprinted with permission. All rights reserved. that impact power of the brand. The allocation should also be conducted with recognition of the fact that the association of the name with particular products or services will be key.

9. Successful Brand Licensing Strategy Requires Dedicated Staff The enterprise’s staff will play an extremely important role in the company’s overall brand licensing initiatives. Selection of licensing staff should be undertaken with the recognition that such staff members will be required to organize, control and coordinate all the activities of the licensees. In addition to focusing on the key licensing staff, other relevant staff members should be trained and encouraged to take an active role in the efforts overall brand licensing efforts.

10. Actively Integrate the Brand Licensing Strategy into Product Development and Launch Activities

Companies should be active – and not static – when undertaking efforts to integrate the brand strategy into product development and launch activities. A clear and proactive strategy is likely to generate the most reward

**Conclusion** This article, which has addressed key issues in brand management strategies, is the second part in our three-part series of IP Asset management. While all IP Assets require the creation and implementation of effective management strategies, this article has demonstrated that brands require special consideration. The next and final part of this series, will examine IP rights designed to protect various processes. In doing so, we will focus on patents and trade secrets.

### **Brand potential**

When we talk about “iPhones”, today’s market understands Apple’s product as iPhones much more than its range of computer and media products. Did you know that when the company set its foot into business, it had begun with its generation of computers? After creating its brand of Apple, it diverted into media products such as iPod and slowly paving its way for smartphones. Even though Apple as a brand began with thinking machines, however, it slowly started to branch out into technologically advanced products such as iPods and iPhones. This future divergence of your brand into the future prospective market is what popularly known as Brand Potential in the world of business. Be it entering into a new category, targeting new customers or simply enhancing sales value of a product or service is what brand potential is all about. In short Brand, Potential is defined as the future success of a particular brand of product in a particular market. If looking out for the long-term value of your brand then work with brand owners towards discovering potential which would help in accelerating the growth of your business. Prior to understanding the potential of the brand, there are few determinants to consider. The factors to look out for are:

- Begin with gaining a deep insight of the brand related to opportunities, stakeholders, strategies and activities.
- Create strategies towards the value it is currently delivering and its achievable targeted value and what are the steps required to make your brand get there

- How much is the brand buzzed about?
- Be aware of the brand engagement
- Study the transactions deliverable by the brand in order to get the view of the future.

After a detailed study of the above factors, one can get a snapshot of what the brand is worth for further future investments. The brand potential is however not restricted to the creation of the brand itself but also extends towards predicting the future sales along with the future advertising requirements. This relationship which compares the brands market development index and brand development index is called Brand Potential Index, where market development index is the ratio of actual consumers and potential consumers while brand development index is the ratio of percentage of sales of a brand in a particular as compared against the percentage of the country's population in that area.

By finding the overall index of brand potential, not only will one be able to identify the area of its prospective customers but also be able to predict rightful marketing strategies. And this would as a whole help in enhancing the value of the brand by knowing the future consumers one would target through its brand potential. Yes! Of course, our brand potential is capable of adding value to our existing brand. Brand value becomes enhanced through growth opportunities that come along with brand potential. The reviewing process which your business undergoes helps in identifying the areas it can expand. Through the findings not only one is able to check whether the expansion would withstand by your brand but also one comes across the shortcomings to be addressed so as to create a better value of your brand in the market. Now, how? Constant study for brand potential, one is able to stay ahead of the competitors as your business is able to adapt to the changing needs of the customers. With all the changes, it is equally essential to keep up with the cores values of the brand to provide your customers with consistent experience to maintain loyalty.

## **Role of brand in non-profit organization**

Non-profit brands are visible everywhere. Amnesty International, Habitat for Humanity, and World Wildlife Fund are some of the most widely recognized brands in the world, more trusted by the public than the best-known for-profit brands.<sup>1</sup> Large non-profits, such as the American Cancer Society and the American Red Cross, have detailed policies to manage the use of their names and logos, and even small non-profits frequently experiment with putting their names on coffee cups, pens, and T-shirts.

Branding in the non-profit sector appears to be at an inflection point in its development. Although many non-profits continue to take a narrow approach to brand management, using it as a tool for fundraising, a growing number are moving beyond that approach to explore the wider, strategic roles that brands can play: driving broad, long-term social goals, while strengthening internal identity, cohesion, and capacity.

The Bill & Melinda Gates Foundation, for example, recently appointed Tom Scott as director of global brand and innovation. Oxfam International embarked on a confederation-wide “global identity project.” And GBC Health was one of several organizations completing a rebranding process. Brand managers in these pioneering organizations were focusing less on revenue generation and more on social impact and organizational cohesion. Indeed, some of the most interesting brand strategies are being developed in endowed, private foundations with no fundraising targets at all.

“We’re catalysts,” says Scott. “Could we have greater impact if we leveraged our brand in different ways? What difference could it make to attach our logo to things to move conversations forward or elevate certain issues? Can we use our brand to elevate other brands?” The questions Scott asks aren’t about raising money. Instead, they are about how to leverage the Gates Foundation brand in the cause of greater public discourse and social impact.

Although the ambitions of non-profit brand managers are growing, the strategic frameworks and management tools available to them have not kept up. The models and terminology used in the non-

profit sector to understand brand remain those imported from the for-profit sector to boost name recognition and raise revenue.

Non-profit leaders need new models that allow their brands to contribute to sustaining their social impact, serving their mission, and staying true to their organization's values and culture. In this article, we describe a conceptual framework designed to help non-profit organizations do just that. We call this framework the Non-profit Brand IDEA (in which "IDEA" stands for brand *integrity*, brand *democracy*, brand *ethics*, and brand *affinity*).

The framework is the result of an 18-month research project we led with colleagues at Harvard University's Hauser Centre for Non-profit Organizations and collaborators at the Rockefeller Foundation. Building on previous work in the field, we conducted structured interviews with 73 non-profit executives, communication directors, consultants, and donors in 41 organizations. Then we analysed these interviews to learn how leaders in the field are thinking about non-profit brands today and how they see the role of brands evolving.<sup>2</sup>

The Non-profit Brand IDEA emerged from the distinctive sources of pride that non-profit leaders expressed in what they do—pride in the social mission, participatory processes, shared values, and key partnerships—and from the distinctive role that they said brand plays to create greater cohesion inside their organizations. We developed this framework to capture the most striking things we heard in our interviews, but we've found that it also gives non-profit leaders a vocabulary with which to manage in the new brand paradigm. Before we explain the framework in more detail, it is important to be clear about what we mean by brand and how the use of brand is evolving.

## **Profile of Shubham Nari Shakti Mahila Kalyan Samiti**

The Shubham Nari Shakti Mahila Kalyan Samiti comprises of mainly housewives and for women empowerment who came together under their young president, Shubham Malviya. The Samiti started with just 5 women, but today the group boasts almost 200 members.

. In the age group of 17-60 years, they serve not only the Bhopal area but six other districts coming under the Betul, Hoshangabad, Bhudhni, Rajgadh, Sehore range. Barely 10 years old, the Samiti meets on the first Saturday of every month to solve problems, help the needy or take up cudgels with the officers of the development authorities. They also take a tough stance against police inaction where innocents are made to run around to get their complaints registered. With a Rs 20 per month collection as a donation, they try their best to set things right and have helped not only damsels in distress but also many a member from the opposite sex. The Samiti has also successfully addressed and sorted out matters related to starvation, children's education, drinking water and marital.

Shubham Nari Shakti Mahila Kalyan Samiti is a non-profit organisation, established in 2007 that works primarily in the domain of Corporate Social Responsibility (CSR), Legal, Employment, Health, Energy & Environment, Senior Citizens, Education, Minority, Child & Youth Development, Art & Culture, Food & Nutrition, Animal & Wildlife and Agriculture. Its primary office is in Bhopal, Madhya Pradesh.

### **President**





Shubham Malviya (born 26 April 1996) is an Indian businessman. He is the Managing Worker and Director of Shubham Credit Cooperative Society limited Bhopal also Shubham Malviya is a President of Shubham Nari Shakti Mahila Kalyan Samiti is a non-profit organization, established in 2007 that works primarily in Energy the domain of Legal, Employment, Health, & Environment, Senior Citizens, Education, Minority, Child & Youth Development, Art & Culture, Food & Nutrition, Animal Husbandry and Agriculture. Its primary office is in Bhopal, Madhya Pradesh.

## **Support Team**

They had undertaken a government project by National Council Vocational Training NCVT We trained students under this program in sectors like IT sector personality development and soft skills and also got them placed in reputed organizations We also adopted some villages and there we run health and safety campaign together with spreading awareness and working with them to clean the surroundings NCC camps

The Shubham Nari Shakti Mahila Kalyan Samiti comprises of mainly housewives and for women empowerment who came together under their young president, Shubham Malviya.

Facebook

<https://www.facebook.com/snsmahilakalyansamiti/>

LinkedIn

<https://www.linkedin.com/company/shubhamnarishakti>

Twitter

<https://twitter.com/NariKalyan>

Type	Non-profit
Sub Type	Society
Sector(s)	<u>Agriculture Animal &amp; Wildlife Food &amp; Nutrition</u> <u>Art &amp; Culture Child &amp; Youth</u> <u>Development Minority Education Senior</u> <u>Citizens Energy &amp;</u> <u>Environment Health Employment Legal Corporate</u> <u>Social Responsibility (CSR)</u>
Start Year	2007
Number of Employees	100+
Government ID	MP/2017/0155508
Registration ID	01/01/01/17458/07
Projects in States	<u>Gujarat Haryana Himachal</u> <u>Pradesh Jharkhand Madhya Pradesh Jammu and</u> <u>Kashmir</u>
Projects in Districts	<u>Sehore Hoshangabad Rajgarh Betul</u>
Overview	Claims to have 20,000 women members in 19 states and 350+ centres.  Through the centres and with a contribution of Rs. 20/- per month from the members they help people in distress (including men too).  Coordinates with development authorities for helping the needy and to ensure they get justice.
Primary Office Address	20-B, Nema Complex, In front Of Bhel Jublee Gate Indrapuri
City	<u>Bhopal</u>
State	<u>Madhya Pradesh</u>

## **Objectives of Study**

1. To see things from a different perspective.
2. To understand how little things can change the lives of so many people.
3. To explore all that which is hidden inside and build many more valuable skills set of an individual.
4. To implement our ideas and make it happen in the real world.

## **Scope of the Study**

1. We can work with various department with an NGO.
2. We can also interact with different regional NGOs of the state to get more aware of the strategies to be implemented.
3. To get more aware about the regional rural people through medical campaigns.
4. Can also provide them such details that government has created especially for unprivileged people.

## **Need of the Study**

1. To study NGOs clearer link to a guiding purpose, the greater good.
2. To find the responsibility of fulfilling moral and social needs that ought to be taken by the government.
3. To explore the philosophy that there's more happiness in giving than receiving.

## **Contribution During SIP**

- A) Promoting NGO through SNS.
- B) Connecting different states of NGOs through telly calling.
- C) Contribution in Certificate Department, Excel Department.

### **Minor Task**

- 1.For the Minor task we have to post the photos/ posters on the Facebook, Instagram, WhatsApp, LinkedIn or any other social media that an individual have.
- 2.It was the one type of promotion that we have to do on the social media.
- 3.The photos/posters used to be of the work primarily in the domain of legal, employment, health, energy and environment, senior citizens, education, minority, child and youth development, art and culture, food and nutrition, animal husbandry and agriculture which is what the exactly the NGO is in.
- 4.The photos/posters were sent by the HOD of the department.
- 5.We have to submit the screen shot of the photos/posters which we posted on the social networking sites before 5pm in the pdf format only.

### **Major Task**

- 1.For the Major task we have been allotted the region and state were given by the HOD of our department.

2. Every individual used to get the different region and state.
3. According to the region and state which were allotted by the HOD we have been also provided the link called NGO Darpan through which we have to select the region and state provided to the individual.
4. The list of the NGOs appear by selecting the region and state.
5. After that every individual need to call the NGOs which used to appear on the link.
6. On the calling each have to explain the other parties (i.e., different NGOs head) about the project.
7. The project include the collaboration with the different NGOs related to social causes like skill development, providing essential, etc. all those activities which provide benefits in the domain of education, energy, health, environment, senior citizen, child and youth development.
8. After explaining how difficult for our NGO to implement any project in different state in India so therefore we need NGOs who can work with our NGO, after that we have to prepare the excel sheet in accordance who are interested and not interested in the collaborations.
9. In the excel sheet we have to include the name of the organization, number, email id, region, state, status of the NGOs.
10. Hence every individual has to submit the excel sheet before 5 pm.

## **RESEARCH METHODOLOGY**

Research methodology describes of the method and type of research we use. Research comprises of two words “Re” and “search”. It includes primary source and secondary source of data. Survey method is used for this research.

Research methodology is a systematic plan for conducting research or a way to solve a problem. It is a science of studying how research is to be carried out. Its aims to give the work plan of research. It is the systematic collection, analysis and interpretation of data to generate new knowledge and answer a certain question or solve a problem.

**Definition: According to John Best,** “Research is a systematic activity directed towards discovery and the development of an organized body of knowledge”.

### **• TYPE OF DATA COLLECTION**

Generally, two types of data are used for any research, which are very important for the research; these can be discussed as -

A . Primary data

B . Secondary data

#### **A. Primary Data:**

The Primary Data collection, the data is collected using methods such as interviews, questionnaire, observations etc. primary data means original data that has been collected specially for the purpose in mind. It is useful for current studies as well as for future studies. The primary data collected from the field under the supervision of an investigator.

#### **Types of primary data:**

- Observations
- Personal interviews



- Questionnaire

## **B. Secondary Data**

The secondary data are those which have already collected and stored. Secondary data easily get those secondary data from records, journals, annual reports of the company etc. It will save the time, money and efforts to collect the data. When statistical method is applied on primary their shape and became secondary data.

### **Types of secondary Data:**

- Newspaper Articles
- Web Sites
- Research Papers
- Company Sites

### **Research Hypothesis:**

A hypothesis is the statement or an assumption about relationship between variables. A hypothesis should always be testable, measurable, clear and understandable. The procedures used to measure and/or manipulate a variable.

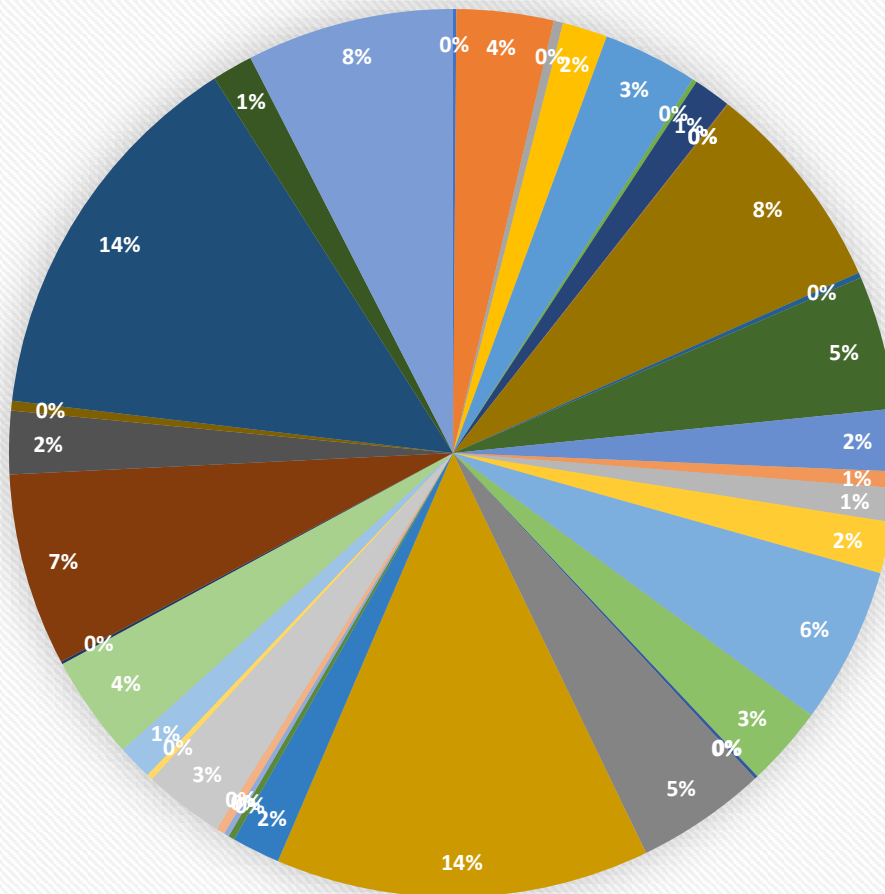
## **Data Analysis & Interpretations**

Data analysis can be defined as the process of gathering, modeling and transforming data so as to get useful information, suggestions and conclusions in decision-making. The literal meaning of interpretation is “explaining or drawing-out the meaning”. The process of data interpretation includes drawing-out conclusions from data analysis. There is a close association between data interpretation and data analysis.

Data analysis, also known as analysis of data or data analytics, is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

The purpose of interpreting the data is to reduce it to an intelligible and interpretable form so that the relation of research problem can be studied and tested, and conclusion drawn. On the other hand, when the researcher interprets the research results.

## NGO COUNT



- |                             |                        |
|-----------------------------|------------------------|
| ■ ANDAMAN & NICOBAR ISLANDS | ■ ANDHRA PRADESH       |
| ■ ARUNACHAL PRADESH         | ■ ASSAM                |
| ■ BIHAR                     | ■ CHANDIGARH           |
| ■ CHHATTISGARH              | ■ DADRA & NAGAR HAVELI |
| ■ DAMAN & DIU               | ■ DELHI                |
| ■ GOA                       | ■ GUJARAT              |
| ■ HARYANA                   | ■ HIMACHAL PRADESH     |
| ■ JAMMU & KASHMIR           | ■ JHARKHAND            |
| ■ KARNATAKA                 | ■ KERALA               |
| ■ LADAKH                    | ■ LAKSHADWEEP          |
| ■ MADHYA PRADESH            | ■ MAHARASHTRA          |
| ■ MANIPUR                   | ■ MEGHALAYA            |
| ■ MIZORAM                   | ■ NAGALAND             |
| ■ ORISSA                    | ■ PUDUCHERRY           |
| ■ PUNJAB                    | ■ RAJASTHAN            |
| ■ SIKKIM                    | ■ TAMIL NADU           |
| ■ TELANGANA                 | ■ TRIPURA              |
| ■ UTTAR PRADESH             | ■ UTTARAKHAND          |
| ■ WEST BENGAL               |                        |

- **INTERPRETATION ON STATE WISE**

The Central Statistical Institute of India announced in 2009 that there were 3.3 million NGOs registered in India, or one NGO for every 400 Indian citizens. In 2020, GuideStar India (GSI) had more than 10,000 verified NGOs and more than 1,600 certified NGOs on its portal. There are also 100,873 NGOs registered on the 'NGO Darpan' Portal of Nitti Aayog.

The NGO-DARPAN is a platform that provides space for interface between VOs/NGOs and key Government Ministries / Departments / Government Bodies, to start with. Later it is proposed to cover all Central Ministries / Departments / Government Bodies.

This is a free facility offered by the NITI Aayog in association with National Informatics Centre to bring about greater partnership between government & voluntary sector and foster better transparency, efficiency and accountability.

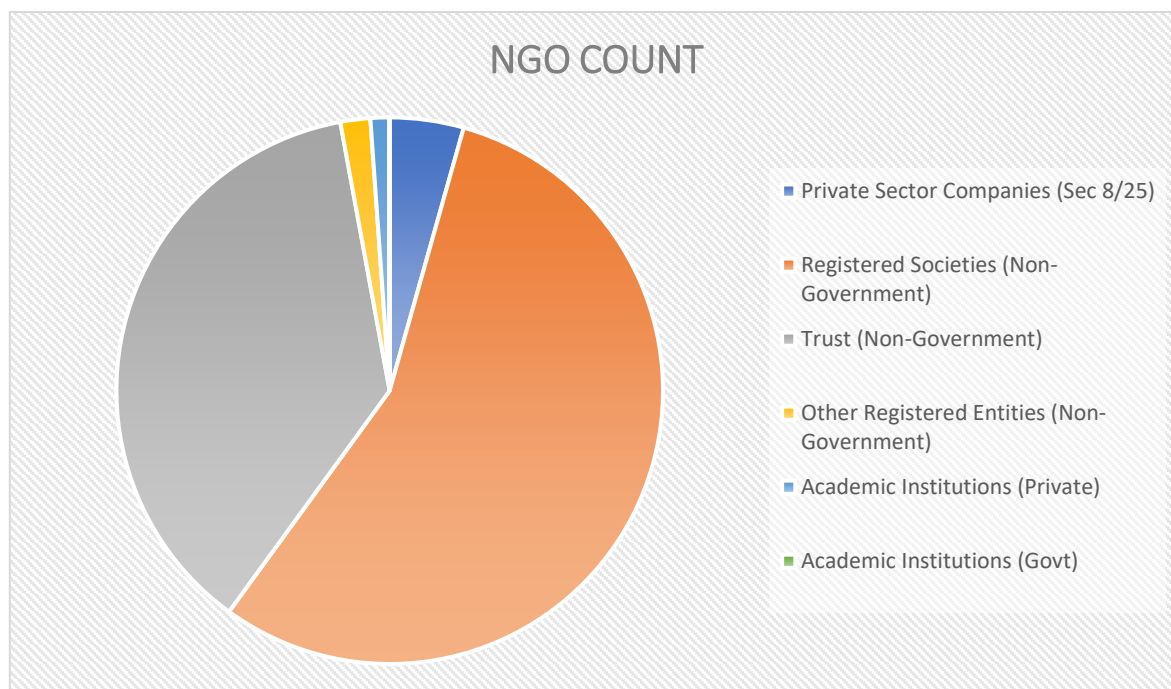
The NGO-DARPAN started out as an initiative of the Prime Minister's Office, to create and promote a healthy partnership between VOs/NGOs and the Government of India. The Portal is managed at present by NITI Aayog.

There are 36 states in India in which Madhya Pradesh has 6511 numbers of NGOs among which our NGO is Shubham Nari Shakti Mahila Kalyan Samiti

NGO STATE	NGO COUNT
ANDAMAN & NICOBAR ISLANDS	170
ANDHRA PRADESH	4,846
ARUNACHAL PRADESH	465
ASSAM	2,251
BIHAR	4,739
CHANDIGARH	224
CHHATTISGARH	1,861

<b>DADRA &amp; NAGAR HAVELI</b>	30
<b>DAMAN &amp; DIU</b>	17
<b>DELHI</b>	10,592
<b>GOA</b>	266
<b>GUJARAT</b>	6,684
<b>HARYANA</b>	3,104
<b>HIMACHAL PRADESH</b>	821
<b>JAMMU &amp; KASHMIR</b>	1,690
<b>JHARKHAND</b>	2,570
<b>KARNATAKA</b>	7,821
<b>KERALA</b>	4,013
<b>LADAKH</b>	164
<b>LAKSHADWEEP</b>	4
<b>MADHYA PRADESH</b>	6,511
<b>MAHARASHTRA</b>	18,695
<b>MANIPUR</b>	2,414
<b>MEGHALAYA</b>	310
<b>MIZORAM</b>	258
<b>NAGALAND</b>	429
<b>ORISSA</b>	4,029
<b>PUDUCHERRY</b>	305
<b>PUNJAB</b>	1,738
<b>RAJASTHAN</b>	5,172
<b>SIKKIM</b>	130
<b>TAMIL NADU</b>	9,637
<b>TELANGANA</b>	3,156
<b>TRIPURA</b>	486
<b>UTTAR PRADESH</b>	19,364
<b>UTTARAKHAND</b>	2,038
<b>WEST BENGAL</b>	10,354

• **INTRPRETATION ON NGOs SECTOR WISE**



NGO TYPE	NGO COUNT
Private Sector Companies (Sec 8/25)	6,002
Registered Societies (Non-Government)	76,401
Trust (Non-Government)	50,949
Other Registered Entities (Non-Government)	2,425
Academic Institutions (Private)	1,508
Academic Institutions (Govt)	43

## **Limitations**

- This internship is an online mode.
- Time was the most critical limiting factor.
- Information given by the respondent may and may not be accurate due to which result may vary.
- While working in the virtual platform interns may not get an experience which we would have got in offline platform.
- Because of the unpaid internship the interns are not that enthusiastic as much as they are in paid internship.
- Due to virtual mode every organization is in bound how to train their interns in a very short period of time.
- The confidence which we would have gained in the offline mode was not gained in online mode.
- We were not able to learn what we actually needed as an intern.
- It was very difficult to collect the information and data, as in many cases updated data were not available.

## **Findings**

1. The NGO had work with the Government of India and ministers in projects such as- PMG Disha Digital India, Pradhan Mantri Kushal Vikas Yojana, etc.
2. The NGO not only addresses women empowerment but also addresses the issues in the community like starvation, educations of children, drinking water and marital problems.
3. The NGO conducts various courses and provide paid services in the following areas like soft skills developing training programs, Children education services, drawings classes services, etc.
4. The NGO runs a project for corporate social responsibility- CSR skills development with a duration of 30 days. It was a paid project.



## **Conclusion**

1. Always work for a cause and try to bring improvement in the life of people and animals. The work is done with selflessness. It is a great opportunity for us to see things from a different perspective.
2. Their little effort is making a difference in the lives of so many is enough to make them feel good about themselves.
3. It was observed that often people are unaware of their talents. When a person discovers what he or she likes, it's possible to do a job them forever. To explore all that which is hidden inside and build many more valuable skills set of an individual.
4. It requires proper and planned efforts to implement our ideas and make it happen in the real world. No corporate sector or organization other than NGO would entertain and give such kind of liberty.

## **Bibliography**

### ○ **WEBSITES**

- 1) [www.ShubhamNariShaktiMahilaKalyanSamiti](http://www.ShubhamNariShaktiMahilaKalyanSamiti)
- 2) [www.justdial.com](http://www.justdial.com)
- 3) [www.ngo.com](http://www.ngo.com)

### ○ **Newspapers**

1. Nava Bharat
2. Lokmat