

| *KUDUMBASHREE NRO*

# INTERNSHIP REPORT

| **SWAD SANGAM PROJECT MADYHA PRADESH**

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**TATA INSTITUTE OF SOCIAL SCIENCES, TULJAPUR**  
**INTERNSHIP PERIOD: 20 SEPTEMBER TO 20 OCTOBER**  
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## **INTRODUCTION:**

This report stands as a comprehensive guide, meticulously navigating the multifaceted landscape of the Swad Sangam project, capturing its essential components and delineating the path towards continual advancement. Within this extensive review, we unravel the diverse dimensions of Swad Sangam, examining the key players and confronting the challenges, opportunities, and strategic imperatives crucial to the project's ongoing success within rural communities.

The synthesis of these findings is a culmination derived from an extensive internship, encompassing comprehensive field research and immersion into varied Swad Sangam outlets. These on-ground visits to locations spanning Bhopal, Raisen, Dewas, and beyond, provided invaluable insights into the nuances of each distinct setting. Additionally, private assessments of acclaimed culinary establishments such as Sagar Gaire, Milan, and Indian Coffee House unveiled robust strategies to fine-tune branding across diverse locales, translating these insights into tangible, actionable recommendations.

This comprehensive report mirrors the amalgamation of learnings and experiences garnered during the intern's tenure within kudumbashree NRO Bhopal . It serves as a testament to the invaluable insights gained from these direct engagements, reflecting not only the challenges faced by the outlets but also the strategic insights acquired from contrasting private food outlet evaluations. These findings are presented as actionable roadmaps, steering the Swad Sangam project toward more refined and impactful operational strategies that resonate with the diverse and unique communities it serves.

## **OBJECTIVES OF THE REPORT:**

- **Comprehensive Understanding of Project Dynamics:** The primary goal of this report is to provide a comprehensive understanding of the multifaceted Swad Sangam project. This includes exploring the roles and contributions of key institutions like Kudumbashree NRO, M.P SRLM, and the overarching National Rural Economic Transformation Project (NRETP) in empowering rural communities.

- **In-Depth Analysis of Key Players:** The report aims to delve into the functions and significance of Kudumbashree NRO and M.P SRLM within the Swad Sangam project. This involves understanding their specific roles, contributions, and the impact they create in terms of technical support, training, operational guidance, and community development.
- **Insights into Enterprise Operations:** The report seeks to provide a detailed analysis of the Swad Sangam project's various components, including canteens, food trucks, and mini cafes. The objective is to highlight the challenges these enterprises face, the interventions needed for improvement, and their alignment with project objectives.
- **Learning and Insights:** One of the crucial objectives is to share insights gained during internships and engagement with different outlets. This includes understanding the business models, branding strategies, and customer profiling within community-based enterprises.
- **SWOT Analysis for Strategic Guidance:** The report aims to conduct a thorough SWOT analysis for the Swad Sangam project. This analysis will highlight its internal strengths and weaknesses, external opportunities, and potential threats, offering a strategic roadmap for improvement and growth.
- **Recommendations for Project Enhancement:** Based on the analysis and observations, the report will provide a set of recommendations. These recommendations will focus on improving branding, operational efficiency, customer service, and market penetration, aiming to propel the Swad Sangam project towards sustained success and expansion.

### **METHODOLOGY:**

- **Semi-Structured Interviews:** The data collection process involved conducting semi-structured interviews with project participants. Open-ended questions, based on a predefined set of topics and inquiries, were posed to gather qualitative insights into the project's impact and community perspectives.

- ✚ **Engagement with Project Mentors:** Valuable interactions were held with mentors actively involved in the Swad Sangam project. These discussions provided an in-depth understanding of the project's intricacies, strategies, and practical experiences in brand building.
- ✚ **Field Visits:** Extensive field visits were undertaken to gain a comprehensive grasp of the brand building strategies within the Swad Sangam project. This included visits to different Swad Sangam project sites as well as private food outlets. These visits were instrumental in benchmarking best practices in brand development.
- ✚ **Group Interviews:** Group interviews were conducted, involving a single interviewer engaging multiple participants simultaneously. This method was particularly relevant in sectors like food service, hospitality, and retail, allowing us to glean insights into customer preferences and demands.
- ✚ **Exploration of Surrounding Areas:** Diverse locations in the vicinity of Swad Sangam canteens and food trucks were explored, encompassing homes, offices, colleges, coaching centers, and local markets. This exploration aimed to provide a comprehensive understanding of local sentiments towards branding and the expectations of patrons from food outlets.

## ABOUT INSTITUTION :

### **Kudumbashree-National Resource Organization (Kudumbashree NRO): Empowering Swad Sangam for Success:**

In the vibrant landscape of the Swad Sangam project, Kudumbashree NRO emerges as a central pillar of support, working diligently alongside government agencies, especially in Madhya Pradesh, to elevate the livelihoods and aspirations of the local community. Their professional structure and role within Swad Sangam are essential to comprehending the project's dynamics.



Aajeevika  
National Rural Livelihoods Mission  
Government of India



Kudumbashree  
Kerala State Poverty Eradication Mission  
Government of Kerala

### **Kudumbashree-National Resource Organization**

**Understanding Kudumbashree:** Kudumbashree, a well-established and highly regarded technical support agency (TSA), specializes in the art of nurturing livelihood and rural development initiatives. Their extensive footprint extends not only in Kerala but also to various states across India. In the context of Swad Sangam, their seasoned professionals provide much-needed expertise and guidance.

### **Roles and Functions in NRETP Project (Swad Sangam):**

**Technical Support:** In our engagement with Swad Sangam, Kudumbashree NRO serves as the designated Technical Support Agency (TSA). Drawing upon their extensive experience in promoting livelihood initiatives, especially in the food service domain, they provide invaluable technical expertise and guidance. This mentorship ensures that Swad Sangam is well-equipped to overcome challenges and capitalize on opportunities.

**Training and Capacity Building:** Beyond technical support, Kudumbashree NRO plays a central role in nurturing budding entrepreneurs within the Swad Sangam project. They dedicate themselves to the development of comprehensive training materials, modules, and Information, Education, and Communication (IEC) resources. These educational tools are tailored to empower Self-Help Group (SHG) members, transforming them into skilled and successful food service entrepreneurs. The direct impact of their training efforts on our fellow students and

Swad Sangam members is unmistakable, with knowledge and skills being transferred in a tangible and empowering manner.

**Operational Manual Development:** Kudumbashree NRO actively contributes to the creation of a meticulously detailed operational manual for Swad Sangam's food service enterprises. This manual isn't a mere set of guidelines; it embodies standard operating procedures and protocols that ensure efficient, consistent, and sustainable business operations. It's the kind of resource that not only guides our project's development but also serves as a blueprint for student learning and future projects.

**Monitoring and Evaluation:** Another significant aspect where Kudumbashree NRO makes a difference in the Swad Sangam project is in the establishment of a robust monitoring and handholding support system. This system is designed to nurture food service entrepreneurs by providing continuous guidance and feedback. With the active involvement of Kudumbashree NRO, the ongoing assessment of project activities and outcomes isn't just a formality; it's a dynamic process that constantly informs our efforts, making it a real-world learning experience for us as students.

### [Madhya Pradesh State Rural Livelihood Mission \(M.P SRLM\):](#)

#### [Empowering Rural Communities Through Swad Sangam:](#)





The Madhya Pradesh State Rural Livelihood Mission (M.P SRLM) takes center stage as the catalyst for change, orchestrating a symphony of livelihood enhancement and poverty reduction initiatives. Within the Swad Sangam project, the M.P SRLM plays a pivotal role in the pursuit of empowerment of SHG women and economic development.

**Unveiling M.P SRLM:** The National Rural Livelihood Mission (NRLM) in Madhya Pradesh commits to extending its reach to every Below Poverty Line (BPL) family and other overlooked genuinely impoverished individuals, urging them to join Self Help Groups (SHGs) for economic and socio-political empowerment. The current scenario reveals that around 57 lakh BPL and destitute households are yet to become SHG members. This ambitious endeavor is being realized under the aegis of the Ministry of Rural Development, Government of India.

**Implementation Approach: From Intensive to Non-Intensive** Operating through the Madhya Pradesh Rajya Aajeevika Forum (MPRAF), M.P SRLM executes its mission with an intensive approach in 46 blocks across 10 districts and a non-intensive approach in the remaining 214 blocks.

**Vision and Mission: Uplifting Livelihoods Sustainably** The core vision and mission are eloquently captured: "To reduce poverty by enabling poor households to access gainful self-employment and skilled wage employment opportunities, leading to a significant enhancement in their livelihoods on a sustainable basis, through the establishment of robust grassroots institutions for the poor."

#### **Roles and Functions in Swad Sangam:**

1. **Project Implementation:** The M.P SRLM takes the reins as the primary implementing agency within the Swad Sangam project. Their shoulders bear the weight of executing the multifaceted activities outlined in the National Rural Economic Transformation Project (NRETP) for the food service cluster. This includes the establishment of food service enterprises and the intricate coordination of project operations in Madhya Pradesh. For students engaged in Swad Sangam, this is where theory meets practice, and learning is transformed into tangible outcomes.
2. **Stakeholder Engagement:** M.P SRLM is not a solitary actor; it is a conductor of collaboration. They engage with an array of stakeholders, ranging from Self-Help Groups (SHGs) to rural communities and diverse government agencies. This inclusive approach ensures the harmonious and effective execution of the project. For students,

it's a firsthand glimpse of the dynamics of stakeholder management, an invaluable lesson in real-world engagement.

3. **Resource Mobilization:** The agency takes on the role of a financial orchestrator, engaging in resource mobilization and allocation. This critical function ensures the availability of financial and human resources, propelling the project's wheels of progress. For students, this is a window into the practical aspects of financial planning and resource allocation, a skill that transcends the realms of academia.
4. **Capacity Building:** M.P SRLM is more than an executor; it's a nurturer of talent. They play a pivotal role in building the capacity of SHG members, providing them with training, skills, and unwavering support. This investment in human capital is the cornerstone of producing successful food service entrepreneurs. For students, it's an education in empowerment, an opportunity to witness the transformational power of education and skills development.
5. **Community Development:** Beyond economic pursuits, M.P SRLM contributes to the holistic development of rural communities. They are the architects of change, designing economic activities that elevate income levels and enhance livelihoods. For students, this is where the abstract notions of community development materialize into tangible, uplifting transformations.

### WHAT IS “THE NATIONAL RURAL ECONOMIC TRANSFORMATION PROJECT” (NRETP) AND IT’S COMPONENT:



भारत सरकार | GOVERNMENT OF INDIA  
 ग्रामीण विकास मंत्रालय | Ministry of Rural Development  
**DAY-NRLM**  
 Deendayal Antyodaya Yojana-National Rural Livelihoods Mission  
 e-Governance Application

The National Rural Economic Transformation Project (NRETP) is a strategically designed initiative operating within the broader framework of the National Rural Livelihood Mission (DAY-NRLM) in India. This project carries a noble purpose - to foster and facilitate economic transformation in rural areas. It zeroes in on specific clusters or sectors within the rural economy that hold immense potential for generating employment and income opportunities, particularly for women engaged in non-farm activities.

## Unpacking the Core Components: NRETP's Roadmap to Progress

1. **Targeted Clusters:** NRETP adopts a highly selective approach by identifying and focusing on specific clusters or sectors within rural economies. These clusters extend far beyond traditional agriculture, encompassing a diverse range of economic activities. NRETP identifies sectors with untapped potential for growth, development, and the generation of livelihood opportunities.
2. **Scaling Up Operations:** The crux of the project lies in the aspiration to amplify economic activities within these identified clusters. This includes fostering growth, increasing production, and promoting entrepreneurship. The ultimate goal is to create a sustainable and lasting economic impact that benefits local communities.
3. **Entrepreneurship Opportunities:** NRETP dedicates itself to creating a conducive environment for entrepreneurship, with a special focus on empowering rural women. The project seeks to provide support and resources that enable women to establish and manage their own enterprises. This not only contributes to women's economic self-sufficiency but also empowers them, fostering gender equality.
4. **Income Generation:** A fundamental outcome sought by NRETP is the enhancement of income opportunities for Self-Help Group (SHG) members. These SHGs serve as community-based organizations that collaborate to address both financial and social needs. NRETP works to elevate the income levels of SHG members by actively engaging them in economic activities within the chosen clusters.
5. **Women-Led Enterprises:** NRETP places a strong emphasis on promoting women-led enterprises, typically focused on non-farm activities, such as the food service cluster exemplified by Swad Sangam. Empowering women to lead and manage these businesses has a twofold impact. It not only improves the economic status of women but also contributes to gender equality by breaking traditional gender roles.

In the context of the Swad Sangam project, NRETP's strategies are perfectly aligned with the mission to comprehend, engage with, and enrich the economic and social landscape of rural communities. This project is a testament to the potential for strategic initiatives to stimulate inclusive growth and transformation in real-world rural settings. It showcases how, through focused efforts, entire communities can benefit from enhanced economic opportunities and a more equitable distribution of resources and responsibilities. NRETP stands as an embodiment

of the idea that a brighter, more prosperous future is achievable for all, especially those residing in rural areas.

## **MY WORK DURING INTERNSHIP:**

### **Swad Sangam Outlet Profiling:**

The Swad Sangam Project includes canteens located in various regions, each with a unique story and set of challenges.

#### **SWAD SANGAM CANTEEN, CM HOUSE (BHOPAL):**

**Operational Structure:** The canteen, strategically positioned within the Chief Minister's house near Gate No. 6, is operated by a Self-Help Group (SHG) consisting of five members affectionately referred to as 'Didis.' These individuals, namely Lakshmi Didi, Poja Didi, Sudha Didi, Nirmala Didi, and Sonam Didi, are residents of Phanda Kala village, situated approximately 20 kilometers from the canteen location. While their formal education generally concludes at the high school level, their practical training in culinary arts at the Institute of Hotel Management (IHM) in Bhopal equips them for the food service industry. Notably, Sonam Didi holds prior experience from her tenure at the Swad Sangam Canteen in Valbh Bhawan, enriching the team's collective experience.

**Customer Base:** The primary clientele of this canteen predominantly comprises government security officials stationed at the Chief Minister's house and other government employees. These patrons, typically aged between 25 to 60 years, with a concentration below 45 years, exhibit varying lunch preferences. While many bring their packed lunches, a substantial number avail themselves of the canteen's offerings. The most sought-after items on the menu include 'Pakode' (fried snacks) and tea, indicating a preference for quick and familiar comfort food among the customer base.

**Operational Aspects Requiring Attention:** Observations indicate critical areas necessitating immediate attention and intervention to elevate the canteen's performance:

- 1. Customer Service Training:** There is a palpable need for comprehensive and tailored customer service training for all staff members. The enhancement of communication



### **SWAD SANGAM CANTEEN, SUSHASAN BHAWAN (AIGGPA, BHOPAL):**

**Operational Overview:** The 'Sushasan Bhawan' canteen, housed within the esteemed Atal Bihari Vajpayee Institute of Good Governance and Policy Analysis (AIGGPA), is run by a dedicated team of three Self-Help Group (SHG) members from Amla village. Trained at the Institute of Hotel Management (IHM) under the Madhya Pradesh State Rural Livelihoods Mission (MPSRLM) in December 2022, the team demonstrates a strong sense of ownership, with two members, Radha Didi and Prema Didi, having prior experience at Vallabh Bhawan in Bhopal. Prema Didi, the registered leader of the canteen, oversees operations, while the entire team is actively involved.



*Figure E- seating area of suhsasan bhawan outlet*



*Figure F- front gate hoarding of AIGGPA Swad sangam outlet*

**Customer Base :** The primary customer base includes research fellows and students from AIGGPA, along with other office staff and gardeners employed at the institute. However, it's noteworthy that the average footfall, currently at 35 customers per day, falls below anticipated levels, indicating a potential for growth and increased customer engagement.

**Interventions for Branding and Service Enhancement:** To elevate the branding and service quality of the canteen, the following interventions are recommended:

**1. Menu Expansion:**

- Diversify the menu by incorporating a broader range of vegetable-based options.
- Tailor the menu to cater to a more diverse set of customer preferences, providing a well-rounded culinary experience.
- Consider seasonal variations to keep the menu fresh and appealing.

**2. Online Collaboration:**

- Explore potential collaborations with prominent online food service platforms such as Swiggy and Zomato.
- This collaboration can significantly increase the canteen's visibility and broaden its customer base.
- Leverage online platforms for promotions and discounts to attract and retain customers.

**3. Food Quality Enhancement:**

- Aspire to elevate the overall quality of the food served in the canteen to meet the high standards expected of a distinguished establishment.
- Implement consistent measures in taste, presentation, and quality to create a positive reputation and satisfy customer expectations.
- Consider conducting taste testing sessions and collecting customer feedback to refine recipes and enhance the overall dining experience.

**SWAD SANGAM CANTEEN, COLLECTORATE OFFICE (RAISEN):**

**Operational Overview:** The canteen, situated within the Raisen Collectorate Office premises, is operated by the Unati Sankul Sanchi Self-Help Group (SHG). The team comprises Ruchi Namdev, Vimla Bai, and Halka Bai, with Ruchi Didi managing the counter, while others are involved in food preparation.



*Figure G- front of swad sangam Raisen*



*Figure H-food take away station of outlet*

Additionally, they have hired a chef to assist with food preparation. Ruchi is pursuing a Master of Social Work (MSW) degree, showcasing a commitment to education within the team. The canteen operates six days a week, serving a diverse customer base that includes Collectorate employees and other office personnel.

The canteen's daily service caters to approximately 100 customers, and they also accept orders for events at the Raisen Collectorate Office.

### **Interventions for Branding and Service Enhancement:**

#### **1. Increased Brand Visibility:**

- Strategically place prominent signage and advertising materials within the Collectorate Office premises.
- Utilize notice boards, common areas, and entry points to enhance visibility.
- Consider collaborating with the Collectorate administration to promote the canteen through official channels.

#### **2. Uniforms for Staff:**

- Introduce uniforms for the staff to enhance professionalism and create a cohesive, organized appearance.
- Uniforms contribute to a positive customer perception and reinforce the canteen's commitment to quality service.



### 3. **Business Cards:**

- Design and provide business cards to clients and customers.
- Business cards serve as effective networking tools, enabling easy contact and contributing to increased visibility within the local community.
- Include essential information such as contact details, hours of operation, and any special services offered.

### 4. **Revised Menu:**

- Regularly update the menu to adapt to changing customer preferences and market trends.
- Conduct surveys or gather feedback to identify popular items and incorporate them into the menu.
- Consider introducing diverse and contemporary options to attract a broader customer base.

### **SWAD SANGAM FOOD TRUCK (SANCHI, RAISEN):**

**Operational Overview:** The food truck, strategically located near the Sanchi Stupa monument, is operated by two Self-Help Group (SHG) members, Himlata Didi and Kirti Didi. Challenges arise from their illiteracy, impacting the handling of the billing machine provided by MPSRLM and Kudumshree NRO. With a daily footfall below 30 customers, the majority being tourists, the food truck faces the need for strategic improvements.

Raw materials are sourced from local vendors due to budget constraints, limiting their ability to place bulk orders and receive discounts



Figure I- food serving point of Swad Sangam food truck Sanchi      Figure J- food truck outlet of Swad Sangam Sanchi

### Interventions for Branding and Service Enhancement:

#### 1. Change of Location:

- Relocate the food truck to a more strategic area, such as near the ticket counter of the Sanchi Stupa.
- Increased visibility in high-traffic areas can attract more customers, especially those visiting the monument.

#### 2. Hygiene Training:

- Provide comprehensive hygiene training to the Didi's to ensure cleanliness and food safety.
- Emphasize the importance of maintaining a clean and sanitary food preparation environment to create a positive impression among customers.

#### 3. Comfortable Uniforms:

- Assess the comfort and practicality of the current uniforms.
- If feasible, consider changing uniforms to ones that are more comfortable and suitable for the work environment, contributing to an enhanced professional appearance.

#### 4. Moveable Brand Board:

- Add a moveable brand board to increase visibility.
- This simple addition can make the food truck more noticeable to tourists and passersby, potentially increasing customer engagement.

#### **SWAD SANGAM MINI CAFE, COLLECTORATE OFFICE (SEHORE):**

**Operational Overview:** The mini cafe, located within the Sehore Collectorate office, operates as a family business led by Rupa Kuswaha and her family members, including Santi Bai and Seema Bai. Despite their lack of literacy, the team has received culinary training from IHM Bhopal. Raw materials are sourced from local vendors, emphasizing cost-effective supplies.



*Figure K- front of sehore mini cafe*



*Figure L- White Board of mini cafe*

This ensures a consistent inventory for the cafe's operations. The cafe caters to a diverse clientele, including police officials, local residents, politicians, and Collectorate officials. With an impressive daily footfall of approximately 300 customers, the cafe stands out as a profitable venture. Maintaining good food quality standards is a notable strength of the cafe, contributing to its success and customer satisfaction.

#### **Interventions for Improvement:**

##### **1. Uniform Usage:**

- Suggested for enhancing the professional image of the cafe and creating a sense of consistency.

## **2. Brand Signage and Focal Points:**

- Recommended for increased brand visibility within the Collectorate office, potentially attracting more customers.

## **3. Service Ethics Training:**

- Essential for creating a positive customer experience and fostering a reputation for quality service.

## **4. Enhancing Entrepreneurial Independence:**

- Encouraging measures to increase the sense of ownership among the Didis, promoting a more entrepreneurial mindset.

### **SWAD SANGAM CMTTC CATERING (SEHORE):**

**Operational Overview:** The catering service is situated at CMTTC, a training center for Self-Help Group (SHG) women in the Sehore district. The team, comprising Manisha Didi, Sunita Didi, Pholkuwar Didi, and Susmita Didi, operates the catering service. Despite the members being mostly illiterate, Manisha manages billing and raw material procurement. The service operates for 10 days a month, aligned with CMCTC's training schedule.

**Customer Base:** The primary customer base includes SHG women attending training sessions, aged between 18 and 40. They consume three meals per day during their training period. Originally planned to serve government events and provide lunch to officials, this aspect remains underutilized.

### **Interventions for Improvement:**

#### **1. Visible Brand Board:**

- Suggested for installation near the road leading to CMTTC to enhance visibility. This can attract more customers and establish a strong brand identity.



*Figure M-CMTC Campus area*



*Figure N- CCMTTC Swad Sangam catering service canteen*

## 2. Pamphlet Distribution:

- Recommended for creating and distributing pamphlets in areas frequented by students and professionals. This strategy can significantly boost visibility and inform potential customers about the catering service's offerings.

## 3. Online Marketing:

- Encouraged for establishing an online presence through social media and local business listings. Online marketing can improve branding in Sehore, attracting a broader audience and providing easy access to information about the catering service.

While the catering service has a defined customer base, there's an opportunity to expand its reach and utilization. Implementing the suggested interventions can contribute to enhanced visibility, increased customer engagement, and a more effective utilization of the service for government events and officials. Additionally, the adaptation of online marketing strategies aligns with modern communication trends and can broaden the service's outreach

### **SWAD SANGAM CANTEEN, IIIT&DM SARASWATI GIRLS HOSTEL (JABALPUR):**

**Operational Overview:** The canteen is situated in IIIT&DM Saraswati Hostel on the outskirts of Jabalpur, approximately 12-15 km away from the city center. Operated by members of the SHG named Lakshmi Sankul, the team includes Jyoti Yadav, Jyoti Kushwaha, Priti Kushwaha,

and Arti Bhardwaj. Jyoti Yadav serves as the canteen's secretary. They received culinary training from IHM Bhopal in December 2022.

**Customer Base:** The primary customer base comprises hostel residents at IIIT, typically aged between 18 and 30, coming from various regions of India. The canteen experiences a daily footfall of approximately 300 customers, facing competition from three other canteens within the IIIT campus.

**Operational Processes:** Jyoti Yadav manages billing and raw material procurement, with all raw materials sourced from local vendors offering on-site delivery at reasonable prices.

### Interventions for Improvement:

#### 1. Billing Machine Training:

- Essential for ensuring professionalism in operations. Proficient handling of the billing machine can positively impact customers' perceptions, ensuring efficient service and accurate billing.



Figure O-Swad Sangam canteen of IIITM&DM



Figure P-Front of IIITM&DM Swad Sangam Canteen Jabalpur

## 2. **Food Diversification:**

- Introducing a diverse range of regional foods into the menu is recommended. This step caters to varied preferences, making the canteen a more popular culinary choice on campus.

## 3. **Uniform Update:**

- Considering uniform updates based on the Didis' suggestions can significantly enhance the overall appearance and professionalism of the canteen. A well-designed and comfortable uniform reinforces the brand's image.

## 4. **Non-Veg Menu Addition:**

- Advisable to consider the addition of non-vegetarian options to meet the higher demand among hostel residents. Aligning the menu with customer preferences can increase the canteen's popularity.

### **SWAD SANGAM CANTEEN, DEWAS DISTRICT HOSPITAL (DEWAS):**

**Operational Overview:** The canteen operates within Dewas District Hospital and is managed by four SHG members from the Umeed Sankul of Dewas District. The entrepreneurs, Poja Didi and Renu Didi, lead the canteen operations. The members have completed their studies up to the 8th standard, falling within the age range of 25 to 40. They received culinary training from IHM Bhopal in July 2023.

**Operational Structure:** The canteen operates in two shifts, with two Didis managing the canteen in the morning and the other two in the afternoon. Renu Didi, handling billing, manages the entrepreneurial responsibilities. Raw materials are procured from local vendors offering on-site delivery at reasonable prices.

**Customer Base:** The primary customer base consists of hospital patients, individuals accompanying patients, and hospital staff, including nurses and doctors. The age groups of customers range from 12 to 60. The canteen faces competition from small shops located around the hospital.

**Popular Item:** The most popular item in the canteen is aloo ka paratha



Figure Q-Front of Swad Sangam canteen Dewas



Figure R-Hoarding on MG hospital main gate

## Interventions for Improvement:

### 1. Customer Handling Training:

- Essential for effectively managing a diverse customer base. Training in customer handling can enhance the overall service quality, creating a positive experience for customers with different backgrounds.

### 2. Online Presence:

- Connecting the canteen with online platforms like ODCI and Zomato can broaden its customer base and visibility. An online presence facilitates easier access to the canteen's offerings for a wider audience.

### 3. Diversified Menu:

- Adding more local items to the menu, such as momos and Maggie, can increase the canteen's popularity. Diversifying the menu caters to diverse customer preferences, potentially attracting more patrons.

### 4. Fast Food Training:



- Training for preparing fast food items can enhance the canteen's brand image, offering quick and tasty options. This step aligns with the demand for convenient and appealing food choices.

### **Common Goals and Strategies:**

The canteens in the Swad Sangam Project share a common vision of empowering women, enriching livelihoods, and enhancing rural dining experiences. They employ similar strategies to address their unique challenges, including staff training, menu diversification, brand visibility improvements, and the utilization of digital platforms to extend their reach

### **To enhance the Swad Sangam Project: Learning from Private Food Outlets:**

key takeaways for the Swad Sangam Project. Swad Sangam is a notable initiative aimed at enhancing rural dining experiences and empowering women through entrepreneurial opportunities in the culinary sector. By evaluating the strategies and practices of established food outlets, the report seeks to identify valuable insights that can be applied to the Swad Sangam Project for its growth and success.

#### **1. Indian Coffee House:**

- A venerable institution that has consistently maintained a rich and aromatic coffee experience.



*Figure S- Indian Coffee House 23 Batalion Bhopal*

#### **Observation:**

#### **Consistent Food Taste:**

- *Food Chain's Approach:* The food chain prioritizes maintaining a consistent taste across its diverse restaurants, ensuring customers experience the same quality and flavor at any location.
- *Implication for Swad Sangam:* Standardizing the taste of offerings across Swad Sangam outlets is recommended. This consistency fosters reliability and familiarity, enhancing the overall customer experience.

#### **Diverse Menu:**

- *Food Chain's Approach:* The food chain boasts a diverse menu, catering to a broad spectrum of customer preferences. This variety provides customers with more choices, contributing to the outlet's competitiveness.
- *Implication for Swad Sangam:* Expanding the menu at Swad Sangam to accommodate different tastes and dietary requirements can attract a more extensive customer base. Offering a variety of options enhances the overall appeal of the outlet.

#### **Centralized Raw Material Procurement:**

- *Food Chain's Approach:* The food chain's centralized raw material procurement system allows them to standardize the taste of their food. This centralization provides greater control over ingredient quality and consistency.
- *Implication for Swad Sangam:* Exploring centralized procurement for Swad Sangam can be beneficial. It facilitates control over the sourcing of ingredients, ensuring a higher level of quality and consistency in the offerings.

#### **Unique Uniforms:**

- *Food Chain's Approach:* The coffee house's unique uniforms contribute to a distinctive brand image, helping the outlet stand out from competitors.
- *Implication for Swad Sangam:* Designing unique uniforms for Swad Sangam staff can create a memorable brand image, making the outlet easily recognizable. This uniqueness adds to the overall identity of the brand.

#### **Recommendations for Swad Sangam:**

1. Prioritize standardizing the taste of offerings across all Swad Sangam outlets for a consistent customer experience.

2. Consider expanding the menu to cater to diverse customer preferences and dietary needs, enhancing competitiveness.
3. Explore centralized raw material procurement to ensure better control over ingredient quality and consistency.
4. Design unique uniforms for Swad Sangam staff to create a distinctive brand image and improve brand recognition.

## 2. Theka Outlet:



*Figure T-Theka Outlet near AIGGPA Swad Sangam outlet*



*Figure U- Decore of Theka outlet*

### Observation:

#### Optimal Space Utilization:

- *Food Chain's Approach:* The food chain demonstrates efficient use of limited space for running its outlets. This skill is crucial in designing and organizing Swad Sangam outlets to maximize functionality within constrained spaces.

- *Implication for Swad Sangam:* Learning from the food chain's optimal space utilization can aid Swad Sangam in designing its outlets effectively, ensuring efficient operations within the available space.

### **Branding and Uniqueness:**

- *Food Chain's Approach:* The distinctive "coffee" concept used for branding sets the food chain apart, contributing to its uniqueness. Swad Sangam can consider adopting a similarly unique and memorable branding approach to stand out in the competitive food market in Madhya Pradesh.
- *Implication for Swad Sangam:* Developing a unique branding strategy, possibly inspired by local culture or concepts, can make Swad Sangam more memorable and distinguish it from competitors.

### **Culinary Differentiation:**

- *Food Chain's Approach:* Emphasizing culinary offerings that are distinct and differentiates the food chain from competitors is a key strategy. Unique recipes and flavors contribute to the establishment's identity.
- *Implication for Swad Sangam:* Focusing on culinary differentiation by incorporating unique recipes and flavors is crucial for Swad Sangam. This approach can help establish a distinctive presence and attract customers seeking something unique and special.

### **Recommendations for Swad Sangam:**

#### **1. Optimal Space Utilization:**

- Conduct a thorough assessment of space in Swad Sangam outlets.
- Implement efficient design and organization practices to make the most of the available space.

#### **2. Branding and Uniqueness:**

- Explore distinctive branding concepts inspired by local culture or unique themes.
- Create a memorable brand image that sets Swad Sangam apart in the competitive food market.

### 3. Culinary Differentiation:

- Develop and highlight unique recipes and flavors exclusive to Swad Sangam.
- Emphasize the distinctiveness of culinary offerings to attract customers looking for a special and unique dining experience

### 3. Jaipur Street (DB Mall):

- A food outlet offering the flavours of Jaipur in Bhopal, focusing on regional culinary delights.



Figure V-Jaipur street outlet

### Observation:

#### Regional Culinary Focus:

- *Jaipur Street's Approach:* The outlet emphasizes celebrating and showcasing the culinary heritage of the region, offering traditional and local dishes that provide an authentic taste experience.
- *Implication for Swad Sangam:* Swad Sangam can draw inspiration from this approach by highlighting the culinary specialties of the region it's located in. Incorporating local flavors can attract customers seeking an authentic and regional dining experience.

#### Ambiance and Decor:

- *Jaipur Street's Approach:* The ambiance and decor are designed to immerse customers in the local culture and traditions, enhancing the overall dining experience.

- *Implication for Swad Sangam:* Swad Sangam outlets can consider incorporating regional decor elements that resonate with the local culture. This immersive environment can contribute to a more enjoyable and authentic dining experience for customers.

### **Street Food Offerings:**

- *Jaipur Street's Approach:* Recognizing the popularity of street food, Jaipur Street includes iconic street food items in its menu, catering to customers looking for a taste of local street flavors.
- *Implication for Swad Sangam:* Swad Sangam can capitalize on the appeal of street food by including popular local street food items in its menu. This addition can attract a broader customer base interested in experiencing local street flavors.

### **Recommendations for Swad Sangam:**

#### **1. Regional Culinary Focus:**

- Identify and feature local and traditional dishes that showcase the culinary heritage of the region.
- Highlight the uniqueness of regional flavors to attract customers seeking an authentic taste experience.

#### **2. Ambiance and Decor:**

- Incorporate regional decor elements in Swad Sangam outlets to create an immersive dining environment.
- Ensure that the ambiance reflects the local culture and traditions, enhancing the overall dining experience.

#### **3. Street Food Offerings:**

- Integrate popular local street food items into the Swad Sangam menu.
- Capitalize on the appeal of street flavors to cater to a diverse customer base interested in experiencing the local street food scene.

#### 4. Sagar Gaire's:

- Offers a variety of cuisines at reasonable prices with a focus on taste and ambiance.



Figure W-Sagar Gaire outlet setup



Figure X- Food Serving area

#### Observation:

#### Diverse Regional Menu:

- *Sager Gaire's Approach:* The outlet suggests that Swad Sangam should consider offering a diverse menu that highlights the rich culinary traditions of its specific region, catering to a wide range of tastes and preferences.
- *Implication for Swad Sangam:* Incorporating a diverse range of regional dishes into the menu can attract a broader customer base. This approach aligns with the concept of providing an authentic taste experience and caters to customers with varied preferences.

#### Affordability and Value:

- *Sager Gaire's Approach:* Emphasizing reasonable pricing is recommended to make Swad Sangam an appealing choice for budget-conscious diners, increasing market appeal and accessibility.
- *Implication for Swad Sangam:* Offering affordable pricing ensures that the outlet remains accessible to a larger demographic. This strategy can contribute to attracting a diverse customer base and fostering customer loyalty.

### **Quality and Consistency:**

- *Sager Gaire's Approach:* Maintaining a commitment to excellent taste and consistent quality is recommended as a core branding focus. This consistency can build trust and customer loyalty.
- *Implication for Swad Sangam:* Prioritizing quality and consistency in food preparation is essential. This commitment not only ensures customer satisfaction but also contributes to building a positive brand image and fostering repeat business.

### **Recommendations for Swad Sangam:**

#### **1. Diverse Regional Menu:**

- Conduct research to identify and incorporate a diverse range of regional dishes into the Swad Sangam menu.
- Highlight the unique flavors and culinary traditions of the specific region to provide an authentic and varied taste experience.

#### **2. Affordability and Value:**

- Implement a pricing strategy that is reasonable and caters to budget-conscious diners.
- Communicate the value proposition to customers, emphasizing the affordability and quality of Swad Sangam offerings.

#### **3. Quality and Consistency:**

- Establish and maintain stringent quality control measures in food preparation.
- Train staff to ensure consistency in taste and presentation, reinforcing Swad Sangam's commitment to excellence.

### **5. Milan:**

Known for a streamlined menu with visual appeal and a strong customer-centric approach.

### **Observation:**

#### **1. Simplified Menu with Visual Appeal:**



- *Milan's Approach:* Milan suggests that Swad Sangam can consider offering a streamlined menu with clear and creative photo inclusions. The simplification aims to help customers quickly understand offerings, with visually appealing images to entice diners.



Figure Y-Milan food outlet Menu board

## 2. Simplified Menu with Visual Appeal:

- *Milan's Approach:* Milan suggests that Swad Sangam can consider offering a streamlined menu with clear and creative photo inclusions. The simplification aims to help customers quickly understand offerings, with visually appealing images to entice diners.
- *Implication for Swad Sangam:* Streamlining the menu simplifies the decision-making process for customers and enhances their overall dining experience. Visual appeal through creative imagery can play a key role in attracting customers and communicating the essence of Swad Sangam's offerings.

## 3. Customer-Centric Approach:

- *Milan's Approach:* Emulating Milan's customer-centric approach is recommended. Prioritizing customer service and satisfaction can foster strong relationships and customer loyalty.

- *Implication for Swad Sangam:* Placing a strong emphasis on excellent customer service ensures a positive and memorable experience for patrons. This approach contributes to customer satisfaction, loyalty, and positive word-of-mouth, all essential for the success of Swad Sangam outlets.

#### 4. **Quality Consistency:**

- *Milan's Approach:* Maintaining a commitment to quality and taste consistency, akin to Milan's approach, is deemed crucial. Ensuring each dish meets high standards contributes to the reputation and success of the Swad Sangam outlets.
- *Implication for Swad Sangam:* Consistency in food quality is paramount for customer satisfaction and building a positive brand image. Implementing rigorous quality control measures and staff training are vital to uphold the high standards associated with Swad Sangam.

### **Recommendations for Swad Sangam:**

#### 1. **Simplified Menu with Visual Appeal:**

- Revise the menu to streamline offerings and make it easily comprehensible for customers.
- Incorporate visually appealing images to enhance the attractiveness of the menu items.

#### 2. **Customer-Centric Approach:**

- Implement a customer-centric strategy, focusing on providing exceptional service and addressing customer needs.
- Train staff to prioritize customer satisfaction and cultivate a positive dining experience.

#### 3. **Quality Consistency:**

- Establish and enforce stringent quality control procedures to ensure consistency in taste and presentation.
- Regularly train kitchen staff to uphold high standards in food preparation, reinforcing Swad Sangam's commitment to quality.

## 6. Sharma & Vishnu Restaurant:

- Renowned for serving high-quality cuisine at reasonable prices with a well-organized menu.



Figure Z-Front of sharma and vishnu and food manu board

### Observation:

#### Organized Menu Sections:

- *Sharma & Vishnu's Approach:* Suggests that Swad Sangam can benefit from an organized menu that separates different types of food into distinct sections.
- *Implication for Swad Sangam:* Implementing organized menu sections enhances the overall customer experience by facilitating easier navigation. This approach ensures that customers can quickly locate their preferred dishes, streamlining the ordering process.

#### Thali Promotion:

- *Sharma & Vishnu's Approach:* Recommends that Swad Sangam can follow the example of Sharma & Vishnu by highlighting special thali offerings through branded signage or boards within the restaurant.

- *Implication for Swad Sangam:* Promoting thali offerings effectively showcases unique meal options and attracts customer attention. Utilizing signage or boards creates visibility and informs customers about the diverse and appealing thali choices available at Swad Sangam.

### **Recommendations for Swad Sangam:**

#### **1. Organized Menu Sections:**

- Restructure the menu to have clear and distinct sections for different types of food (e.g., appetizers, main courses, desserts).
- Ensure that the menu is user-friendly, allowing customers to easily locate their preferred items.

#### **2. Thali Promotion:**

- Emphasize special thali offerings on branded signage or boards within the restaurant.
- Implement promotional strategies, such as highlighting the variety, value, and uniqueness of thali options to attract customer interest.

#### **3. Other private food outlets:**

There are some other private food outlets that may offer crucial insights, providing an alternate perspective that can help improve our brand

### **Observation:**

#### **1. Customer-Centric Customization:**

- *Implication for Swad Sangam:* Customizing food options according to customer preferences and dietary needs can create a personalized dining experience, enhancing customer satisfaction.

#### **2. Identity Emphasis:**

- *Implication for Swad Sangam:* Creating a distinct identity for Swad Sangam by emphasizing the uniqueness of the cuisine, similar to Mysore Masala's focus on Mysore-style dosa and idli, can attract customers seeking authentic and specific culinary experiences.

#### **3. Effective Brand Name:**

- *Implication for Swad Sangam:* Selecting a brand name that conveys a specific identity or theme, exemplified by Shahi Darbar's "Shahi," can contribute to creating a memorable and attractive brand for Swad Sangam.

#### **4. Foreign Brand Perception:**

- *Implication for Swad Sangam:* Using branding techniques, like incorporating terms such as "garlic," to create the perception of a foreign brand can be an appealing strategy to attract local consumers seeking unique and diverse experiences.



Figure AA-Manu board emphasize on rate of food



Figure BB-aesthetic manu from zam zam outlet



Figure CC-nabad outlet in DB mall



Figure DD- Decore of one of the restaurant

**5. Brand Building Essentials:**

- *Implication for Swad Sangam:* Investing time in choosing an appropriate brand name, logo design, and overall brand essence is crucial for effective brand building that resonates with the concept of the Swad Sangam project.

**6. Quality for Brand Recognition:**

- *Implication for Swad Sangam:* Maintaining consistently high-quality products is essential for positive word-of-mouth and reputation building, contributing to brand recognition.

**7. Localization in Branding:**

- *Implication for Swad Sangam:* Integrating local elements into the brand can foster a sense of community connection and resonate with the local customer base.

**8. Decor for Brand Image:**

- *Implication for Swad Sangam:* Ensuring that the decor aligns with the brand's identity is crucial for brand building and attracting customers.

**9. Efficient Pickup System:**

- *Implication for Swad Sangam:* Implementing an efficient pickup system minimizes waiting times and enhances overall customer satisfaction, contributing to a positive brand image.

**10. Customer Segmentation:**

- *Implication for Swad Sangam:* Tailoring interactions and offerings based on customer age groups enhances the customer experience and ensures that Swad Sangam caters to a diverse clientele.

**11. Marketing Strategy:**

- *Implication for Swad Sangam:* Developing a comprehensive marketing strategy, identifying target audiences, and creating engaging content can contribute to reaching a broader audience and increasing brand visibility.

**12. Additional Support:**

- *Implication for Swad Sangam:* Procuring additional materials, such as curd and eggs, to enhance the customer experience by offering more variety aligns with catering to diverse customer preferences.

**13. User-Friendly Ordering:**

- *Implication for Swad Sangam:* Implementing a user-friendly ordering system, similar to Domino's, enhances the overall customer experience by making the process efficient and convenient.

**14. Brand Ambassadors:**

- *Implication for Swad Sangam:* Using members of the Self-Help Group (SHG) as brand ambassadors can provide a consistent brand image and potentially inspire others to join the Swad Sangam project, fostering community engagement.

## **MY INSIGHTS DURING INTERNSHIP:**

The internship conducted under the Kudumbashree NRO project has provided extensive insights into the multifaceted aspects of the service industry. Understanding the business model

and detailed customer profiling are fundamental for tailoring services to meet customer needs. The exploration of branding components emphasized the power of a strong brand in attracting and retaining customers. Benchmark enterprises exemplified excellence in the service industry and served as guiding lights for others. Finally, the role of branding in community enterprises was a critical revelation, highlighting the potential of branding to promote community engagement and support. Some of are

### **Understanding the Business Model and Detailed Customer Profiling:**

- The business model analysis conducted during the internship was pivotal in comprehending the strategies adopted by various enterprises within Kudumbashree NRO. This analysis involved a detailed examination of revenue streams, cost structures, and value propositions, among other aspects.
- Customer profiling was another essential aspect of the study. Gaining insights into customer demographics, preferences, behaviors, and pain points enabled a deeper understanding of how community enterprises can tailor their services to meet the needs of their target audience.

### **2. Understanding Branding Components in the Service Industry:**

- An in-depth exploration of branding components, such as logo design, brand name, visual identity, and messaging, elucidated the significance of a strong brand in the service industry. The internship underscored that an effective brand can not only attract customers but also build trust and loyalty.
- Furthermore, it was evident that a well-considered branding strategy could convey the values, ethos, and uniqueness of a service, contributing to a distinct market positioning.

### **3. Understanding Benchmark Enterprises in the Service Industry:**

- The internship facilitated the identification of benchmark enterprises within Kudumbashree NRO. These enterprises, known for their exceptional performance and impact, provided valuable lessons and insights for others.
- By analyzing the practices and approaches of benchmark enterprises, a framework for excellence in the service industry emerged. Key takeaways included customer-centricity, quality consistency, effective marketing, and strategic alliances.

### **4. Understanding Brand Components in Community Enterprises:**

- The role of branding within community enterprises was a significant focus during the internship. It was evident that community enterprises could benefit from strong branding to raise their visibility and reputation.
- The internship showcased that effective branding could enable community enterprises to communicate their social and economic goals, fostering community support and engagement.

### **SWOT ANALYSIS OF SWAD SANGAM PROJECT:**

A SWOT analysis is a valuable strategic planning tool that offers an insightful perspective on the internal and external factors affecting an organization, project, or business. The acronym SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and this analysis is conducted to assess these four critical elements. In the context of the Swad Sangam project, a community-based initiative in the service industry, a SWOT analysis can provide a comprehensive understanding of the project's current standing, potential areas for improvement, and the challenges it may face.

The Strengths category encapsulates the project's internal positive attributes and capabilities, including factors that set it apart and give it a competitive edge. Understanding these strengths can help the project maximize its advantages and build upon them.

The Weaknesses section involves an examination of internal challenges and limitations that could hinder the project's performance and growth. Identifying these weaknesses is essential for making informed decisions and developing strategies for improvement.

Opportunities encompass external factors that the project can leverage to its advantage. By recognizing and capitalizing on these opportunities, the Swad Sangam project can expand its reach, enhance its offerings, and achieve its goals more effectively.

The Threats category focuses on external factors that could pose risks or challenges to the project's success. Being aware of potential threats allows the project to proactively mitigate risks and navigate challenges effectively.

This SWOT analysis for the Swad Sangam project will provide a detailed overview of its internal strengths and weaknesses and external opportunities and threats, offering valuable insights that can inform strategic planning and decision-making.





### Strengths:

1. **Community Engagement:** Swad Sangam project is deeply rooted in community participation and empowerment. It has successfully engaged local Self-Help Groups (SHGs) and women entrepreneurs, promoting inclusivity and local development.
2. **Employment Generation:** The project has contributed significantly to employment opportunities for women in rural areas. By fostering entrepreneurship, it empowers women economically and socially.
3. **Local Sourcing:** The project emphasizes the use of local vendors for sourcing raw materials, contributing to the local economy and strengthening community ties.
4. **Diverse Offerings:** Swad Sangam outlets offer a diverse range of regional and traditional cuisines, attracting a wide customer base.
5. **Government Support:** The project receives support and recognition from government agencies like Kudumbashree NRO, which provides resources and guidance.

### Weaknesses:

1. **Limited Brand Awareness:** Swad Sangam may face challenges in creating brand awareness and visibility, especially in the face of competition from established private food outlets.
2. **Quality Consistency:** Ensuring consistent food quality and taste across different outlets can be challenging, potentially affecting customer loyalty.

3. **Resource Constraints:** Limited resources may hinder the expansion and scaling of the project to cover a larger geographical area.
4. **Operational Efficiency:** Maintaining efficient operations in diverse locations, some of which may have limited facilities, can be a challenge.
5. **Market Competition:** The project competes with numerous private food outlets, making it important to differentiate and maintain a competitive edge.

#### **Opportunities:**

1. **Market Expansion:** Swad Sangam can explore new locations and markets, including urban areas, to tap into a broader customer base.
2. **Diversification:** The project can expand its menu offerings to cater to evolving customer preferences, including vegetarian and non-vegetarian options.
3. **Online Presence:** Leveraging online food delivery platforms can extend the reach of Swad Sangam, enabling customers to order from the comfort of their homes.
4. **Collaborations:** Forming partnerships with local events and businesses can provide catering opportunities and increased visibility.
5. **Skill Development:** Continuously improving the culinary skills and service quality of project participants can lead to higher customer satisfaction and loyalty.

#### **Threats:**

1. **Competition:** Intense competition from established private food outlets and chain restaurants can pose a significant threat to Swad Sangam's market share.
2. **Economic Factors:** Fluctuations in the economy, rising food prices, or inflation can impact the project's cost structure and pricing strategy.
3. **Public Health Concerns:** Adherence to food safety and health regulations is critical to avoid reputational damage or legal issues due to health concerns.
4. **Supply Chain Disruptions:** Reliance on local vendors for sourcing raw materials makes the project vulnerable to disruptions in the supply chain.
5. **Changing Consumer Preferences:** Evolving customer tastes and preferences, especially in the food industry, require Swad Sangam to adapt and innovate continually.

### **LEARNING:**

Throughout my experience with the Swad Sangam project, I have gained valuable insights and learnings that have contributed to my professional growth. Here are the key takeaways from my experience:

1. **Community-Based Branding:** I have deepened my understanding of how branding is executed within community-based organizations like Swad Sangam. This involves creating a distinct and compelling identity that resonates with the local community,

effectively communicating the organization's mission and values, and establishing a strong brand presence.

2. **Basic Components of Branding:** I have learned the fundamental components of branding, including the development of a unique brand identity, logo, and visual elements. I also understand the significance of consistent messaging and the creation of a memorable and trustworthy brand image.
3. **Food Service Industry Insights:** My exposure to the food service industry through the Swad Sangam project has provided me with insights into how this sector functions. This includes aspects such as menu planning, quality control, customer service, and the intricacies of food preparation and presentation.
4. **Engagement with Self-Help Group (SHG) Women:** I have acquired essential skills for effectively engaging with women from Self-Help Groups. This involves building relationships, understanding their needs, and empowering them to actively participate in community projects, thereby contributing to their economic and social development.
5. **Documentation for Brand Building:** I have learned the importance of documentation in the context of brand building. This includes maintaining records of brand-related activities, documenting the progress and impact of initiatives, and using this data to refine and strengthen the brand over time.

These learnings have not only enriched my knowledge but also provided me with practical insights into community-based initiatives, branding strategies, and the dynamics of the food service industry. These experiences will undoubtedly be valuable in my professional journey and contribute to my ability to drive positive change within similar projects and organizations.

### **RECOMMENDATION FOR BRANDING :**

#### **Recommendations for enhancing the Swad Sangam project's brand and overall operations from my Side.**

1. **Customer-Centric Customization:** Consider customizing the Swad Sangam menu to cater to specific customer preferences. This can involve offering tailored dishes or variations based on customer feedback and local tastes.
2. **Effective Brand Name:** Create an effective brand name that incorporates elements to signify that the enterprise is operated by Self-Help Group (SHG) women. A clear and meaningful brand name can communicate the empowerment of these women.
3. **Foreign Brand Perception:** Develop a branding strategy that creates the perception of a foreign brand. This can attract more customers, especially those who associate foreign brands with quality and novelty.
4. **Quality for Brand Recognition:** Maintain a strong commitment to food quality and consistency. Ensuring that each dish consistently meets high standards can build trust and a positive brand reputation.
5. **Localization in Branding:** Incorporate local elements into your branding strategy to establish a connection with the community and differentiate Swad Sangam as a local and authentic culinary experience.

6. **Decor for Brand Image:** Design the decor of Swad Sangam outlets to enhance the overall brand image. Consider creating a unique ambiance that reflects the local culture and resonates with customers.
7. **Efficient Pickup System:** Implement an efficient takeaway system in Swad Sangam outlets to enhance customer accessibility and convenience. This can help reduce waiting times and provide a more efficient service.
8. **Marketing Strategy:** Develop a comprehensive marketing strategy that identifies target audiences and utilizes various marketing channels. Consider distributing pamphlets for catering services and using visiting cards to expand the reach of Swad Sangam.
9. **Additional Support:** Provide additional support to the "Didis" in the procurement of raw materials. Strengthening their supply chain can contribute to consistent food quality and smooth operations.
10. **Comfortable Staff Uniforms:** If feasible, consider providing more comfortable and indigenous uniforms for the "Didis" working at Swad Sangam outlets, particularly during hot months. This can improve their work environment and professionalism.
11. **User-Friendly Ordering:** Offer training to the "Didis" on providing a user-friendly ordering experience for customers. Effective communication and a customer-centric approach can enhance customer satisfaction.
12. **Brand Ambassadors:** Utilize members of the Self-Help Group (SHG) women as brand ambassadors. These individuals can serve as the face of Swad Sangam, creating a consistent image and potentially inspiring others to join the project. Their involvement can also highlight the empowerment and success of women within the community.

Implementing these recommendations can contribute to the growth and success of the Swad Sangam project, making it more appealing to customers and further establishing its brand identity in the community.