



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

SUMMER INTERNSHIP PROJECT 2025

REPORT TITLE

A Study on product marketing of Ocal.in

SUBMITTED BY

Anubhab Behera

MBA Batch: 2024-26

University Regn. No.: 2406258030

Faculty Guide

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Assistant Manager,
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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that Mr Anubhab Behera, bearing university registration no 2406258030 of 2024-26 batch, has completed his/her summer internship at OCAL(organization name) from 25/06/2025 to 25/07/2025 under the supervision of .Mr. Keshar Bali (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature of the Faculty/Internal Guide

Name: Dr.Varun Agrawal

Designation: Associate Professor (Marketing)

CERTIFICATE

SUMMER INTERNSHIP PROJECT 2025

Anubhab Behera

a student of Biju Patnaik Institute of Information & Technology & Management Studies, Bhubaneswar has completed his summer internship project in our organization from 25/06/2025 to 25/07/2025.

He/She is hereby relieved from the organization.

He displayed a professional attitude, punctuality, and a strong willingness to learn. He collaborated well with the team, accepted feedback positively, and showed responsibility in completing assigned tasks.



SONAL N MORE
DIRECTOR

DECLARATION

I, Mr Anubhab Behera Bearing university registration no2406258030 (2024-26 batch), hereby declare that the project report titled A Study on product marketing of ocal.in Employee welfare policy in OCAL is based on my internship at OCAL , during the period 25/6/2025 to25/7/2025 and is an original work done by me under the supervision of Mr Bikram keshar Bali and Mr varun agrawal This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place:

Signature

ACKNOWLEDGEMENT

A project work cannot be a sole effort. A lot of people contribute towards the completion of a project to make it a successful. Many people have played a vital role to make this project a success.

It is really a great pleasure to have this opportunity to express the feeling of gratitude.

I am grateful to principal Dr. MIHIR RANJAN NAYAK, & Dean Dr. CHINMAYA KUMAR DASH of Biju Patnaik Institute of Information Technology & Management Studies, for providing us the best facilities and atmosphere for the development and implementation of our project. I thank Mr. K CHANDRASEKHAR, Head of Placement & Training department for his encouragement and support, also I thank my guide Dr. VARUN AGARWAL for her valuable suggestions and support. I express my deep sense of gratitude to MR. BIKRAM KESHAR BALI, Marketing head, OCAL Bhubaneswar for giving me an opportunity to do an internship in the company and for guiding me throughout the Industrial Training.

I also remember with gratitude, all the employees of OCAL, who provided me with information and support from various departments during the training period.

Name of the Student:

ANUBHAB BEHERA

Regn. No: 2406258030

Abstract

OICAL is on a mission to create a Sustainable and Functional home decor product range which is Artisanal, Handcrafted, Local yet Global in outlook and utility.

They have a vision to uplift local artisans and create a wave in the Fusion Art & Craft space.

A perfect mix of Homeware, Office accessories, and home decor-our products' USP is functional. Authentic. Affordable & can be passed on to generations. They call it a traditional fusion of functional designs. All the products are locally made and are Handcrafted. Hence each product has a story to tell, the story of the artisan, the culture, and functional use.

Team Ocal works tirelessly to bring talented artisans on a global platform. By showcasing their creations to the world, we aim to, not only support the artisans but also

spread awareness about the importance of adopting sustainable practices and products as a way of life.

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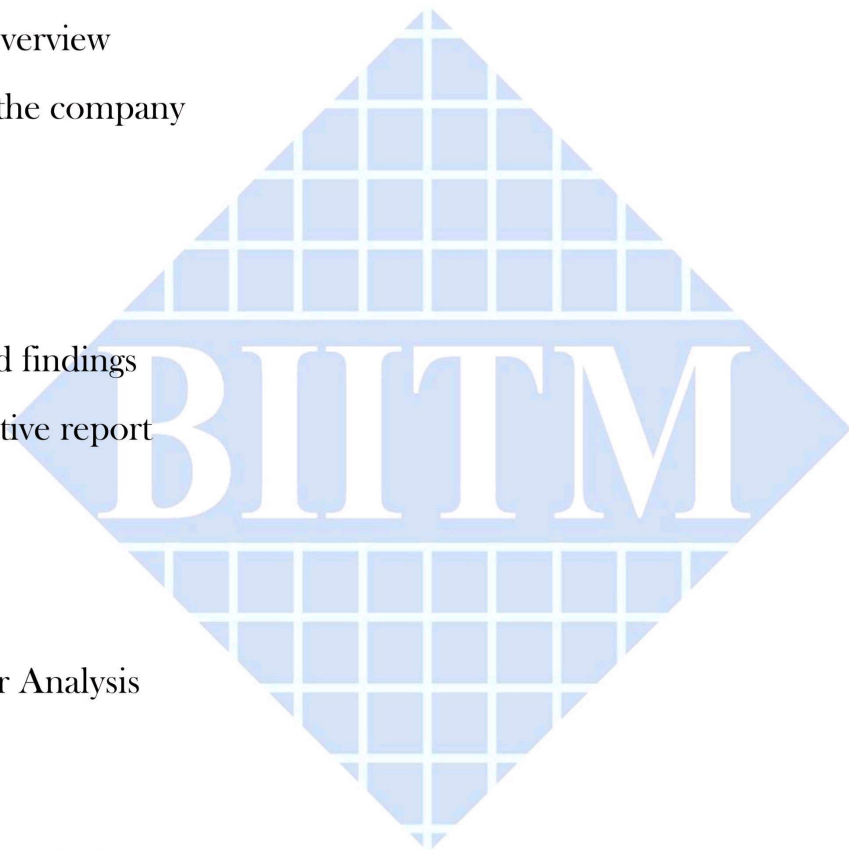
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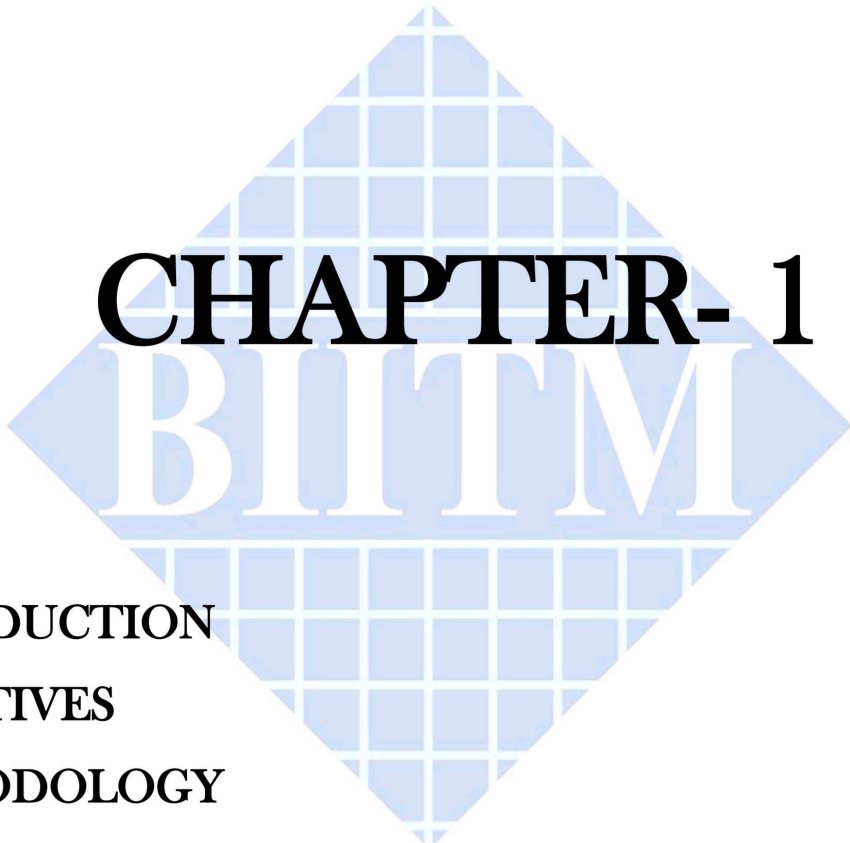
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CHAPTER- 1

BIITM

1. INTRODUCTION

2. OBJECTIVES

3. METHODOLOGY

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Introduction

A handicraft, sometimes more precisely expressed as artisanal handicraft or handmade, is any of a wide variety of types of work where useful and decorative objects are made completely by one's hand or by using only simple, non-automated related tools like scissors, carving implements, or hooks. It is a traditional main sector of craft making and applies to a wide range of creative and design activities that are related to making things with one's hands and skill, including work with textiles, moldable and rigid materials, paper, plant fibers, clay, etc. One of the oldest handicraft is Dhokra.

Key facts of Indian Handicraft and Gifting Industry:-

- India's rich cultural diversity and heritage provides a unique and huge resource for developing craft products.
- Handicrafts industry is one of the important segment of decentralized sector in India.
- According to the national census of handicrafts, undertaken by the NCAER the value of handicrafts produced last year were of Rs.26,213 Crore.
- Provides huge employment opportunities to artisans that include women and people belonging to backward and weaker society (6 million artisans).
- India's contribution in world market is 1.2%
- The total exports of crafts items: - Rs. 13412.92 Crore.
- Industry's share in India's exports:- 1.51 %

Market Size of Handicraft Gifting Industry:-

- The global Corporate Gift market size was valued at USD 741675.37 Million in 2022 and will reach USD 1237986.91 Million in 2028, with a CAGR of 8.91% during 2022-2028. The Corporate Gift market report covers sufficient and comprehensive data on

market introduction, segmentations, status and trends, opportunities and challenges, industry chain, competitive analysis, company profiles, and trade statistics, etc.

- The India handicrafts market size reached US\$ 3,968.0 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6,218.4 Million by 2028, exhibiting a growth rate (CAGR) of 7.7% during 2023-2028.
- The Odisha handicrafts market size reached 915 Billion in 2022. Looking forward, IMARC Group expects the market to reach 1972 Billion by 2030, exhibiting a growth rate (CAGR) of 10.08% during 2023-2030. There are 744 Handicraft Cluster which employing 2,12,000 artisans with 3500 plus Product.
- The share of textile and apparel (T&A) including handicrafts in India's total merchandise exports stood at 10.5% in 2021-22. The handicraft segment is estimated to employ 68.86 lakh artisans, out of which 27.25 lakhs are male and 41.61 lakhs are female artisans which encourage women empowerment.

Market Analysis: -

Industry Overview: - Handicraft is one of the most important sectors in the Indian economy employing more than 7 million people. The country produces woodware, artmetal wares, handprinted textiles, embroidered goods, zari goods, imitation jewellery, sculptures, pottery, glassware, attars, agarbattis, etc.

Target Market: - The company plans to reach the middle class and the upper middle class of the society. Market segmentation. The four P's of marketing mix includes product, price, promotion and place. The following shows how the Handcraft sector is planning to use the marketing mix to promote and sell the products.

Competitive Landscape: - Limited market access is a major hurdle faced by Indian artisans. Many artisans struggle to find buyers for their products due to a lack of exposure, limited marketing channels, and stiff competition from mass-produced, cheaper alternatives.

Marketing and Sales Strategy:-

- **Value proposition: -**

Handicrafts are important also in terms of economic development. They provide opportunities for employment even with low capital investments and become a prominent medium for foreign earnings through the global market.

- **Marketing Channels: -**

Retailers/Direct Sales:

This is the most common distribution channel for selling handicrafts in India. In India there are large number of retailers who provides wide range of handicrafts products.

Wholesalers/Distributors:

Apart from retail and direct sales channels, wholesalers and distributors also provide large range of handicraft products. Wholesalers can keep product stock in bulk and can sell direct to final consumer or retailer.

E-Commerce:

Internet has emerged as a one of the promising distribution channel for selling the handicrafts products. It is estimated that internet will be one of the major channel for the distribution of handicrafts products through E-Commerce. Easily availability on global basis and cost effective way has made Internet a good marketplace to buy, sell, and promote the products.

Metric And Goals:-

The handicraft industry is an important source of income for rural areas, employing over six million craftspeople, many of whom are women and members of the socially disadvantaged. Currently, handicrafts provide a significant contribution to exports and the generation of employment.



OBJECTIVES

Handicrafts refer to artisanal items crafted by hand without the use of automated machinery, often using traditional techniques. It includes textiles, pottery, jewelry, and woodwork. They are crafted using various natural and synthetic materials, such as wood, clay, fibers, plastic, and metal. Handicrafts are widely used in home decor, fashion accessories, toys, furniture, religious ceremonies, and gift-giving. They are also integral to cultural preservation, educational tools, community building, and artisanal training. Handicrafts are unique and eco-friendly products that aid in empowering artisans, promoting cultural heritage, and reducing poverty.

The imposition of supportive government initiatives and policies promoting local craftsmanship through grants, training, and exhibitions is propelling the market growth. Furthermore, the growing expenditure capacities, which are allowing consumers to spend more on luxury and non-essential items, such as handicrafts, are contributing to the market growth. Besides this, the rising travel and tourism activity is facilitating the demand for handicrafts as souvenirs. Additionally, the increasing number of cultural events and festivals that offer an excellent avenue for artisans to showcase and sell their crafts is positively influencing the market growth. Apart from this, the advent of social media, which offers artisans a low-cost method to showcase their products, further broadening their reach, is acting as another growth-inducing factor. Moreover, the widespread product utilization in educational institutions for teaching arts and crafts skills is strengthening the market growth.

Promote Products

If your sales team is questioning the importance of brand name awareness, assuage their concerns by reminding them that brand awareness helps to push specific products. Brand awareness is about building a public knowledge of your brand. With the proper content, distribution channels, and targeting strategy, you'll be able to get your products ahead of the correct people at the proper time.

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METHADODOLOGY

A qualitative method is utilized during this research study supported the hermeneutic research tradition, within the sort of semi-structured interviews from ten owners from small businesses like Dhokra, Sabai Grass, Wood Craft, Corporate Gifting etc. in my town. And also, the used the google form help for collection of some data. We use an inductive approach so on achieve its intended goal. A thematic analysis is included to look out important themes within the interviews. Scientific literature analysis reveals theoretical aspects of raising brand awareness, internet marketing concept, Social media marketing, promotion, innovative marketing and internet marketing tools. The research identified that the promotional strategies were considered as variable and brand awareness was considered as depended variables.

Primary Research: -

This step involves validation of internal market findings and assumptions from key industry stakeholders and value chain participants. The key stakeholders contacted in this step include industry experts such as marketing managers, directors, vice presidents, sales managers, strategy managers, channel partners, and other value chain participants. Further, in order to enhance our understanding of the latest demand-side trends and scenarios, surveys of the target consumers were also conducted. The objective of primary interviews is not only data validation but also to gain a deeper insight into the market landscape, historical trends, mid- and long-term outlook, government policies, etc.

Secondary Research :

Secondary research or preliminary data mining is conducted to gather industry landscape and trends, market classification and segmentations, regional insights, key players' information, policy and regulatory scenario, technological innovations, key market opportunities, challenges, etc. Secondary sources include annual reports, investor presentations, white papers, government bodies, associations, articles from recognized authors, company websites, directories, and databases, certified publications, IMARC's data repository of published reports, etc. The raw data obtained from secondary research is then filtered so that the most relevant data sources remain for further comprehensive iteration.

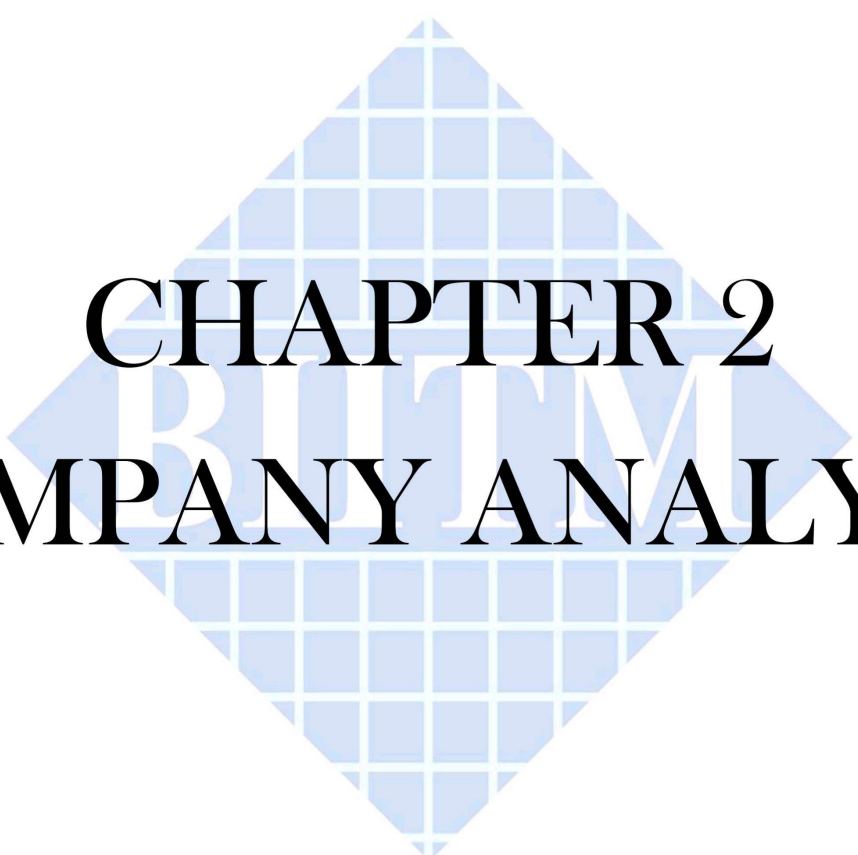
Market Size Estimation and Triangulation:

In order to estimate and validate the size of the market and its segments/subsegments, we used a combination of top-down and bottom-up approaches.

- Extensive secondary research was done to identify the key players in the industry
- All percentage shares, splits, and breakdowns were obtained using a mix of secondary sources and primary interviews

- All macroeconomic and microeconomic factors impacting the growth of the market were also taken into account while estimating the market size
- All the possible factors that impact the market study have been accounted for, analyzed and evaluated in comprehensive detail, validated through primary research, and analyzed to produce the final quantitative and qualitative insights.
- Once the overall market size was arrived, it was divided into the required segments and subsegments. To complete the overall market engineering process and arrive at the precise statistics for all segments and subsegments, the data triangulation and market breakdown procedures were employed wherever applicable.
- The information was triangulated by examining various parameters and trends from the demand and supply sides. Furthermore, the market size was validated using the top-down, bottom-up approaches as well as inputs from expert interviews.





CHAPTER 2

COMPANY ANALYSIS

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Company Overview –

OCAL is on a mission to create a Sustainable and Functional home decor product range which is Artisanal, Handcrafted, Local yet Global in outlook and utility.

They have a vision to uplift local artisans and create a wave in the Fusion Art & Craft space. A perfect mix of Homeware, Office accessories, and home decor-our products' USP is functional. Authentic. Affordable & can be passed on to generations. We call it a traditional fusion of functional designs.

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Team OCAL works tirelessly to bring talented artisans on a global platform. By showcasing their creations to the world, we aim to, not only support the artisans but also spread awareness about the importance of adopting sustainable practices and products as a way of life.

Services Of The Company-

It Provides a perfect mix of Homeware, Office accessories, and home decor products which is purely Handmade Essentials.

- Terracotta
- Pattachitra
- Dhokra
- Silver Filigree
- Sabai Artistry
- Artistic Luminaire
- Home Décor
- Corporate Gifting

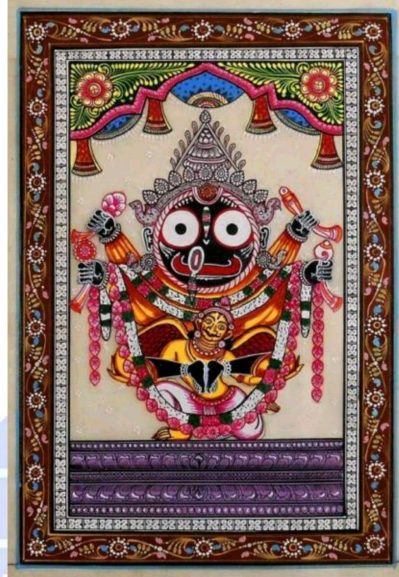
Terracotta:-

Terracotta is a hard semi fired waterproof ceramic clay used for making vases, pots , figurine, lanterns & lots of décor items .It really doesn't matter how you use them around your house & everyday living, they are Earthy, Beautiful, Handcrafted & Recycled. Terracotta is Versatile.



Pattachitra:-

Patachitra or Pattachitra is a general term for traditional, cloth-based scroll painting, based in the eastern Indian states of Odisha, West Bengal and parts of Bangladesh. Patachitra artform is known for its intricate details as well as mythological narratives and folktales inscribed in it.



Dhokra:-

Dhokra (also spelt Dokra) is non-ferrous metal casting using the lost-wax casting technique. This sort of metal casting has been used in India for over 4,000 years and is still used. One of the earliest known lost wax artefacts is the dancing girl of Mohenjo-daro. The product of dhokra artisans are in great demand in domestic and foreign markets because of primitive simplicity, enchanting folk motifs and forceful form.



Silver Filigree:-

Filigree is a form of intricate metalwork used in jewellery and other small forms of Metal Work. In jewellery, it is usually of gold and silver, made with tiny beads or twisted threads, or both in combination, soldered together or to the surface of an object of the same metal and arranged in artistic motifs. It often suggests lace and remains popular in Indian and other Asian metalwork.



Sabai Artistry:-

- Sabai grass craft is a traditional form of handicraft originating from India, particularly in the states of Bihar, Jharkhand, Odisha, and West Bengal. Sabai grass (*Eulaliopsis binata*) is a type of tall perennial grass native to South Asia.
- In Sabai grass craft, artisans weave and manipulate the grass to create a variety of products such as baskets, mats, bags, hats, and decorative items. The craft is typically practiced by rural communities, often by women, and has been passed down through generations.
- Sabai grass craft is valued not only for its aesthetic appeal but also for its eco-friendliness and sustainability. Since the grass is abundant and grows quickly, it is considered an environmentally friendly material for crafts. Additionally, the craft provides livelihood opportunities for artisans in rural areas, contributing to their economic empowerment.



Corporate Gifting:-

Corporate gifting refers to the practice of companies giving gifts to their clients, employees, partners, or other stakeholders as a way to express appreciation, strengthen relationships, or mark special occasions. These gifts are typically branded with the company logo or personalized in some way to reflect the company's identity.



Artistic Luminaire:-

"Artistic luminaire" likely refers to a decorative lighting fixture designed with artistic or aesthetic considerations in mind. A luminaire is simply a technical term for a complete lighting unit, including the lamp or light source, the fixture or housing, and any necessary electrical components.

An artistic luminaire, therefore, would be a lighting fixture that not only provides illumination but also serves as a piece of art or adds aesthetic value to its surroundings. These fixtures can come in various shapes, sizes, and styles, ranging from sleek and modern designs to ornate and elaborate ones.



Home Décor:-

Home decor refers to the art and process of decorating and furnishing a living space to create a comfortable, functional, and aesthetically pleasing environment. It involves selecting and arranging furniture, accessories, colours, textures, and other elements to reflect the homeowner's personality, style preferences, and lifestyle needs.

Overall, home decor is a creative process that allows homeowners to express themselves and create a living space that reflects their lifestyle, interests, and personal aesthetic preferences. It's about transforming a house into a home that feels welcoming, comfortable, and uniquely theirs.



3C Report of the Company:-

1. Craftsmanship (Company):

- **Artisan Skills and Expertise:** OCAL has the level of craftsmanship available within the company or community, including traditional techniques and specialized skills.
- **Production Capacity:** OCAL has sufficient capacity to produce handmade crafts and fulfilling the demands. It has a vast workforce size, highly potential infrastructure, and a well-maintained chain line production process.
- **Quality Control:** OCAL always provide good quality and authenticity of handicraft products. It including good material sourcing, standard production, and valuable inspection procedures.

2. Consumer Insights (Customers):

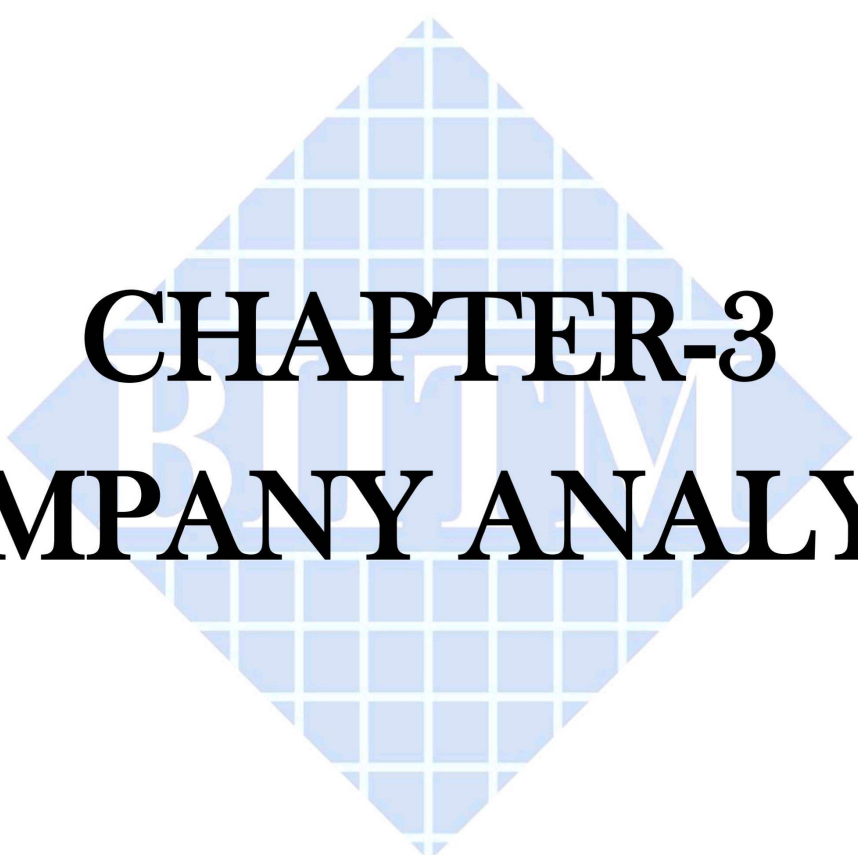
- **Market Trends and Preferences:** OCAL always research about current trends and consumer preferences in the handicraft market, including popular styles, designs, and materials.
- **Target Audience Analysis:** OCAL always target every segment of audience including age, gender, income level, and lifestyle characteristics.

- **Customer Feedback and Satisfaction:** OCAL always try to gather feedback from customers to understand their perceptions, needs, and expectations regarding handmade crafts, and use this information to refine product offerings and marketing strategies.

3. Competitive Landscape (Competitors):

- **Competitor Analysis:** The company always look after their competitors in the handicraft industry, including both traditional artisans and contemporary brands.
- **Product Differentiation:** OCAL always try that their product should stand out from competitors in terms of design innovation, quality, pricing, and branding.
- **Market Positioning:** OCAL maintain a good position within the market relative to competitors, considering factors such as market share, brand reputation, and distribution channels.





CHAPTER-3

COMPANY ANALYSIS

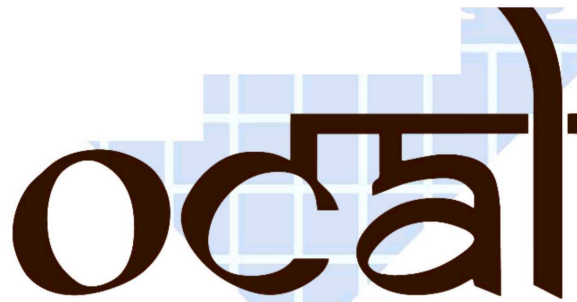
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ABOUT COMPANY

OCAL aim to make people choose & have an eye for "Conscious Local Useful Sustainable Utility products & Gifts over Chinese mass produced which is not good for environment/economy products". This is their belief, and it reflects their core value system to deliver meaningful, authentic, quality designs which imbue goodness – that is a reflection on us here at OCAL. They achieve this by delivering a product range which has a positive impression on our customers. They believe that the process of providing this to be good, so they have spent time immersing their self with good people from their designers, right through to their workmen team behind the production. And they sincerely hope that everyone that interacts with OCAL will be more than happy too.

OCAL is on a mission to create a Sustainable and Functional home decor product range which is Artisanal, Handcrafted, Local yet Global in outlook and utility.

They have a vision to uplift local artisans and create a wave in the Fusion Art & Craft space. A perfect mix of Homeware, Office accessories, and home decor-our products' USP is functional. Authentic. Affordable & can be passed on to generations. They call it a traditional fusion of functional designs. All the products are locally made and are Handcrafted. Hence each product has a story to tell, the story of the artisan, the culture, and functional use. Team OCAL works tirelessly to bring talented artisans on a global platform. By showcasing their creations to the world, we aim to, not only support the artisans but also spread awareness about the importance of adopting sustainable practices and products as a way of life.



LOCAL | ARTISANAL | AUTHENTIC

"Giving is an Art"
and
What you give defines You.

SWOT ANALYSIS OF OCAL.IN

Swot analysis basically stands for, it is a simple but useful framework for analyzing your organizations strength, weakness, opportunities and threats. The first step is to identify company's strength. The second step is to identify its weakness or where your company needs to work on the third step is to identify what are the opportunities for your company

which will help your company to grow. The last step is to identify and analyze what are the threats for the company.

SWOT ANALYSIS OF OCAL.IN

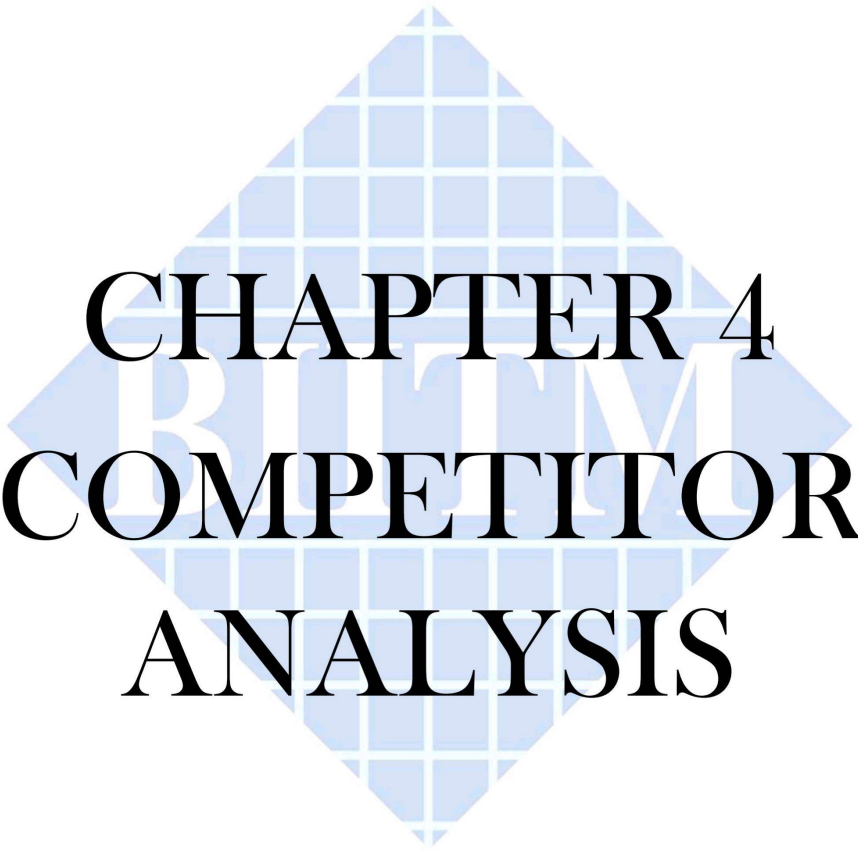


LITERATURE REVIEW

Since times immemorial India is known for its vivid cultural heritage. Almost every region has its traditional art forms that include paintings, embroideries, printing, carvings, handicrafts, hand-loom, etc. This manifoldness makes, our country idiosyncratic. Due to the growing popularity of western art, traditional Indian handicraft, handloom, and mastery are often ignored these days. In a country with rich textile traditions, some of our ancient traditional techniques had almost disappeared. “Preserving and saving the skills and knowledge of traditional crafts is an evolving need. So, it is high time to revive art forms and spread awareness about them in urban space” (Jan, 2016). An artisan is a skilled manual worker who crafts items that may be functional or decorative. The use of hands and hand tools impart individuality and uniqueness to each item. The artisans are an important section of our society.

There are researches which reveal that “if the original quality of the product is ensured for GI registered products like Optimally Ikat than 65 percent of the consumers have expressed their willingness to pay more. The expression on consumers “readiness to pay more for the originality and unique quality is an indication that the product may bring in a higher premium price in future leading to better income and employment to the craftsman





CHAPTER 4 COMPETITOR ANALYSIS

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Some of the major competitors for OCAL.IN

Vintage Vistha

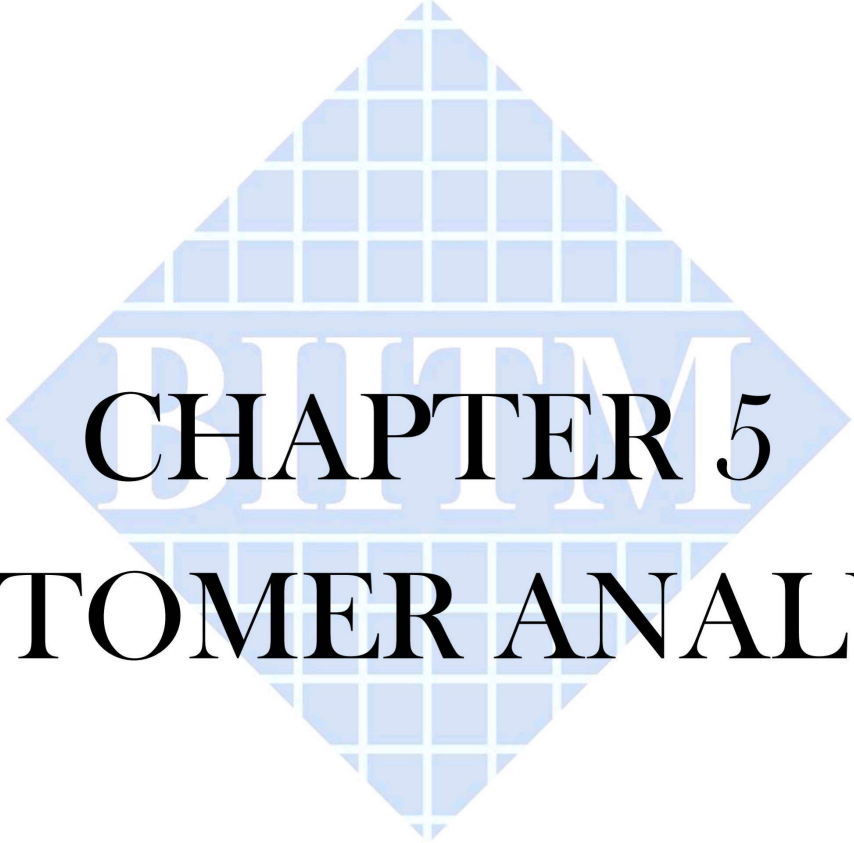
Vintage vistha is an online store with authentic pattachitra artefacts. The designs are modern with a touch of our heritage. Unique chic designs, great quality and over all amazing products be it their home decors or fabrics. It is an artisanal brand creating unique home décor with a mission to support livelihood of Indian artisans and promote Indian art forms globally. Straight from the artisans to doorstep.



Mahapatra Handicraft

Mahapatra Handicrafts is known for enhancing surroundings over generations in-sort It is our Traditional culture. Stone carving is a major handicraft of Odisha.It is the ancient art of cutting natural rough rocks or stones into utility and decorative items. The end products are permanent and finished product. The traditions are carried on from generation to generation. Stone carving is an age-old craft of Odisha. The descendants of the artisans who once scaled the dizzy heights of excellence in temple building have kept the sculptural tradition alive through their hereditary craft of stone carving. So our main objectives is to fulfill; all those things that enhances the carving era to its top level in market using natural stone that are procured from the best quarries of the country.





CHAPTER 5

CUSTOMER ANALYSIS

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Target Audience For OCAL.IN

DEMOGRAPHICS		BEHAVIOR	LOCATIONS
AGE	25-50 years old	- They may be interested in personal and professional liking in decoration, as they are loved with the artistic culture. - They may be love with History, Culture, Geographical Innovation so they love the Handicraft Item The Most	
GENDER	Male and female		
OCCUPATION	Both employed and non employed		
FAMILY SITUATION	Single and married people		
INCOME	Any Income Category		

The Business Challenge

In summary, the handicraft industry faces challenges in accessing markets due to competition from mass-produced goods, limited resources for marketing and branding, maintaining quality control in decentralized production, high costs of materials impacting profitability, and the difficulty of scaling production while preserving authenticity. Additionally, adapting to technology, protecting intellectual property, and addressing seasonality and changing consumer trends pose significant hurdles. Many artisans also struggle with access to finance and support services, while balancing traditional methods with sustainability goals and environmental regulations adds complexity to the industry.

Our Approach and Solutions Offered

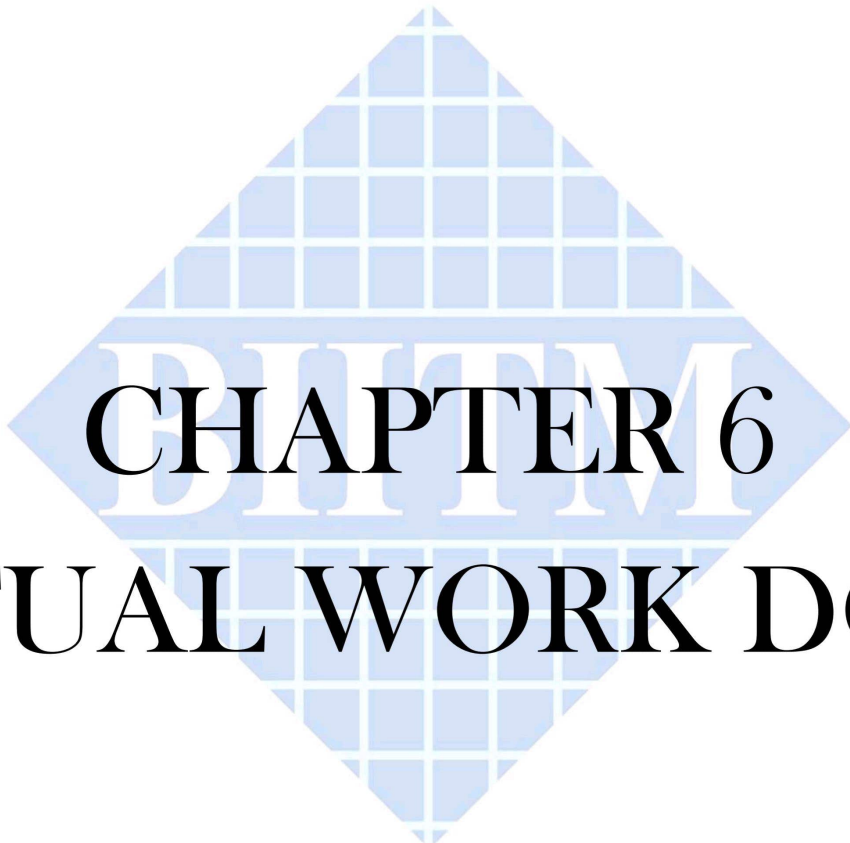
- Market Access and Competition:** Collaborate with local artisan communities, utilize social media and e-commerce platforms, and emphasize the uniqueness of handmade products.
- Marketing and Branding:** Provide training and partner with marketing organizations to improve artisan branding and storytelling.
- Quality Control and Consistency:** Implement standardized measures, offer training, and establish certification programs to ensure consistent product quality.
- Cost of Materials and Production:** Explore alternative sourcing, negotiate with suppliers, and streamline production processes to reduce costs.

5. **Scaling Production:** Invest in technology and partnerships to increase efficiency while maintaining quality.
6. **Technological Integration:** Provide support for artisans to embrace technology in various aspects of their business operations.
7. **Intellectual Property Protection:** Educate artisans about IP rights and advocate for stronger enforcement measures.
8. **Seasonality and Trends:** Diversify product offerings, conduct market research, and adapt designs to changing trends.
9. **Access to Finance and Support Services:** Establish microfinance programs, offer training, mentorship, and facilitate access to markets.
10. **Sustainability and Environmental Concerns:** Promote sustainable practices, educate consumers, and advocate for supportive policies.

Market Analysis Assessment Benefits

1. Gathered data to identify and mitigate risks in potential new segments
2. Developed a robust business plan, analyzed target market, and identified cultural and legal regulations
3. Devised an effective product marketing strategy
4. Assessed potential opportunities and current market performance across geographies





CHAPTER 6

ACTUAL WORK DONE

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- OCAL.IN is a startup company which enhances its services on vendor requisition. Quality people are hired for their projects to work across the various locations. The corporate head told us that they will give us some tasks in which we will be able to learn about the Production process, relationship building, decision making, training, employee engagement, public relations etc . While performing the tasks, they will observe the way of communicating, reporting, research, hard work and dedication.
- The task one was to send e mail to the Local artisans and Local performer from various district of the state to participate at **EKAMRA UTSAV NIGHT FLEA MARKET 2024** which is organised and manage by the company . Around 200 mail IDs were provided by them and there was a limit to complete it quickly and collected the responses because we have short of time.
- The person who wanted participate in the night flea market after reading the mail, used to contact us through the given phone number where we used to explain everything about it. After completing those we are working on the management for **EKAMRA UTSAV NIGHT FLEA MARKET 2024**.
- The next task was to research about the participate of the stalls from the assigned location through the contact details. And after that we had to allot them the stalls where they should display their products as well as I had to manage the performance of the **EKAMRA UTSAV NIGHT FLEA MARKET 2024** because the entire performance management is on my responsibility.
- After the completion of the fest the next task was to contact through phone calls to the performer and the stall participants from the above sheet to collect their experience and feedback for the event which is then I have to report to the authority.
- The next task was to understand about the finance system of the company. Its debt and credit history managing the ledger book, receipt also I have learned about how finance work is done through software in a company. Which helps me to understand about the whole process which make my financing knowledge more stronger.
- I also gain knowledge about product marketing, Branding, Customer relationship which helps to improve my marketing knowledge as well.

LEARNINGS

- **Establishing my objective as a business development marketer**

The primary question you wish to ask yourself is, "What are we trying to achieve?" Everyone's goals are visiting be unique to the company, for instance, our main objective is to grow our community. this is often where your past can become handy within the future planning process. Take a glance at past campaigns and data collected to research what previously worked and areas where improvements can afford to be made.

- **Building my strategy**

Research is that the most vital asset in your strategy, whether formal or informal. Using that available data on your current or past audience engagement goes to profit your campaign heavily. Organizing your route to the top goal while showing the worth goes to be challenging

yet rewarding within the end. Marketing with internal stakeholders provides the start foundation, and external stakeholders can even provide a valuable perspective to the strategy. Here is where the buy-in from those involved comes into play. Your team and leadership should be convinced to vary the character of the prevailing or previous strategy to be on-board from the very beginning, because as you progress on to the following step, that buy-in goes to be to be crucial. Budget could be a piece to always take into consideration at resources to mix efforts to chop costs, with the remaining funds, you'll have room to stage. If you've got the flexibleness to share a budget with other departments, utilize the experiment along with your strategy.

- **Executing my plan**

Three core components in creating this conceive to execute are: Clearly defined goals
Establishing resources A realistic project plans Identifying the milestones needed to attain your goals goes to be the primary step. during this marketing optimization post, I walked through steps that similarly tie into building a promotional strategy when improving marketing efforts. The content messaging is one in all the core pieces in your promotional plan give some thought to, what you wish to mention to your customers and the way you wish them to interpret your content. At the tip of the marketing asset, put yourself within the audience's shoes.

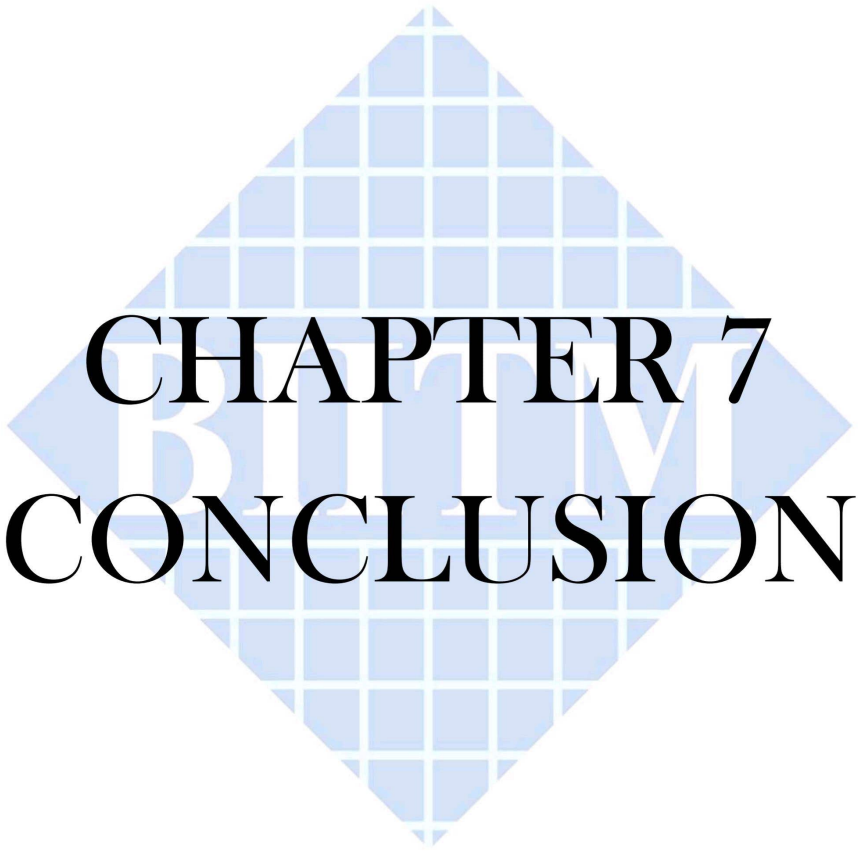
- **Implementing it**

Taking leads from the market by visiting various places.

Generating leads from existing customers.

Learning about leadership quality and managing skill.





CHAPTER 7 CONCLUSION

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CONCLUSION

With the context of creating brand awareness for our company, supported our findings as we are able to see these highlight that social media marketing actually influences businesses exposure in a very better way than other advertising methods. Moreover, our findings also show the usage of free advertisement supported pages in social media platforms like Facebook and Instagram are influential in engaging customers and keep them alert to brand products online at any time. It shows most of the tiny businesses mainly specialize in only social media marketing tools because it provides effective ends up in less time, is less expensive than other methods, and it's the next number of individuals it can reach globally.

Further, we've got added that brand isn't the sole factor that customers think about, but the merchandise itself sometimes has more value that contributes to the brand image; within the sense of getting unique properties of business products that they provide to a target market. This study has arisen better implications for upcoming future entrepreneurs that highly target social media platforms because it shows effective results that are highly influential to the brand image.

Furthermore, it's less time consuming and low cost because it contains a kind of paid advertisements where you'll be able to decide the quantity of cash you want to speculate. Otherwise having a free account and doing self-promotion like posting or maintaining to this point your online platform with current trends could be a helpful thanks to increase the number of followers and customers within the long term and creating brand awareness within the way. Moreover, supported our findings, it shows that paid advertisements are highly beneficial within the sense of capturing more customers and retaining them to maintain a high position within the consumer's mind since they're presumably to appear in people's stories; as they'll have the next priority to be seen by the general public. Lastly, it's easier and faster to interact with customers if we increase brand awareness in customers, therefore increasing the connection between company and client as their trustworthiness grows with the Brand.



THANK YOU

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