

SOP FOR GENERATING LOGO / BRANDING FOR A NANO ENTERPRISE

PROBLEM STATEMENT :

Many Nano Enterprises in the Rural and Peri Urban segment manufacture products on Individual basis or in Groups to sell locally.

- These can be Namkeen / Sweet manufacturers who sell from their Homes or in Haats
- Tailors who operate from Home and make Custom Products
- Local Artisans who make artistic products by hand and sell them through shops or local markets
- Local Food Processors who convert farm produce and sell like Atta Chakki, Oil Mill, Daal, Chutney, Achaar, Papad etc

Most of these products are sold loose and the product's identity remains obscure even in the local community and only word of mouth or haat based sales happen.



A TYPICAL NAMKEEN STAND DURING A HAAT IN A VILLAGE WITH LOOSELY SOLD PRODUCTS

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**A TYPICAL KIRANA SHOP IN A VILLAGE WITH LARGE
SCALE BRANDED NAMKEEN BEING SOLD IN
PACKETS**

BRANDING AS A SOLUTION :

- Most Nano Enterprises are restricted in their reach due to loose sales
- Sales is restricted to areas around their Villages
- There is lack of recall in customers related to Product and even specialized products get lost in the crowd due to lack of Brand awareness
- We have done experiments to create Branding solutions for these Nano Enterprises. Simple low cost, readily available packaging have been used. These have been coupled with Logos, catchy product names - slogans and contact details. Stickers were printed on standard stationary and fixed to the packs
- Such Branded packs were then placed in local Kirana Shops and sold from the house/shops/haats. Additional sales were achieved through these Packs
- These packs can potentially help increase the reach of these businesses to even larger cities, thus creating new markets

STEP 1 :

- Review with the Vyapaari the local brand name which is currently popular for the Product
- Research a few other options that are catchy and suit the Product
- Create a Tagline for the Brand
- Collect the contact details of the Vyapaari that will be printed on the Product



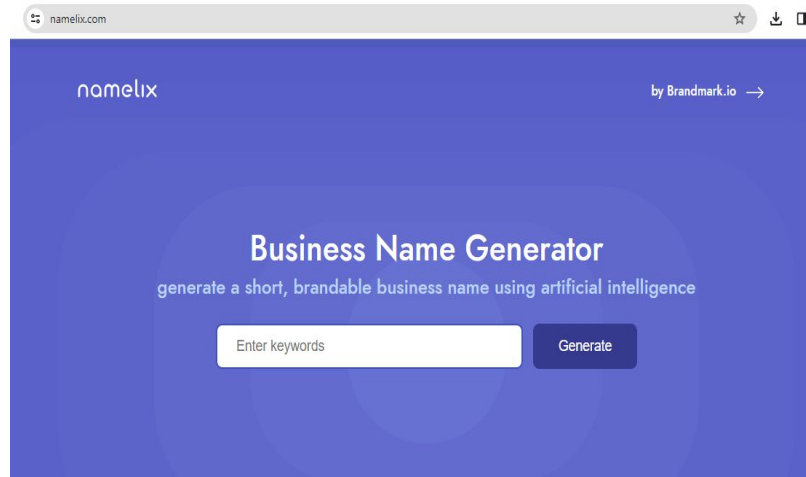
KEY ELEMENTS OF A BRANDING

- Logo
- Tag Line
- Product Name
- Contact Details - Address, Phone
- Product Price (optional in Rural Local Markets)
- FSSAI / Relevant License (optional in Rural Local Markets)

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STEP 2 :

- Go to website <https://www.namelix.com>
- Enter Keywords related to brand
- Use as many keywords separated by space to detail the product
- Click on Generate



STEP 3 :

- On next page, Select Name Style. Default is Auto
- You can try other options at an advanced level of usage

Name Style

Randomness

Brand Info

Select a name style

☒ Auto new
All styles

☐ Brandable names
like Google and Rolex

☐ Evocative
like RedBull and Forever21

☐ Short phrase
like Dollar shave club

☐ Compound words
like FedEx and Microsoft

☐ Alternate spelling
like Lyft and Fiverr

☐ Non-English words
like Toyota and Audi

☐ Real words
like Apple and Amazon

Next

STEP 4 :

- On next page, Select Randomness. Default is Medium
- You can try other options at an advanced level of usage

Name Style

Randomness

Brand Info



Select generation randomness



Low

Less random. The most direct name ideas



Medium

Balanced. More creative results



High

Random ideas. More varied results

Next

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STEP 5 :

- On next page, Enter Brand information
- This can be the selected Name of the Brand
- Under Business description, Other optional information may be added. This is not compulsory
- Click on Generate

Name Style

Randomness

Brand Info

Brand info

Bagwan Namkeen

Add any keywords that may be related to your idea or business.

Business description (optional)

A short one-sentence description of your business or product.

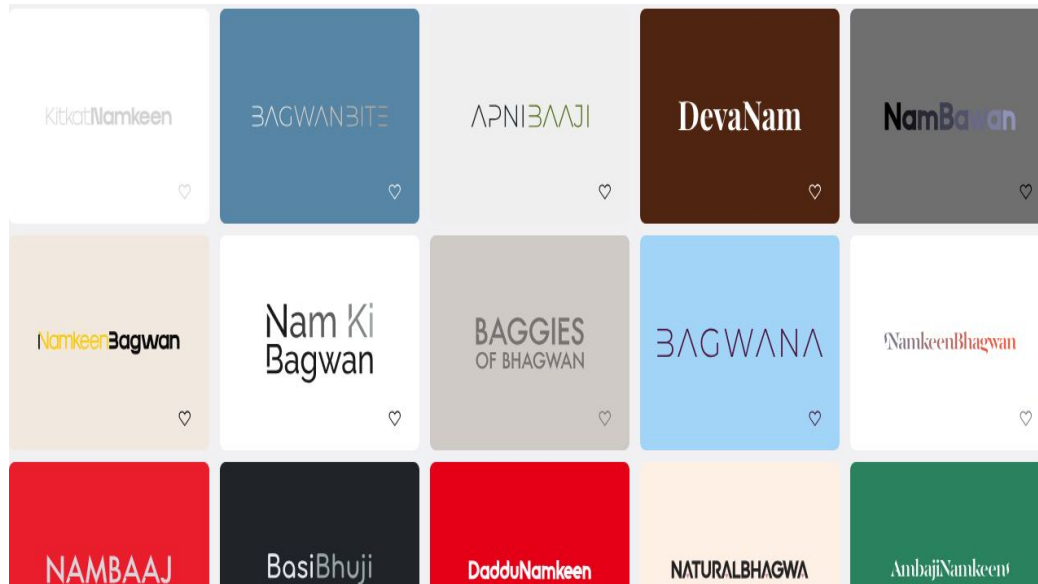
☐ Check domains

Generate

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STEP 6 :

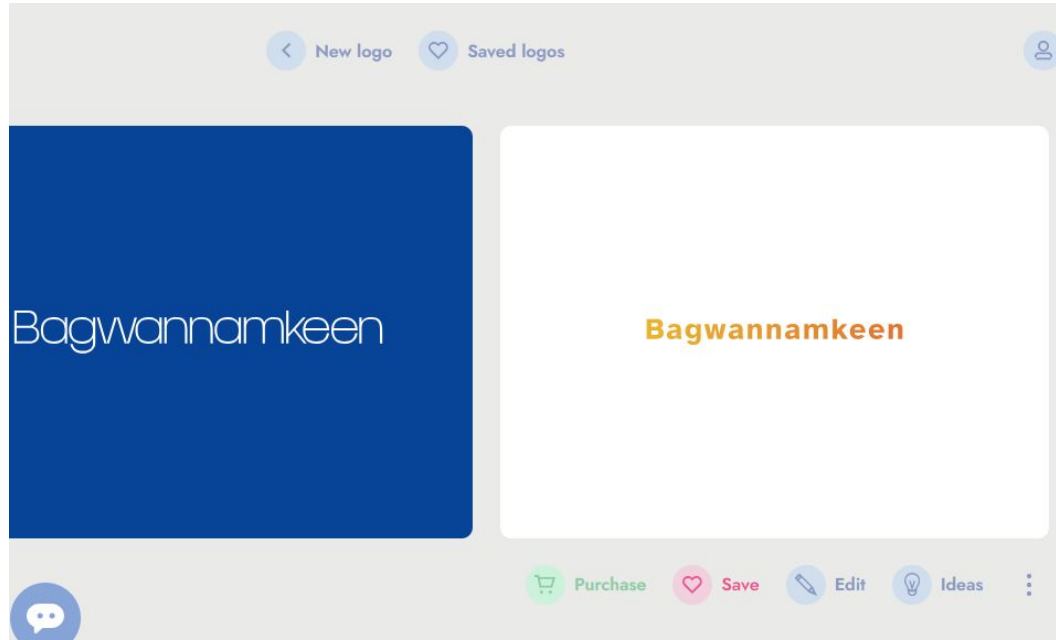
- The site will now generate multiple suggestions for Brand Names
- You can click on any one of these Brand suggestion to get even further options based on that selection



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STEP 7 :

- The site will now generate multiple options for the Brand Name
- You can select the preferred style and click Edit to customize it



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STEP 8 :

- On this page you can Edit the Brand Name
- You can also Add a Slogan or Change the Background and Layout

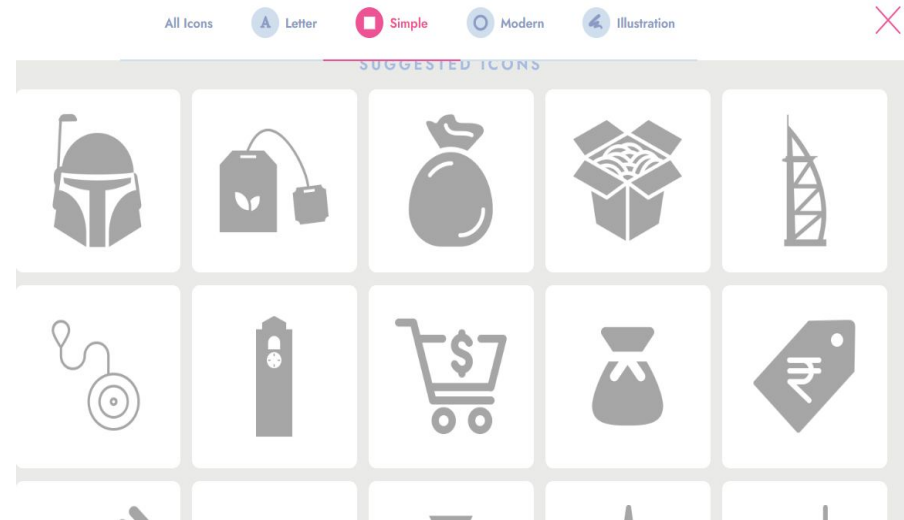
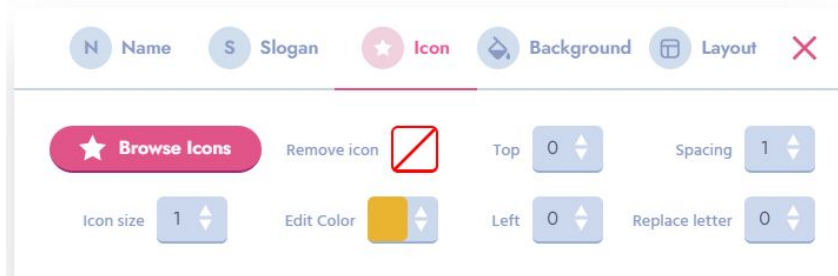
The screenshot shows a logo editing interface. At the top, the logo 'Bagwan Namkeen' is displayed in a bold, green font, with the slogan 'Swad hi Swad' underneath in a smaller, grey font. Below the logo, there is a horizontal menu with six tabs: 'N Name' (selected), 'S Slogan', '★ Icon', '🎨 Background', '📐 Layout', and a close button 'X'. The 'Name' tab is active, showing a text input field containing 'Bagwan Namkeen'. To the right of the input field are three sliders: 'Font size' set to 0.75, 'Letter spacing' set to 0, and 'Left' set to 0. Below the input field, there is a 'Fonts' button (with an 'A' icon), a color selection bar (showing green and black), a 'Boldness' slider set to 0, a 'Line space' slider set to 1.1, and a 'Top' slider set to 0.

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STEP 9 :

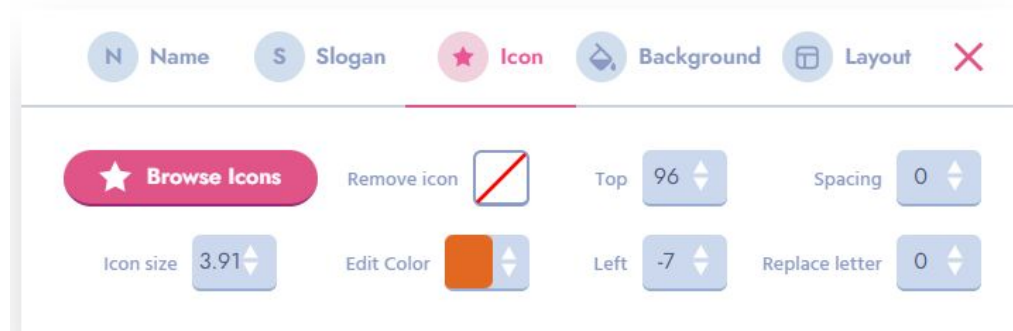
- The Icon option is used to Add or Remove an Icon
- You can Click on Browse Icons to add new ones
- You can select Letters, Simple, Modern and Illustration Icons. You can also search and add Images from your computer

Bagwannamkeen



STEP 10 :

- You can Select Icon and edit its size
- Colour scheme can also be customised



STEP 11 :

- Once the Logo is made a Screenshot can be taken in case it is difficult to register an account
- Use the screenshot image in any layouting software like Word or others



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STEP 12 :

- Use a Standard available Sticker sheet to print the layout page
- Use a Standard Sealable Zip Lock Pouch Packet
- Fix the Sticker on the Zip Lock Packet



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**AN EXAMPLE OF A RURAL NAMKEEN SELLER
WITH A NOW BRANDED PACKAGE WHICH THEY
SELL BOTH FROM THE HAAT AS WELL AS
LOCAL KIRANA STORES**

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AN EXAMPLE OF A RURAL WOMEN SHG MAKING
BIO PESTICIDES WHICH WERE TRANSFORMED
VIA BRANDING AND PACKAGING, CHANGING
THE VALUE FROM Rs 20 to Rs. 100 / BOTTLE



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WORK WITH RURAL AND
PERI URBAN TAILORS,
ARTISANS, MEHENDI,
SOFT TOYS, CLOTH
SHOPS TO CREATE
THEIR VISITING CARDS,
BANNERS, DIGITAL
STATUS AND
CALENDARS

STANDARD TEMPLATES
IN CANVA WERE USED
ALONG WITH IMAGES OF
THEIR CLOTHES



THANK YOU