

## **‘Kshanika’ - A Corporate Gift Entrepreneurial Initiative**

Kshanika, a Diwali corporate gift project entrusted to me during my internship at Emami Ltd. in 2022 was an exhilarating opportunity to delve into the world of corporate gifting and expand my business knowledge horizons and exposure within this realm. Under my mentor at Emami Ltd. I learnt about the manufacturing processes of this new organic fresh body care product range.

The Kshanika product range which was designed based on the ancient natural herbal ‘Ayurvedic’ principles comprised the following items - body butter, face cleanser, body wash, massage oil and a foot gel to enhance body beauty secrets by instantly cleansing and repairing. Furthermore, tasked with spearheading the marketing of this project range as a Diwali corporate gift, I gained the experience to integrate creativity, cultural significance, and business acumen to curate a memorable gifting experience for clients during the festive season.

The festival of Diwali, a celebration symbolizing light, prosperity, and the exchange of goodwill, holds immense cultural importance in Indian society. I strived to encapsulate these sentiments by designing the labels of the product range, utilizing marketing tactics to highlight ancient Ayurvedic culture employed to manufacture these products and offering a thoughtfully curated gift package that reflected the essence of the festival while serving as a gesture of appreciation for business relationships.

Understanding the significance of Diwali gifting as a way to strengthen bonds and express gratitude, I meticulously curated Kshanika to encompass elegance, practicality, and a touch of traditional festivity. The gift package comprised meticulously selected products, blending modern utility with a nod to cultural traditions. From exquisite decorative candles representing the festival's luminous spirit to practical yet elegant stationery sets and artisanal treats symbolizing prosperity, Kshanika's sustainable labeling and packaging aimed to strike a balance between sophistication and thoughtful symbolism. Each element was meticulously selected to ensure the recipient felt valued and connected to the spirit of Diwali.

Furthermore, being actively involved in putting together the corporate clientele gifting inventory exposed me to the criteria for preferred potential customers, dealers and retailers, assisting in comprehending the business acumen on how to favor such entities creating a positive impact for promising business dealings in the future. Under the guidance of my mentor, I gained mastery of the manufacturing cost structure of these corporate gifts and acquired knowledge of their distribution and logistics network channels.

Navigating the landscape of corporate gifting was a learning experience that enabled me to grasp the nuances of client preferences, cultural significance, and the art of personalization in business relationships. Through Kshanika, I honed my skills in curating thoughtful and meaningful gifts that resonated with recipients, fostering a sense of appreciation and goodwill during the festive season.

*The project not only expanded my exposure to the corporate gifting sector but also allowed me to appreciate the significance of cultural traditions in business interactions. Kshanika served not just as a gift but as a bridge connecting businesses through shared cultural values and appreciation, fostering stronger, more meaningful relationships during the auspicious occasion of Diwali.*