

Scheme for Marketing and Branding of Local Products

1. Title of the Scheme

Local Products Marketing and Branding Development Programme (LPMBDP)

2. Background

Many farmers, artisans, and small entrepreneurs produce high-quality local products, but they often face difficulties in marketing and branding their goods. Lack of proper packaging, branding, and market access reduces the value of these products. This scheme aims to promote effective marketing and branding strategies to improve visibility and increase the income of local producers.

3. Objectives

- To promote marketing and branding of local agricultural and handicraft products.
- To improve packaging, labeling, and product quality.
- To connect local producers with regional and national markets.
- To increase income opportunities for farmers, artisans, and entrepreneurs.
- To create a strong identity for local products.

4. Target Area

Selected villages and local production centers.

5. Target Group

- Farmers and producer groups
- Women Self-Help Groups (SHGs)
- Youth entrepreneurs
- Handloom and handicraft artisans
- Small-scale rural producers

6. Major Products Covered

- Agricultural products (spices, vegetables, fruits)
- Organic products
- Processed food items
- Handloom and handicrafts
- Traditional and local products

7. Major Activities

- Training programs on marketing and branding strategies
- Development of brand name, logo, and packaging design
- Training on product quality standards and labeling
- Participation in exhibitions and trade fairs
- Promotion through digital platforms and social media
- Establishment of local sales outlets and marketing centers

8. Implementation Strategy

- Identify producer groups and entrepreneurs
 - Provide training in marketing and branding
 - Develop a common brand identity for local products
 - Support packaging and labeling improvements
 - Create market linkages with retailers and buyers
 - Organize marketing events and exhibitions
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9. Budget (Estimated)

Sl. No	Activity	Estimated Cost (₹)
1	Baseline survey and product identification	1,000
2	Training on marketing and branding	2,000
3	Development of brand name, logo, and packaging	1,000
4	Packaging materials and labeling support	10,000
5	Participation in exhibitions and fairs	5,000
6	Digital marketing and promotion	1,000

Total Estimated Budget: ₹20,000

10. Expected Outcomes

- Improved visibility and recognition of local products
 - Increased sales and income for producers
 - Development of strong local product brands
 - Better market access at regional and national levels
 - Promotion of traditional and indigenous products
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11. Monitoring and Evaluation

- Regular monitoring of product sales and market expansion
 - Feedback from producers and customers
 - Evaluation of branding effectiveness
 - Periodic review meetings with stakeholders
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12. Conclusion

The Marketing and Branding Scheme will help local producers improve the value and visibility of their products through better packaging, branding, and market linkages. This will increase income opportunities and promote sustainable economic development in rural communities.

