

## **NAN MUDHALVAN ASSIGNMENTS**

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### **COMPLETED PAST ASSIGNMENTS SUMMARY:**

#### **Brand Establishment:**

During the "Naan Mudhalvan" program, I successfully created a brand called "SR Gifts." This process involved conceptualizing the brand's identity, mission, and values, creating a vision for its growth, and establishing a solid foundation for future endeavours.

#### **Logo Design:**

- I designed the brand logo using Canva, a platform renowned for its user-friendly design tools. The logo symbolizes SR Gifts and reflects its unique identity. It embodies the brand's essence and creates a memorable visual representation.



#### **Online Presence:**

- Recognizing the importance of an online presence, I took essential steps by creating Facebook and LinkedIn handles for SR Gifts. These social media platforms serve as powerful tools for brand awareness, engagement, and connection with potential customers and business partners.

#### **Blog Creation:**

- As part of content marketing and storytelling, I established a blog on the Blogger website. The blog serves as a valuable resource for engaging with the audience, sharing insights, and showcasing the expertise and offerings of SR Gifts. I curated and published informative and engaging blog posts to connect with the target audience.

### **Email Newsletter:**

- To maintain a direct line of communication with customers and potential clients, I initiated the creation of an email newsletter. This valuable tool allows for regular updates, promotions, and engagement with subscribers, strengthening brand loyalty and generating new leads.
- In conclusion, the "Naan Mudhalvan" program has been instrumental in shaping SR Gifts into a burgeoning brand. From the creation of the logo using Canva to establishing a robust online presence on social media platforms, as well as nurturing a blog on Blogger, and creating an email newsletter, each step has contributed to the brand's growth and outreach. These efforts are in line with the vision to establish SR Gifts as a prominent and customer-centric brand in the market. The program has equipped SR Gifts with a solid foundation for future expansion and success, emphasizing the importance of an active online presence, engaging content, and direct communication with the audience.

### **Links**

#### **INFOGRAPHICS**

<https://questionablelifeooo.blogspot.com/2023/09/infographics-best-gift-for-any-occasion.html>

#### **EMAIL NEWS LETTER**

<https://questionablelifeooo.blogspot.com/2023/09/email-news-letter-september-sale.html>

BLOG LINK : <https://questionablelifeooo.blogspot.com/>

FACEBOOK LINK: [facebook.com/Sairam9536](https://www.facebook.com/Sairam9536)

LINKDIN LINK : [linkedin.com/in/sairamgifts](https://www.linkedin.com/in/sairamgifts)