



KAIZEN

DEPARTMENT OF COMMERCE

PRESENTS

PROJECTS
2023-24



www.kaizenhindu.in

ABOUT THE COMPANY

DesmondJi stands as a trailblazing Indian brand renowned for its exceptional alcoholic beverages.

Originating from India's inaugural recognized craft distillery, DesmondJi prides itself on its meticulous selection of premium natural ingredients sourced from diverse regions across the country.

The brand's repertoire features a distinctive array of agave-based spirits, liqueurs, and cocktail blends, each exuding the distinct essence and quality of its constituent elements.



PROJECT SYNOPSIS

- 1 Conducted an extensive comparative assessment with beverages already bestowed with the GI tag to determine the requisite criteria and procedural intricacies for securing the GI tag.
- 2 Formulated a comprehensive roadmap delineating the step-by-step process for application and attainment of the GI tag.
- 3 Undertook extensive research to bolster the case for Mahua's eligibility for the GI tag, while also investigating the potential ramifications of its acquisition.
- 4 Identified foreseeable challenges in DesmondJi's pursuit of the GI tag and proposed viable solutions to preemptively address these obstacles.
- 5 Developed a pitch deck encapsulating the project's findings, tailored for presentation to prospective stakeholders, addressing challenges like consideration of tribal rights.

METHODOLOGY

The research methodology adopted for this initiative was comprehensive and multifaceted, encompassing a blend of comparative analysis, roadmap formulation, documentation preparation, and extensive research.

With a meticulous focus on honoring tribal rights and sentiments, the approach ensured thorough exploration of all pertinent aspects, from the significance of the GI tag to potential challenges and solutions.

The culmination of these efforts was synthesized into a persuasive pitch deck for dissemination to key stakeholders.



TEAM

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