IGNFA SOUVENIR SHOP

Report on initiatives of IFS 2018 batch
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The IGNFA souvenir shop was formed to preserve and promote the unique identity of the Indian Forest Service (IFS) and to promote camaraderie among the officers. It makes available elegantly designed and relevant commemorative items that fits the status and interests of IFS officers.

IGNFA Souvenir Shop was officially inaugurated by the erstwhile Director, Dr. Shashi Kumar IFS, on 25th April 2017. It was the brain child of IFS 2015 batch to establish great set of souvenirs for IFS officers to wear it with pride in the name of service and academy. Then IFS 2017 batch continued the tradition and made pamphlets, expanded the products line up. Souvenir Committee was established with IFS probationers as its members. This committee under the able guidance of honourable Director and Faculties, worked towards improvement of quality and uniqueness of products.

**Initiatives of IFS 2018 Batch:**

On May 2018, few probationers from IFS 2018 batch took in charge of IGNFA Souvenir shop. After various rounds of meetings and discussions. Following decisions were made:

1. Expanding the product line ups
2. Starting Packaging and Door step Delivery of products in tie up with Speed Post – India post
3. Establishing Inventory management and billing system
4. Feedback mechanism
5. Displaying all souvenir products in major places of the academy and hostel
6. Dedicated WhatsApp number and Mail Id for Souvenir shop
7. Stalls during Mid-Career Training
8. thoughtfully designed mementos for Senior officers as a token of gratitude from IGNFA
10. Creation of Webpage with in IGNFA website for ensuring ease of access and visibility
1. Expanding Product line ups:

Till 2018, there were around 20 products. Souvenir committee -2018 after visiting Souvenir shops from various institutions decided to increase product line ups to cater various needs of IFS officers. Samples from various institutions were taken and designs were made according to our requirements. Thus from 20 products, we have now expanded to 40 plus products in just 1.5 months. Some of the new additions are – notepad, file folder, coaster set, pen stand, thermo-bottle, thermo-coffee mug etc...

![Figure 1 New pamphlet](image-url)
2. Courier Service:

Souvenir committee decided to start courier service of Souvenir products to reach IFS officers all over India. We decided to decorate tables and offices of IFS officers and Forest Department with uniquely designed products that carries IFS and IGNFA logo. We bought bubble wraps and cardboard boxes for packaging. Further we tied up with Speed post, India Post in FRI campus for careful and speedy delivery of souvenir products. This got wide appreciation from officers all over India. From Nagaland to Tamilnadu we have delivered souvenirs from individual officers to PCCF offices. Recently we got working order from Delhi Forest department which is a great recognition for the quality of our service.

Figure 2 Mail from IFS officers to Souvenir Committee-2018
3. Inventory management and Billing System:

To improve transparency in inventory management and continuity in accounts we have introduced inventory management and billing software called “Vyapaar” with the able guidance of OIC-IT Sh. Uttam Kumar Sharma, IFS. Now, all the sales are transparent and every rupee is accounted both in cashbook and software. This improved customer experience and working efficiency of Souvenir staffs.

4. Feedback system:

With change in IFS batches and Souvenir committee members, the point of contact for souvenir shop changes. This posed difficulty for officers and vendors to maintain continuity in communication. To overcome this, we have established permanent WhatsApp number, Gmail ID and feedback notebook in Souvenir shop. Feedbacks received were taken into consideration for improvement of quality of products.
Feedback

My father passed through severe gallbladder pains back in '68. I grew up listening to tales of his camaraderie with his fellow kashmiris. It is with immense pride that I receive this souvenir book which can stop and take us back in time, for remembrance and celebration of his time here. It takes a lot to sustain an effort such as this however clap, and $ for one and all!

Please keep it up! I hope my father would rejoice in his souvenirs I gather, for him here.

Sincerely Thumps.

Shantam

To Sh. Baburam Dass (PCCF) Haryana, etc
5. Display of Souvenir Products and Stalls during Mid-Career training:

As a part of increasing visibility for souvenir products with support from OIC-Estate Sh. Sasi Kumar IFS and our Course Director Mrs. Nidhi Srivastava IFS, we have established display panels in corridors of academy and entrance of new hostel. Almost all products of souvenir shops are displayed here with price tag for ease of selection. Further we had put stalls during Mid-Career training for ease-of buying for Senior officers.

*Figure 5 Display of Souvenir products in New hostel reception*
6. Mementos for Senior officers as token of gratitude during Study tours:

Many of the Officers’ table were devoid of IFS flag, emblem etc... Souvenir committee decided to fill this void. As per the directions of our Additional Director Sh.Awasthi IFS, souvenir committee took in charge of designing, procuring and packing mementos for IFS tours. These mementos includes IFS table flag, car dashboard flag, notepad and file folders with IFS emblem etc... This got wide recognition from DFO to PCCF in various states. This helped souvenir products to reach all over India.
7. Welcome Kit for IFS 2019 Batch:

We from Souvenir committee felt the need of giving a welcome kit for IFS 2019 batch to motivate them and to enable them take pride in the service at the beginning of their career. As per the directions from Course Director of IFS 2019 batch, Sh. Senthil Kumar IFS, we designed, procured and delivered welcome kit which includes Ladies wallet, Tie, Tie pin and lapel pin. This was delivered in wooden boxes in line with Plastic Free IGNFA initiative.

![Figure 7 Welcome Kit to IFS 2019 batch](image)

8. Souvenir Page in IGNFA website:

The biggest hindrance to order souvenir products was visibility. IFS officers found it difficult to access pamphlets or links to check on souvenir products. In order to overcome this, with the help of IT-Wing IGNFA, deployed souvenir page in IGNFA website that displays all products of souvenir shop. This contains order form to enquire about the products availability.

Link: [IGNFA Souvenirs](#)
Outcome:

Our 10 months of efforts were paid back by appreciative mails from IFS officers, IFS probationers and academy. The major outcome in terms of revenue is 100% increase in Sales. **Sales increased from Rs. 446425 in 2018-2019 to Rs. 1008856 in 2019 to 2020, that’s more than 100% increase excluding the sale that going to happen before IFS 2018 batch relieve.**
Suggestions for the road ahead:

Now, IFS 2019 batch took charge of Souvenir committee. We from IFS 2018 batch based on our works and observations. would like to propose following recommendations to improve Souvenir shop and its products.

- **Capital Infusion:** Currently there is lack of systemic annual budgetary support from academy. As a result, many products which are in high demand and with less vendor credit duration, we couldn’t procure. Especially IGNFA jackets, T-shirts, Tracks are in huge demand from officers. Academy can allocate at least 10 lakh per annum for purchase of goods for souvenir shop.

- **Subsidize the products:** From LBSNAA to NPA, souvenir products are in subsidized rate as they carry logo of their service and academy and specifically caters to their officers. We have to subsidize our products to promote better reach and spread of unique identity of our service. Capital infusion can help in subsidising products.

- **New shop:** New shop with necessary infrastructure should be opened in front of New hostel. Currently, souvenir shop is running from a room in New Hostel which is not visible and inaccessible to visitors and officers. It would be better if we construct a new shop to promote the spirit of the service.

The above suggestions if implemented can help the pride of our service and academy to reach every corner of India. At this juncture, Souvenir committee would like to thank Honourable Director IGNFA, Additional Director, Faculties, IFS 2017 batch and IFS 2018 batch for continuous support and faith they kept on Souvenir committee 2018. We wish Souvenir Committee of IFS 2019, for a wonderful journey ahead.
The Team – Souvenir Committee IFS 2018:

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