

City Branding and its economic impacts in Tokha (A case of Chaku)

Asta Shrestha ^a, Sudha Shrestha ^b

^{a, b} Department of Architecture, Pulchowk Campus, IOE, Tribhuvan University, Nepal

Corresponding Email: ^a Astashrestha777@gmail.com

Abstract

This paper mainly concentrates on city branding and its economic impacts in Tokha city taking a case of Chaku which is directly or indirectly affects to the urban economy. The attempt here is to analyze the urban development approaches through urban economic planning. So urban development in general is the organizing and managing of urban areas to cope with the future growth. In the contrast to developed countries, the character of urbanization in developing countries is characterized by high growth rate and an unprecedented rural-urban migration because of the intense hardship within the rural areas the study area is additionally exception to the current. The qualitative research methodologies will be determined to be the best fit for this investigation. As a result, a case study approach will be used since the primary research technique, as it allows for the investigation of a phenomena in its natural setting. To analyze the fundamental concepts of the Tokha's branding policy, an explanatory case study will be chosen above a descriptive case study. Interviews, direct observations, and archives are common techniques used in case study research to acquire data of various sorts. On discussing the details of the methodology adopted for the research purpose of study is to prepare a realistic scenario of Chaku including the situational analysis also .it is based on areas of availability of open spaces, the use of existing resources such as land for farming sugarcane, land for farming sugarcane and highly scale manpower. The study area is of ancient settlement ward (mainly 2 and 3) Tokha municipality, has also its impact. However the city has limited resources and infrastructure, which are not in a position to absorb all the prospective migrants. People living in especially ward 2 and 3 of Tokha municipality are unable to sustain from agriculture activities and area changing to non-agriculture activities migrating to urban areas .it is a known fact that responsibilities of urban development does not lie on the government alone .it is also the job of local and private sectors to help government in various way.

Keywords

city branding, economic impacts in Tokha , future growth , Chaku, area changing to non-agriculture activities

1. Introduction

1.1 Background

City branding is a phrase that refers to the use of branding techniques and other marketing tactics to "the economic, political, and cultural growth of cities, regions, and countries," based on the premise that "cities and regions may be branded." "As such, the concepts of nation branding, region branding, and city branding, fall under the umbrella term of place branding. "Unlike product and service branding, place branding is more multidimensional, because a 'place' is organically "anchored within a history, a culture, an ecology," which is then interwoven into a network of relationships, "connecting products, spaces,

organizations, and people." [1]

City branding is said to have started in the mid-nineteenth century. Such methods were first implemented in the United States in order to entice rural inhabitants to metropolitan areas in search of work. Later, with renowned posters of destinations, the method would be employed for tourism purposes, particularly in Europe. However, until recently, the practice had not become widespread throughout cities and nations. This emphasis is seen to symbolize a wider process known as urban regeneration that began in the 1970s, in which developed-country production systems "vertically collapsed," giving way to post-industrial societies characterized by "entrepreneurial" forms of government. Such interest

appears to have arisen from an understanding that "all sorts of locations may benefit from implementing cohesive strategies for managing their resources, reputation, and image."

Chaku is a Nepalese cooking produced using concentrated sugarcane juice, jiggery, ghee, and nuts. The combination is cooked down until it is a strong structure, and afterward pulled on a snare in a way like making taffy and afterward cut into little rolls, or it very well might be cooked in a shallow dish and cut into little jewel molded pieces. Chaku might be eaten independently, or it can likewise use in making Yomari. Chaku is served by Nepalese with ghee and sweet potatoes during the celebration of Maghe Sankranti.[2]

1.2 Research Objectives

The main objectives is to identify the potentials of Tokha so as to brand it's as city of Chaku. It's in addition, specific objectives and to recognize strategies and actions that a City of Tokha takes on and attempts to mark itself as "City of Chaku".

2. Literature Review

City branding is a subject of huge interest to the two scholastics and strategy creators. As urban communities contend internationally to draw in the travel industry, venture and ability, just as to accomplish numerous different targets, the ideas of brand methodology are progressively embraced from the business world and applied in quest for metropolitan turn of events, recovery and personal satisfaction. A large part of the distributed examination into city marking begins in the disciplines of showcasing and metropolitan investigations, two fields that have would in general follow equal instead of interdisciplinary ways. By drawing upon a scope of benefactors from assorted hypothetical foundations, the part expect to give luxuriously varying points of view on the hypothesis of city marking. Premium in city marking might be viewed as a component of a more extensive acknowledgment that spots, everything being equal, can profit from carrying out rational methodologies with respect to dealing with their assets, notoriety and picture.[3].A vibrant social life is seen as one of the most important aspects of a city's ability to engage the creative class, and a few metropolitan areas have attempted to revitalize their social lives in this

regard.[4]

2.1 Principles of city branding

City are increasingly competing for attention in a globalized society. In such a competitive climate, city branding may aid by establishing a competitive identity and influencing perceptions in key markets. Building brand equity in respect to the identity of the nation, region, local area, city or town, in particular, can provide a long-term competitive advantage.Principles of city branding are Distinctiveness, authenticity, memorable, co-relation, making of city.[5]

2.2 Strategy of City Branding

Cities are up against worldwide competitiveness. A city must be well-known and well-positioned on the global map of attractive cities in order to attract residents, investors, businesses, and visitors. A city brand plan is a critical component in developing a strong city brand that will entice prospective immigrants.Branding and marketing may play a significant part in city growth with new logos and advertising efforts.

2.2.1 Build city brand from city identity

A city brand is inextricably linked to the identity and values that define that place. A city's brand is constructed on its current assets: the aesthetic, economic, psychological, and symbolic elements that make up the city, as well as the characteristics that set it apart from others. The brand strategy, brand statement, and brand positioning are all built around these qualities. But how does a city choose its message and positioning? How could a city guarantee that its own identity and the brand it intends to build are inextricably linked? And how do you find out who your target audience is?[5]

2.2.2 Involving stakeholders

The participation of representatives from the city government, as well as the private sector, tourism, and civil society, is critical to the creation and maintenance of a successful city brand. A number of requirements must be met in order for this stakeholder involvement to be effective:

partnership: Stakeholder representatives must collaborate in a partnership approach to ensure buy-in and brand credibility.

leadership: Stakeholder partners must have strong leadership to overcome internal conflicts and ensure progress and effective decision-making. To ensure a long-term strategy and brand durability, continuity is essential in both the partnership and the leadership.

shared vision: In order to develop a clear brand strategy, stakeholders must share a vision for the city's future. Implementation

based on actions: to carry out the brand strategy and build the brand, stakeholders must agree on a set of actions at each stage.[5]

2.2.3 Promotion of the brand

After a city brand has been created, the following step is to market and convey it to the target audiences. A variety of techniques are available for this goal, including public relations, advertising, events, social media, and ambassador networks. Cities should pick their communication strategy with caution since the choice of medium is inextricably tied to the message and is thus never impartial. Another issue to consider is that some targets, for example, respond better to social media than to traditional types of advertising.[5]

3. Study Area

In Kathmandu Valley, Tokha is a historic city. Its history stretches back over 1500 years, when Nepal was ruled by the Lichchavi dynasty. Tokha (or Tukhya) is a mixture of two Newari words: "Tu" refers to sugarcane (as in chaku, a typical Newari sweet made from raw sugarcane juice), and "khya" refers to a field.[6] Because all enterprises are located in these wards, the study was limited to wards 2 and 3 of the Tokha Municipality's total 11 wards, i.e., Ancient city Tokha. Geographical location: Ancient city Tokha is located about 4km far from Samkhushi Ring road. (Northern side of Kathmandu valley) Geographical coordinates: 27° 45' 0" North, 85° 20' 0" East.

4. Methodology

Research is based on Descriptive process and exploratory process. As it provides the present situations and conditions of the studied area, it will be descriptive in same way the finding reasons behind the change in traditional occupations and how to



Figure 1: Study Area

enhance the economic status of the original city dwellers will be exploratory. Qualitative research design with case study approach is followed as per the research questions and the criteria of the study methodology. Individuals program and previous works is studied in depth in order to make comparison, build theories and propose generalizations. The result is based on primary and secondary data collection.

In order to fulfill the research objectives, this chapter focuses on the research techniques employed in the study. It provides information about the population, sample and sampling processes, and research instruments used to collect data, as well as the study's research design. It also discusses data collection methods and a data analysis strategy. To address the concerns raised as the article's study objectives and to get a better understanding of municipal brand communication in general, a specific research approach will be employed. The qualitative research methodologies that are best suited for this investigation will be determined.

5. Description and Analysis

This section consists of social, demographic, physical and economic features of enterprises so as to fulfill the objectives of the study. The analysis of the study is based on the field observation and data collection through questionnaire survey of the enterprises as well as the workers in the enterprises. The survey is done covering the all Chaku enterprises of traditional town Tokha which tried to extract the social and economic factors related to it. The survey is done in 13 Chaku enterprises i.e. 100 percent of total Chaku enterprises present currently within settlement. For the survey of workers working in the enterprises, random sampling was done accordingly giving focus on the rural

migrants and their economic characteristics.

5.1 Enterprises characteristics

5.1.1 Location of enterprises

The study mainly focused to the enterprises which are operated by indigenous people at their homes. About 7.63 percent enterprise is located at ward 2 and remaining 92 percent is in ward 3.

5.1.2 Types of structure

The study mainly focused to the enterprises which are operated by indigenous people at their homes. About 7.63 percent enterprise is located at ward 2 and remaining 92 percent is in ward 3.

5.2 Employment Characteristics

5.2.1 Age distribution of enterprise

The large proportion of respondents engaged in Chaku enterprise is found between the ages 40-49, which is 40.4 percent followed by the age group 30-39 and 60 above i.e. 22.2 percent. This highlights that the occupation has been continued by the entrepreneurs who are involved from the beginning and it is not only for economically active population. They are the reservoirs and carriers of traditional knowledge. The involvement of young entrepreneurs is comparatively less i.e. 7.6 percent, the reason behind may be due to involvement in studies as well as in employment in other sectors.

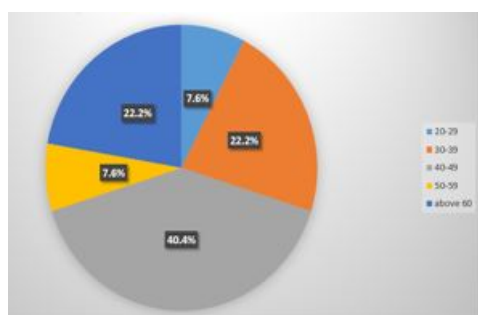


Figure 2: Age distribution of head of enterprises

5.2.2 Education level

Education attainment is one of the important features to measure the Education Level characteristics of the people involved in Chaku Enterprises. The graph illustrates that the entrepreneurs are either literate i.e. 0 percent or have left their study after SLC i.e. 45.60

percent (maximum Literate Primary percentage). Intermediate degree holders are 30.40 percent.

5.2.3 primary occupation

From Survey, 15.20 percent of enterprises' head found Chaku production as secondary occupation and found 84.80 percent chaku production as primary occupation.

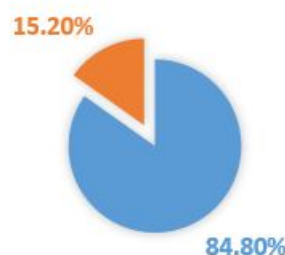


Figure 3: Primary Occupation

5.2.4 Household size

According to the survey, the average household size of the enterprise holder is 6.2 persons, more than the national average of 4.9 persons (NLSS-2010/11). This may be because Tokha is one of the traditional Newari settlements and household size of the Newari family usually remains high because of joint family.

5.2.5 Family involvement in enterprises

The table and graph represents that no. of family members of each enterprises and no. of family members engaging in it

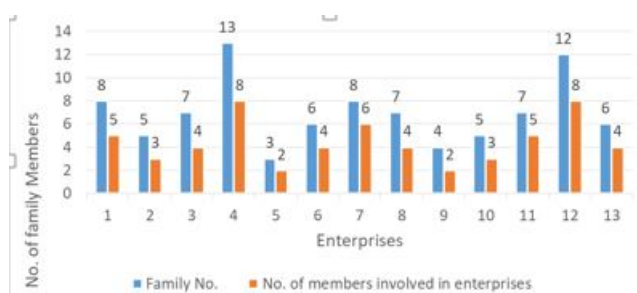


Figure 4: family involvement in enterprises

5.2.6 Reasons for working in this field

Tokha is one of the traditional settlements of Kathmandu Valley, agriculture was the main occupation but agriculture works being only seasonal so, the people have acquired secondary occupation i.e. Chaku. The business is being guided by their

forefathers. Hence most of them are working in this profession as their inherited profession i.e. 69.60 percent, continuing the profession that they grow up seeing. The people are also involved in the profession due to the market niche is 15.2 percent. About 19.51 percent of the entrepreneurs have started this profession due to the market possibility and can earn more respectively.

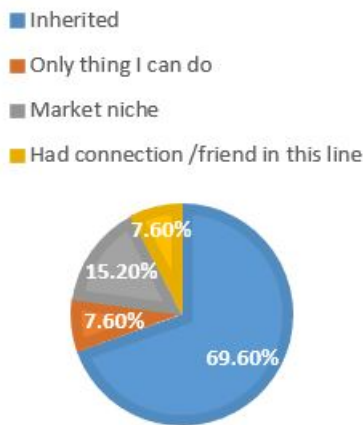


Figure 5: Reason of working

5.2.7 Partnership in enterprises

By field survey it is found that 77.20 percent enterprises has no partnership whereas 22.80 percent has partnership.



Figure 6: Partnership in enterprises

5.3 Employment Characteristics

5.3.1 No. of person employed

All most all enterprises have given employment opportunities to work in their enterprise

5.3.2 Nature of workers

From the fields survey it is found that hired people is of 80 percent and family members engaging in enterprises is 15 percent and friends is of 5 percent. Number of workers as per district from survey

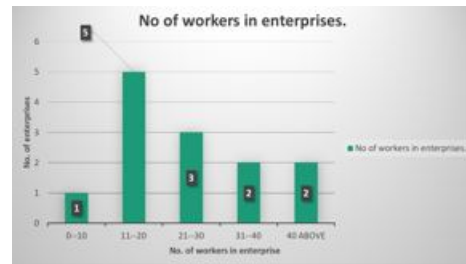


Figure 7: No. of workers

it is found that Nuwakot has highest percent that is 60 percent Kathmandu 20 percent Bhaktapur is 6 percent Lalitpur is 3 percent ,sindhupalchok 2 percent and others is 7 percent.

5.3.3 Employments for migrants

From the survey, it is evident that there are more nos. of migrant's employee in the enterprises than that of locals. More than 80 percent of the workers working in the enterprises are migrants. Almost all enterprises have migrated Workers, Out of the migrated workers working in these enterprises, most of the enterprise consists of 10-12 numbers even upto 25 above of migrants Therefore, these type of enterprises have potential of providing employment to the poor migrants and through which they can easily sustain their livelihood.

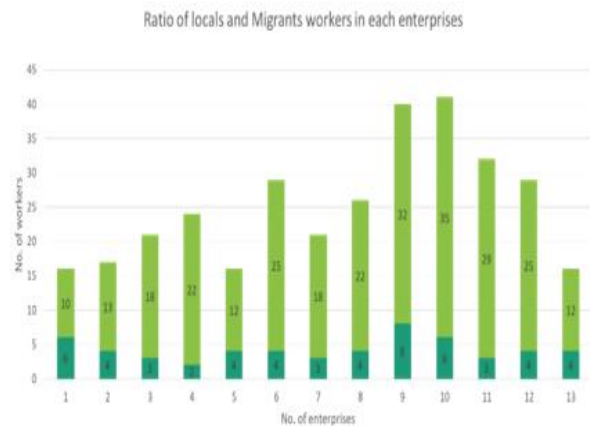


Figure 8: Employment for migrants

5.3.4 Employments for women

Women employment is also the major factor in these types of enterprises. As these enterprises are mostly operated in the household and are age-old occupation therefore, involvement of women is not the recent phenomenon. All of the enterprises have local as well as migrant staffs.

5.3.5 Working hours

Most of the enterprise operated 12 hours daily which is more than 50 percent and about 2 of the enterprise runs 24 hrs. Daily with employers working in 2 shifts. 1 of the enterprise have no fixed hours, this may be due to the involvement of only family members as workers. Depending upon their free time and household workload, they are involved in enterprise activities.

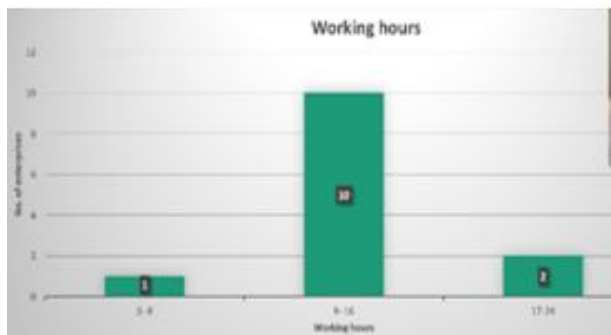


Figure 9: Working hours

5.4 Capital

5.4.1 Initial investment and source of capital

From survey it is found that 15.2 percent of enterprises initial investment is 0-10000 whereas maximum enterprises' initial investment is above Rs 160000 which is 33.40 percent. In same way the source of capital for investment at initial phase is found maximum by own properties is 61.5 percent and 15.20 percent from loan taken from relatives and bank loan whereas 8 percent from selling land.

5.5 Exports

From survey it is found that quantity of Chaku exporting to abroad is increasing every year. Few of country lists with their demand of every years is shown from 2017 to 2020.

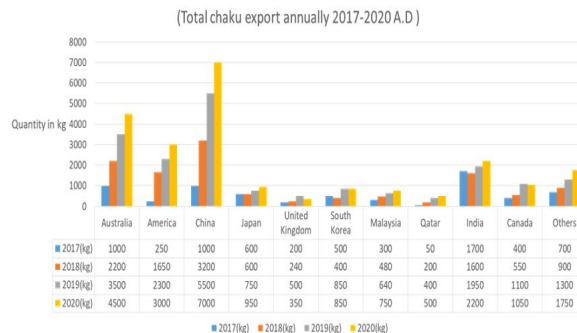


Figure 10: Exports of Chaku annually

are partially or totally made by hand. The design and structure materials cover raw materials within the country. The product reflects its own culture, tradition of Tokha. The chaku products are produced with low initial investment done by the people. This shows the people to be occupational in this sector.

Generally, Chaku products designs depict the picture of Nepalese tradition, culture and religious tendencies of Himalayan parts of Nepal. The senior artisans always teach detail technicalities, methods and practices for improvement of existing products and developments of new products. This Chaku enterprises has been developed and sustained with long term perspective due to four reasons:

- Labor intensive not requiring advance and modern technology
- Chaku products export to overseas, though of low volume has its importance in earning foreign currency for the Tokha as well as people
- Relatively less pollution free environment
- Friendly industry and does not employ child labor

6.2 Urban Growth trend of Tokha

As we can see most of the new settlements are concentrated along highway. Hence inferences can be drawn that accessibility plays an important role in land, especially for residential use besides other factors. The growth pattern trend analysis from aerials photos of 1981, 1992, and 1998 are carried out, which could have given the real growth trend of Tokha. The building permits issued from the Municipality office were taken so as to have idea of how many buildings were built legally (although there were many

6. Findings and conclusion

6.1 Tokha and its Traditional economic base as Chaku

In the context of Tokha, the chaku products are produced in medium range with few varieties. As concept, material method, function, sizes and prices may be same but in some extent it may differ. As chaku products has been defined as the product which

buildings built illegally without permission from municipality).

6.3 Problems

The business environment in Nepal is not very favorable. Various obstacles in the business environment were highlighted in the Tokha research. It was discovered that businesses are burdened by bureaucratic costs mostly related to:

- Government policies that are unpredictable, inconsistent, imprecise, and poorly implemented, Inadequate financial resources, insufficient infrastructure
- Permanent labor layoff methods are ineffective, shortage of skilled manpower.
- Unemployment due to a shortage of trained workers
- Major problems related to the enterprises according to the respondents are; unclear government policy,
- Problem of raw materials
- Problem of skilled manpower
- Impacts due to low quality packing
- Problems of health regarding safety
- Market competition
- Unclear Government policies

6.4 Management of enterprise

The increasing and decreasing trend of the number of enterprises in the study area shows that the number of enterprises has been decreasing. There were about 20 enterprises in Tokha 20 years ago, but now there are only 13. The reasons behind leaving the business are mainly due to low capacity to increase the investment to survive in the business and many other. Most of them have left their work after working for 5-6 years. It is clear that those who were fit were able to survive and continue; Survival for fittest. Most of the enterprise that were small and cannot afford to add generator were closed because they found difficulty to cope up the business. Due to the political issues, most of the enterprises were threatened to give donation, therefore entrepreneurs were tiered of such threats and

were not able to continue the business. So during that time most of the small and medium enterprises were closed. Therefore, it can be noticed that due to the weak management of the nation, the problems persist in the enterprises and decreasing trend have risen. This highlights the need of management and interventions.

6.5 Importance of Chaku enterprises in development of Tokha

Urban development refers specifically to development in the urban environment, including material, social, economic, environmental and other aspects. Urban development has brought positive changes, and with the improvement of living conditions, the appearance of places and people has undergone substantial changes. These Chaku companies have shown to be a powerful method of providing employment and income possibilities for the lower income groups based on the field study and analysis done so far (migrants as well as locals). Since finding a solution for urban unemployment is becoming increasingly difficult, these sorts of businesses serve a critical role in giving possibilities to impoverished rural migrants. They have been given a better chance, which has improved their livelihood and kept them from becoming impoverished. As a result, this has aided in the reduction of poverty to some extent. The enterprises have been found to be having a prominent share in local as well as urban economy. Different types of products required in the community for different occasion are produced like Masala Chaku, Sutkeri chaku (chaku made for pregnant women), Tillko ladu, Khuwa Chaku, Bhujija ladu, Pustakari are as well exported to international markets, which helps in bringing in the foreign currency. There is social equity and justice in terms of employment in the enterprise activities as both male and female are given opportunity to engage himself and herself in the production process. The enterprise owners are as well involved in social development of the locality. These types of enterprises are comparatively environment friendlier as they do not produce harmful waste.

6.6 City Branding for Tokha

According to the relevant theories of City branding, two things are most important: City image and City identity. Relating this to the context of Tokha in a global context it has a present image as a Religious Heritage site.

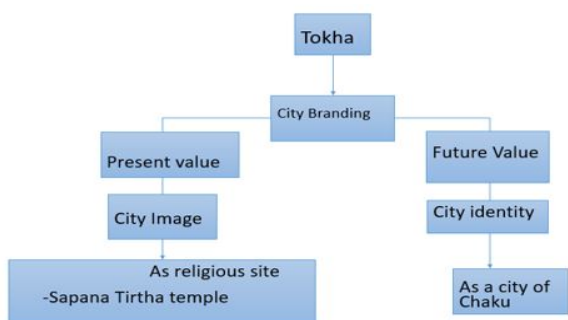


Figure 11: Graphical representation of city branding

6.6.1 City Image-Present Scenario

Tokha is a city with numerous notable qualities that make it a major cultural, historical, and religious monument. Kathmandu’s capital city is Tokha. Many people line up to take a plunge in a sacred pond in Tokha, Kathmandu, on the first day of the Nepali calendar (Baisakh 1), and the locals celebrate ‘Sapan Tirtha Mela’ for the following four days, when the whole city joins in the celebration with a ‘rath yatra’ (chariot ride), prayers, and fests. People bathe in the pond’s water, which is said to have healing qualities, and worship to Goddess Sapan Tirtha. Tokha’s temples and festivities are also well-known. To the north, we have Chandeswori Temple, the most well-known temple in the area, which attracts a large number of visitors, particularly during festivals. In the region, the statue of Daxa Prajapati also has religious significance. The Kali and Bhairab Temples, located in the south, defend the hamlet against assaults coming from that direction. The people felt safer having a greater power defend them in addition to the troops stationed there during ancient times, therefore this idea arose. Other shrines to visit are Gokarneshwor, Dharmeshwor, Sapan Vinayak, and Bajrayogini, all of which are mentioned in the Hindu scriptures.



Figure 12: people celebrating jatra at Tokha

6.6.2 Branding Tokha as “City of Chaku” from a city identity

In the brand’s development process for physical products, the most important factor is typically planned communication (messages of planned communications), which is implemented by the marketer and transmitted through the marketing communications media. Physical items continuously have the same highlights and in the event that the showcasing investigate has been done appropriately, clients like these highlights or acknowledge them. The highlights ought to compare with the benefits clients look for. Item arranging is portion of a brand’s improvement prepare but it is for the most part taken for allowed that the item has been created to back the aiming brand character. The physical item gives the strong establishment for brand development with implies of arranged promoting communications.

Operational plan creating and sustaining generally consists of four consecutive stages. this working plans are: start-up and organization, research, forming brand identity (strategic work stage), and making an execution and enforcement plan. The operational plan’s fundamental stages and preparatory timetable. The length and timing of the operations is checked with the numbers of the months, so that number 1 speaks to the beginning month of the venture. The taking after pages present the steps in stages. The program’s inquire about, vital and arranging stages take few months.

7. Conclusion

This report has gone through three major steps- City branding for Tokha , field Observation and survey and lastly analysis and discussions over the survey .It has begun with the clear explanation regarding theory of city branding is ways to implement and various purposes. The conclusion supports main C1y Branding principles, priorities and objectives that has been well explained n earlier chapters. We all are well known that the city Tokha is even termed as city of Chaku but hasn’t renowned as so in a nation as well as global context yet. With detail study of physical, socio-cultural and economic aspects of Tokha whereby focusing mainly on two major wards 2 and 3 of Tokha Municipality. Following the research and debate, it was discovered that Chaku enterprises provide a significant contribution to the development process as a key source of employment and revenue

production. It has a significant influence in the development of the local and metropolitan economies. It plays a direct and indirect impact in reducing poverty and contributing to national GDP. Only when the economic position of the low strata improves can urban growth occur. As a result of the findings, these businesses have aided in the improvement of the economic position of both local and migrant employees.

Acknowledgments

The authors are indebted towards Krishna Shrestha, Kashi Lal Shrestha, Tulsi Narayan Shrestha, key informants of the settlement, for sharing valuable

ideas and information.

References

- [1] Can-Seng Ooi. Branding cities, changing societies. *Copenhagen: Copenhagen Business School*, 2010.
- [2] Reeya Pradhan. Chaku making in time for maghe sanskranti. 2019.
- [3] Keith Dinnie. Introduction to the theory of city branding. In *City branding*, pages 3–7. Springer, 2011.
- [4] Keith Dinnie. *City Branding Theory and cases*. Palgrave Macmillan, 1st edition, 2011.
- [5] Jean Michel Daclin. A shared vision on city branding in europe, eurocities, 2010.
- [6] Avantika Shrestha. The many tales of tokha. Aug 2017.