

MODERN

MYRIAD

BRANDING

Annual Report 2025-26

The Alchemy of Design
Transforming the Mundane into the Meaningful



Publication Note

The Annual Report 2025–2026 of Modern Myriad Branding Pvt. Ltd. documents the key developments, initiatives, and progress made over the course of the financial year.

This publication brings together the combined efforts of our team and collaborators. While care has been taken to present information accurately, certain sections may reflect individual perspectives and creative contributions, which may not always represent the official views of the organization.

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MODERN MYRIAD BRANDING
A PRIVATE LIMITED COMPANY

KOHIMA: NAGALAND



“
Every
idea
becomes
Powerful
when shaped with intention.
”

Opening *note*



The Alchemy of Design

Transforming the Mundane into the Meaningful

Design, at its heart, is a kind of alchemy.

For centuries, alchemists believed that even the most ordinary materials carried hidden potential, that with patience, curiosity, and imagination, something simple could be transformed into something extraordinary. In many ways, the work of design follows the same spirit.

At Modern Myriad Branding, the raw materials we work with are not metals, but ideas, stories, ambitions, and dreams. Sometimes they arrive clearly defined; other times they come in fragments: a vision still forming, a business searching for its voice, or a brand trying to express who it truly is. Our work begins by listening carefully and understanding the essence behind those ideas.

Because design, for us, is never just decoration. It is transformation.

Graphic designers blend creativity, strategy, and emotion to turn simple visuals into meaningful identities that people can recognize, trust, and remember.

As Paul Rand once said,

"Design is the silent ambassador of your brand."

This belief shapes the way we approach our work. Our alchemy lies in creating complete brand systems not just logos, but thoughtful frameworks that guide how a brand appears everywhere: on websites, reports, packaging, and social media. When a brand speaks consistently, it begins to feel familiar. And familiarity slowly grows into trust.

Of course, simplicity is rarely simple. The designer Massimo Vignelli once said, "The life of a designer is a life of fight against the ugliness." In a world crowded with noise and visual clutter, good design becomes a way of bringing clarity, harmony, and meaning.

And as Antoine de Saint-Exupéry beautifully put it,

"A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away."

Behind every clear and simple design lies countless hours of thinking, experimenting, refining, and sometimes starting over. As Paul Rand once reflected, "Design is so simple, that's why it is so complicated."

Looking back, we see that same process reflected in our journey. Each project began with an idea, sometimes uncertain, sometimes bold and slowly transformed into something clearer, stronger, and more meaningful.

Like alchemy, design is a process of patience and belief:

believing that within something ordinary, there is always the potential for something remarkable.

That belief continues to guide our work.

And it is the spirit behind The Alchemy of Design.



सत्यमेव जयते

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF
INDUSTRY AND INTERNAL TRADE

Foreword

India's digital and creative economy continues to witness the rise of young organizations that are blending innovation with meaningful community impact. Through its Annual Report 2025-26, Modern Myriad Branding Pvt. Ltd. reflects the spirit of entrepreneurship, creativity, and purpose-driven growth that resonates strongly with the vision of Startup India and Digital India.

The North East region has steadily emerged as an important contributor to India's evolving startup ecosystem, with increasing momentum in innovation, digital adoption, creative enterprise, and youth-led entrepreneurship. Beyond building businesses, startups from the region are creating opportunities, strengthening local capacities, and showcasing the unique cultural and creative identity of the North East on a wider platform.

Under the Department for Promotion of Industry and Internal Trade (DPIIT), Startup India has continued to work closely with State Governments, industry stakeholders, incubators, educational institutions, investors, and ecosystem enablers to strengthen entrepreneurship across the country. In this larger journey, initiatives that promote digital outreach, skill development, creativity, and youth engagement play an important role in building a more inclusive and innovation-driven ecosystem.

The theme of this report, "The Alchemy of Design," aptly captures the transformative power of creativity and strategic thinking in today's rapidly evolving digital landscape.

I commend the team at Modern Myriad Branding Pvt. Ltd. for their efforts and extend my best wishes for their continued growth and contribution to India's startup and innovation ecosystem.

ATEESH KUMAR SINGH
Additional Secretary



Message

It has been truly inspiring to witness your journey at Modern Myriad Branding—a team of bright, passionate young minds coming together to build something meaningful. What began as a group of talented boys and girls has grown into a dynamic and promising enterprise, reflecting creativity, resilience, and vision.

I have had the privilege of watching you all grow over the years, and the progress you have made speaks volumes about your dedication and potential. As a startup from Nagaland, you represent the spirit of innovation and the strength of our youth, and it makes me immensely proud.

As you unveil this year's edition, I extend my heartfelt congratulations and wish you all the very best in the coming days. May this be yet another milestone in your journey towards even greater success. God bless!

SMTI. KENEIRIENUEO T ZATSU

*Deputy Director,
Team Leader, Startup Nagaland
Department of Industries & Commerce
Government of Nagaland*



The Elements

Building the blocks of our Journey

Overture

Origins :

Where It Began, Where It Grew, Where We Stand Today

The Philosophy of Design :

Our beliefs about creativity, branding, storytelling, and the role of design in shaping identity.

The Designer's Voice :

Perspectives, reflections, and insights from some of Nagaland's finest graphic designers.

Internship.exe:

No templates applied!

Design, and the Stories We Carry :

From shared screens, shared ideas, and shared growth

Annual Overview:

In Continuum (2025 -2026)

Building Future Ready Skills

Skills&Co.

Stories, Animation, and Creative Growth

Balance & Breakdown

Design, Lived and Understood:

A call that change everything

A Year, In Fragments

Behind Every "Final_Final_v2"

Overture

On behalf of the entire team who work relentlessly to make every initiative and every effort meaningful, I am truly delighted and honored to welcome you to this edition of our Annual Report.

Behind every piece of work you will see in these pages is a space filled with energy, chaos, laughter, long discussions, and ideas constantly taking shape. It has never been a perfect process, but it has always been a sincere one, driven by people who care deeply about what we are building together.

This journey would not have been possible without the consistent support, encouragement, and belief we have received over the years. In many ways, these pages would have remained incomplete, even empty, if not for the people who stood by us, guided us, and trusted us even in our early and uncertain stages. Every small act of support has helped shape us, strengthen us, and push us forward. For that, we remain deeply grateful.

As we present this year's Annual Report under the theme "The Alchemy of Design", we reflect on how ideas slowly transform into something meaningful through patience, collaboration, and intent. This theme represents our journey of turning thoughts into action, and action into impact, even when the path was not always clear.

Through this report, we invite you to walk through our journey with us. We hope you experience the effort, the learning, and the purpose behind every step we have taken, and that you find something within these pages that resonates with you.

*With gratitude,
Nolazonu Kirha
Director, Modern Myriad Branding Pvt. Ltd.*



ORIGINS

WHERE IT BEGAN, WHERE IT GREW, WHERE WE STAND TODAY

Modern Myriad Branding Pvt. Ltd. came into being in 2022, shaped not only by a vision, but by everything that unfolded after.

The early days were built on effort and attention to detail. Small wins mattered. Ideas were tested, refined, and sometimes reworked entirely. There were moments that demanded patience and others that moved quickly, but each one added to how we understood the work and ourselves.

What truly gave this journey its character was the people. A team that came together from different paths, each bringing their own way of thinking and creating. Some were certain, some were still exploring, but everyone shared the willingness to learn and contribute. Over time, this became more than just a working dynamic. It became a space where ideas could be questioned, improved, and carried forward together.

As the work grew, so did the responsibility. We found ourselves working with startups finding their footing, local businesses building their presence, and institutions and government bodies shaping larger initiatives. Each experience brought a different expectation, and with it, a deeper understanding of the role we play. What we create is not just seen. It is used, experienced, and trusted.

Over time, our work grew beyond its initial scope, shaped by the opportunities we took on and the direction we continued to build. What emerged was a more integrated approach, allowing us to contribute with greater clarity and purpose.



Through it all, one thing remained consistent. The commitment to do the work well. The willingness to learn and unlearn. The effort to improve, even when it is not immediately visible.

Today, we stand as a team that continues to grow with awareness. We are more thoughtful in how we approach our work. More aligned in how we work together. And more certain of the value we aim to create. There is still much ahead, and that is what keeps the journey meaningful.

This is where it began.

This is how it grew.

And this is where we stand today.

THE PHILOSOPHY OF DESIGN

OUR BELIEFS ABOUT CREATIVITY, BRANDING, STORYTELLING,
AND THE ROLE OF DESIGN IN SHAPING IDENTITY.

Every piece of design begins with a decision. Not just on how something should look, but on what it should represent, how it should be understood, and where it needs to function. Design, in practice, is less about visual output and more about clarity of intent.

In our experience, creativity is often misunderstood. It is not always about originality in its loudest form. More often, it is about precision. About knowing what to include, what to leave out, and how to make something work across different contexts without losing its meaning. Good design is rarely accidental. It is the result of iteration, structure, and informed choices.

Branding, today, is closely tied to behaviour. It is shaped by how consistently a brand shows up, how clearly it communicates, and how well it adapts to different platforms and audiences. A strong identity is not built in isolation. It is built over time, through repeated interaction and consistent experience.

The context in which we work has also changed significantly. Digital platforms have shortened attention spans and increased competition for visibility. At the same time, they have made it easier for even small businesses to be seen alongside larger players. In such an environment, clarity and consistency are no longer optional. They directly influence how a brand is perceived and remembered.

This shift is also becoming increasingly visible within Nagaland. Businesses that once relied only on word-of-mouth are now investing in how they present themselves. Startups are entering the market with a clearer sense of identity. Institutions and public initiatives are placing greater importance on communication, structure, and visual clarity.

While this transition is still developing, the direction is clear. There is a growing recognition that design plays a role not just in presentation, but in credibility.

Storytelling, in this context, is not about adding more. It is about alignment.

When the message, the medium, and the visual language are consistent, communication becomes more effective. Design supports this by bringing structure to information and ensuring that what is intended is what is received.

Identity, therefore, is not a fixed outcome. It is something that is shaped continuously through use, feedback, and consistency. Design plays a key role in maintaining that continuity, ensuring that a brand remains recognisable while still evolving when needed.

Working in this space also comes with responsibility.

To create work that is not only visually appealing, but functional and relevant. To avoid excess where it is not needed. To make decisions that improve clarity rather than complicate it.

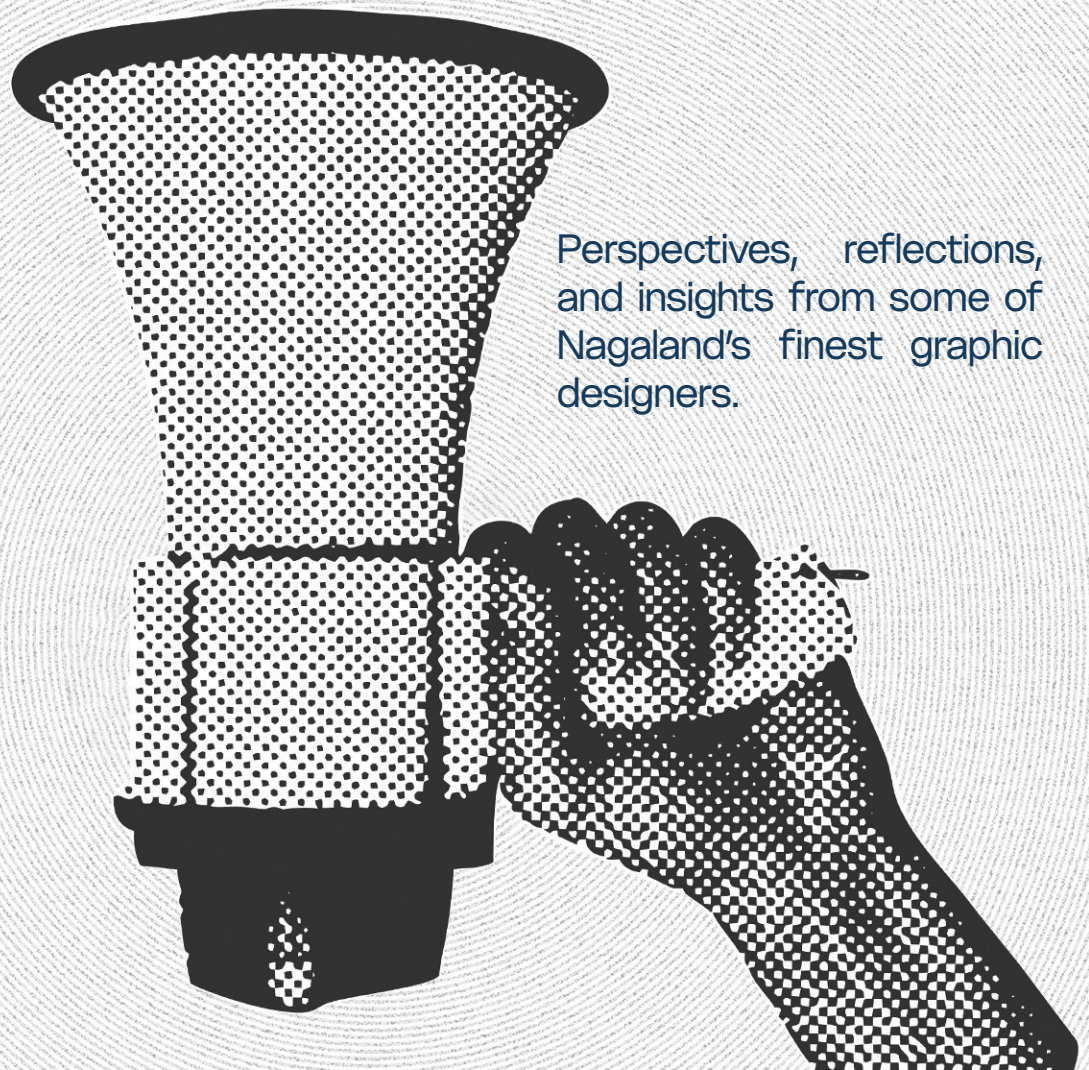
This is how we approach design.

As a discipline that requires both creativity and structure.

As a process that demands both thinking and execution.

And as a tool that, when used well, can create lasting value.

THE DESIGNER'S *Voice*



Perspectives, reflections,
and insights from some of
Nagaland's finest graphic
designers.

THE Designer's BALANCING ACT

By Sinlo Kemp, Founder - Kemp Design

The Designer's *Influence:*

"DESIGN ISN'T JUST HOW THINGS LOOK, IT'S HOW THEY LIVE."

Shaping
Our
World

Designers carry a unique and powerful responsibility: shaping how the world looks, feels, and functions. Every object we touch and every interface we use, from a chair to a mobile app, is the result of design decisions made with intention. Yet, most people rarely stop to notice.

Design is more than aesthetics. It influences how people live, work, communicate, and experience the world. Designers are the unseen hands weaving comfort, accessibility, and meaning into everyday life.



To create that kind of lasting impact, every designer must master the art of balance - combining creativity, practicality, and professionalism in harmony. Creativity gives imagination form and brings ideas to life.

Practicality ensures those ideas function with clarity and purpose.

Professionalism sustains growth through consistency and discipline. Finding this balance is the real challenge of modern design. Because great design doesn't just look good; it works beautifully, communicates clearly, and endures meaningfully.

"RESEARCH FUELS ORIGINALITY. THE MORE YOU KNOW, THE MORE CREATIVE YOU BECOME."

Creativity: The Spark That Starts It All

Creativity is the soul of design, but it's not chaos. It's built on a solid foundation of good design fundamentals. Understanding principles like balance, contrast, and rhythm gives the freedom to innovate with confidence and clarity.

My mantra is simple: Research. Research. Research. Every idea starts with curiosity - learning about the client, the audience, the culture, and the market. The deeper the research, the more authentic the design becomes.

Staying inspired doesn't mean following trends. I study them to understand where the world is heading but never let them define my work. I take inspiration from trends only when they help me serve my clients better.

True creativity is intentional. It's about designing with purpose, function, and feeling - not just for decoration but for direction.

"DESIGN MUST DO MORE THAN LOOK GOOD; IT MUST SOLVE PROBLEMS WITH STRATEGY."

Practicality: Design That Works Hard

Practicality keeps creativity grounded and guided by strategy. Every great designer is a problem solver with a strategic mindset. Every line, colour, and composition must have purpose and meaning.

I approach each project with clear objectives and structure, focusing on helping clients achieve their goals and vision through thoughtful, functional design. Sometimes that means setting aside personal preference for what's right for the brand.

Strategic design thinking ensures that creativity is directed toward real outcomes. A design that is both beautiful and functional is the sweet spot where art meets purpose. When practicality leads, design becomes timeless, effective, and enduring - not just trendy.

"CONSISTENCY BUILDS TRUST, AND TRUST BUILDS A DESIGNER'S LEGACY."

Professional Growth: The Constant Evolution

Professionalism connects everything together. Creativity gives energy, practicality gives clarity, and consistency builds credibility. Communication is key to any successful project. Understanding the client's vision, explaining your thought process, and maintaining transparency throughout every stage keeps collaboration strong and purposeful.

I follow a structured design process from concept to presentation to delivery because structure gives freedom. Meeting deadlines is not optional - it's a form of respect for both the client and the craft.

I watch a lot of content and read extensively about design, business, markets, and human behaviour. Learning how the world thinks and moves helps me design solutions that connect meaningfully. Designers who understand context don't just create visuals; they add value, guide, and inspire.

Memorability in both design and communication turns work into legacy.

"WHEN CREATIVITY, PRACTICALITY, AND PROFESSIONALISM ALIGN, DESIGN BECOMES ALCHEMY."

Closing Thought

The true mastery of design lies in balance. To be imaginative yet structured, artistic yet disciplined, innovative yet timeless. When these three pillars work together, design transcends aesthetics and transforms into something greater - an experience, a message, and a movement. That's the alchemy of design.



About the Author

Sinlo Kemp is a brand strategist and visual designer with over 18 years of experience in visual communication and brand building. He is the founder of Kemp Design, a multidisciplinary design studio based in Kohima, Nagaland.

Driven by his passion for brand building, Kemp has helped shape the identities of both local and national brands including NE Origins (Sikkim), Swayam Sikkim (Sikkim), Meghalayan Collective (Meghalaya), Winter Tales (Meghalaya), Barking Deers (Meghalaya), Pandorum Technologies Pvt. Ltd (USA & India), Dhriiti (Delhi), Dasra (Mumbai).

Local brands like Bambusa Express, Niathu Group, Saucy Joe's, Cold Mountain, Eastern Mirror, Galho Honey, Educentre School of Business, Roots Agro, Cold Mountain, NagaEd, Tetso College, Modern College, Putuonuo Hospital Kohima, Pinnacle Skills, AMIRA School of Math, Naga Hills Coffee among others.

He has also worked for renowned brands such as Ducati India, Honda, Maruti, Big Bazaar, Hyatt, Le Maridian, Budweiser, and Godrej, bringing together a balance of creativity, functionality, and strategy in every project.

Kemp believes in creating design that lasts, work that not only meets present goals but continues to make an impact for years to come.

Website: kempdesign.in
Instagram: [@kemp.design.in](https://www.instagram.com/kemp.design.in)



Resilience *by* Design:



A Reflection by **Merimvu Doulo** *Proprietor, Artworks*

Resilience, to me, is the quiet art of enduring with grace. It is about bending with time but never breaking away from one's essence. When I first began my journey in design, computers were slow, and software came with limitations that many today would find unimaginable. Yet, those very boundaries shaped me. They taught me patience- the kind that refines not just the work, but the designer himself.

Design, I have learned, is not a race for recognition or reward. It is a slow unfolding—a dialogue between the creator, the culture, and the craft. In my years of working with young designers, I often remind them that the love of design must come before the lure of money.

True creativity is born not from the desire to profit, but from the desire to express something meaningful. Without patience, even the most talented designer loses touch with that quiet heartbeat of art. As a Naga, my creative vision has always been shaped by where I come from. Our hills, our stories, our way of seeing the world—they hold a rhythm that is deeply visual, deeply spiritual.

The Naga eye for design is one that values balance, symbolism, and identity. We are a people of patterns and stories. Our traditional crafts, textiles, and motifs carry wisdom that goes beyond decoration—they are languages of heritage.

In my own work, whether creating the Nagaland State Logo or designing for government departments, I have always tried to let that heritage speak. The bull motif, which has become something of a signature for me, stands for strength, humility, and persistence—qualities I find not only in Naga culture but also in the spirit of design itself. The bull does not rush; it endures. It works the soil with patience, knowing that growth takes time.

Today, as technology races ahead and trends come and go like passing clouds, I find resilience in returning to simplicity. Tools may change, but the soul of design remains constant. Resilient design listens before it speaks. It observes, adapts, and evolves without losing its core truth. To be a designer is to practice patience—to shape meaning with love, to create with honesty, and to remember that every line drawn is part of something larger than oneself. For me, that is the alchemy of design—the transformation of limitation into beauty, of tradition into timelessness, and of passion into purpose.

Living the shift

CREATIVE SURVIVAL



"Am I good enough?" Is the question that sleeps beside me and keeps me up at night. I never chose graphic design as my profession, it was rather thrust upon me. And perhaps I gravitated towards it because of my love for storytelling and illustrations.

Truth be told, I haven't the slightest idea what 'graphic design' is. It has become a jargon that is spoken far too many times that people think they know what it is, when in actuality they know nothing about. Google defines it as "...the art of visual communication combining typography, imagery and color.." so in essence, almost everything the eyes can see. But whatever be the definition or the terminology, what matters is innovation and creativity. And those are the muscles that require training and flexing every day.

"Am I good enough?" Is the question that greets me when I meet my clients. You don't need a certification to be a "Graphic Designer", you somehow just become one by simply doing the work. No fancy prefixes like "Dr." "Er.". Your grandma could be a graphic designer if she opened up Microsoft paint. Let's not stop there, your clients are Graphic Designers too, they only stop short of touching your keyboard and mouse. So my fellow "Graphic Designers," if ever you stop by Imprint, let me Honor you with a certificate and a fancy prefix "Gd. James Doe." Perhaps that will finally give your confidence the boost it sorely requires.



Despite the misgivings and the constant bickering with clients for more time to finish a project, we all love what we do and we are all survivors of the creative industry. After all, this is hardly the prestigious government job our parents wanted us to have. To conclude, I leave you this final paragraph.

When the first printer was invented, scribes feared they would soon be outperformed by their mechanical counterparts. Artists debated whether its ability of reproducing images rapidly was a boon or a curse. But a revolution was set in motion nevertheless.

The first camera was loathed by artists who saw it as a threat to traditional art. They argued that the camera was too mechanical, lacking the human "touch".

In 1990, when photoshop was released to consumers. Artists debated the use of digital tools over traditional ones, split between which could be considered "real art." In 2023, Boris Eldagsen, a German photographer, won the Sony World Photography Awards. After his victory he revealed that his image was AI generated.

This fuelled an already fiery debate regarding the use of AI in image creation.

Amidst all the fear, uproar, controversies and ethical dilemmas, creativity has managed to adapt, transform, evolve and even thrive. Sure, it is a challenge and always will be, but Creativity only dies when we stop dreaming.

- Lelo Mero
CO-FOUNDER, IMPRINT



Instagram: [imprint_kohima](https://www.instagram.com/imprint_kohima)

INTERNSHIP.FYE

No templates applied!



WHERE LEARNING RUNS IN REAL TIME

Internships at Modern Myriad Branding have never been one-dimensional.

They come with movement, unpredictability, and constant change. No two days look the same, and no single role defines the experience. The nature of our work demands adaptability, and that expectation is shared by both the team and the interns.

Each intern enters at a different phase, into different projects, and with a different starting point. Some arrive with clarity, others with curiosity. But what connects them is the process they go through experience, adjustment, effort, setbacks, improvement, and eventually finding their footing.

At MMB, the work is never limited to one task.

It shifts, evolves, and expands.

Interns are not placed into fixed roles. They are brought into the flow of work, where challenges are real, timelines matter, and collaboration is constant. Problems are not handed out with solutions. They are explored together, discussed, and worked through as a team.

What makes this experience meaningful is not just the work, but the people within it.

No one learns in isolation here.

There is always someone to guide, to question, to correct, and to push forward. In that process, interns do not just complete tasks. They begin to understand how to think, how to approach problems, and how to contribute with intent.



Over time, interns from different institutions and backgrounds have been part of this journey.

Each of them has brought something of their own, a perspective, an energy, a way of working. And in return, they have left behind more than completed work. They have left a mark in the way things were done, the ideas that were explored, and the progress that followed.

These contributions do not fade.

They become part of how we continue to grow.



INSTITUTIONS AND INTERN COHORTS

MOUNT CARMEL COLLEGE, BANGALORE

DURATION: MAY TO JUNE 2025

The interns spent their time engaging with both internal tasks and on-site work, gradually understanding how projects are handled in real settings. As part of their responsibilities, they were also involved in sessions at Badze Leshüki, Kohima, where they stepped into leading roles, allowing them to explore communication and leadership in a more practical way.

BAPTIST COLLEGE, KOHIMA

DURATION: 2 WEEKS (MAY -JUNE 2025)

The interns became part of ongoing work, assisting with content and coordination. Within a short span, they experienced how timelines, teamwork, and everyday responsibilities come together in a working environment.

KOHIMA COLLEGE

DURATION: 2 WEEKS (JUNE 2025)

The interns worked closely within teams, contributing to execution-based tasks. Their time reflected steady involvement, where they observed and participated in how ideas are shaped and carried forward.

DON BOSCO COLLEGE

DURATION: JUNE TO JULY 2025

With a longer duration, the interns were able to spend more time across different stages of work. They gradually became familiar with processes and found their own pace within the workflow.

TETSO COLLEGE, DIMAPUR

DURATION: JULY TO AUGUST 2025

The interns were part of structured day-to-day work, contributing to both creative and operational tasks. Over time, they adapted to the rhythm of the work and understood the balance between quality and timelines.

SAZOLIE COLLEGE (FTC PROGRAM)

DURATION: SEPTEMBER TO OCTOBER 2025

(WITH SOME EXTENDED ENGAGEMENTS)

As part of their course, the interns were placed under MMB and were involved in ongoing projects. They worked on initiatives like Skills and Co., where they explored creative areas such as comic making, script writing, and voiceover. They were also part of the Nagaland Influencer Summit 2025, where they were involved in coordination and supported different stages of the event, including pre-event preparations, on-ground execution, and post-event work.

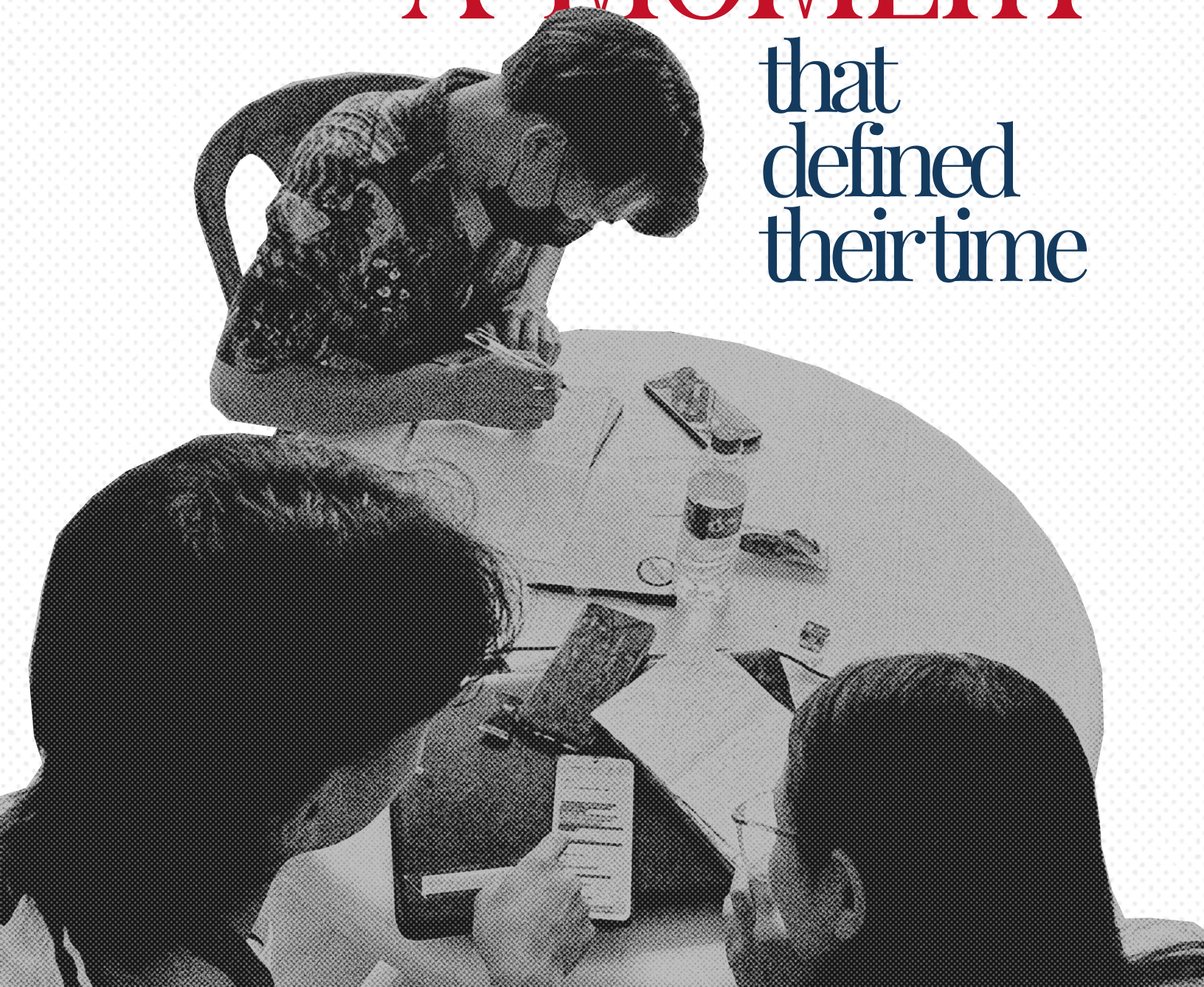
ASSAM DON BOSCO UNIVERSITY, AZARA CAMPUS, GUWAHATI

DURATION: DECEMBER 2025 TO JANUARY 2026

The interns joined during an active phase of work and contributed across tasks while getting familiar with the pace of the environment. Their time reflected a willingness to learn and adapt within a short period.

A MOMENT

that
defined
their time



Over the course of my one-month internship, I gained valuable hands-on experience in creating compelling graphics, developing social media calendars, and drafting scripts and comics. More importantly, I discovered the true value of teamwork, built greater confidence, and cultivated essential skills that have contributed significantly to my personal and professional growth. I am sincerely grateful to the Modern Myriad Branding team for this enriching opportunity, the learnings from which I will carry forward with me in my career ahead.



HATCHINGHOI HANGSING
MOUNT CARMEL COLLEGE AUTONOMOUS, BANGALORE

I am ecstatic and delighted to have been a part of MMB Pvt Ltd as an intern. It truly helped me bridge the gap in understanding marketing by providing hands-on graphics experience online and offline as well. And collaborated closely with the team of MMB alongside their immense value and expertise.

My time at MMB was invaluable, providing practical marketing insights and fostering significant personal and professional growth through collaborative teamwork.



MEDOSANU PUCHO
DON BOSCO COLLEGE, KOHIMA

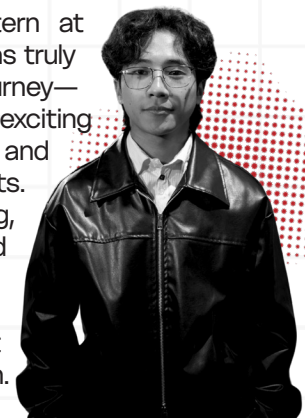
I'm so grateful for the incredible learning experience I had during my 30-day internship at MMB Pvt Ltd! I dove deep into digital marketing, mastering SEO, social media strategies, and content creation, while also sharpening my skills in graphic design with hands-on projects. The highlight? An unforgettable exposure trip that gave me real-world insights and boosted my confidence!

This internship didn't just teach me technical skills—it helped me grow professionally and personally. If you're looking for a dynamic, enriching experience that sets you up for success, I highly recommend this opportunity! Big thanks to the amazing team at MMB Pvt Ltd. for their guidance and support.

CHUBAMEREN JAMIR

DON BOSCO COLLEGE, KOHIMA

My time here as an intern at Modern Myriad Branding has truly been a roller-coaster journey—full of new challenges, exciting moments, nervous firsts, and meaningful achievements. There were days of learning, days of mistakes, and days of growth, and each one shaped me into a more confident and capable person.



I am deeply grateful for the guidance, support, and encouragement I received from the entire team throughout this journey.

NELI KHRASI

ASSAM DON BOSCO UNIVERSITY, AZARA CAMPUS, GUWAHATI

As an intern at Modern Myriad Branding, my experience was a fruitful learning opportunity with many different challenges. This experience strengthened my communication skills, creativity and teamwork. Overall, the internship was a valuable learning experience that helped build my confidence.

I am truly grateful for the constant guidance and support throughout my internship.



TIAMONGBA LONGKUMER

ASSAM DON BOSCO UNIVERSITY, AZARA CAMPUS, GUWAHATI



My internship journey was incredible and exciting, as I was able to know myself and also was able to come out of my comfort zone. As the days were very short and challenging, I was able to learn a lot throughout the journey which helped me to develop my skills in the course of digital marketing, also it helped me to build up my skills in new fields like Graphic Design where it helped me to learn editing, comic designing etc which were new to me.

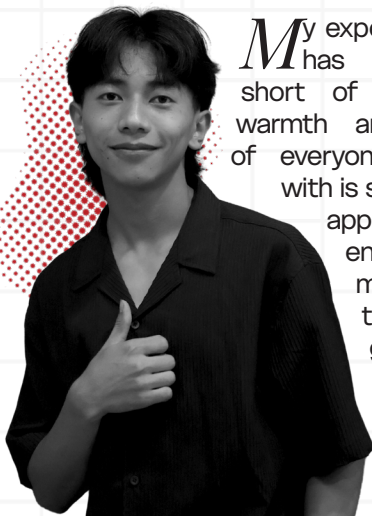
I Would like to thank the MMB members for giving me this opportunity to be a member of this journey as an intern and also I want to thank them for helping me in my course of internship program.



RAJ GURUNG

DON BOSCO COLLEGE, KOHIMA

My experience at MMB has been nothing short of amazing. The warmth and friendliness of everyone I interacted with is something I truly appreciated. An environment that made me feel that I could truly grow without fear of making mistakes.



WETSELHI CHIRHAH

KOHIMA COLLEGE, KOHIMA

Mr. shy internship journey began with curiosity, had its fair share of struggles, and ended with immense growth. I'm walking away not only with technical knowledge but also with practical strategies.

Copy (Ctrl+C) and paste (Ctrl+V) is not always the shortcut key to success sometimes, it takes effort and time.



KHRUVOVE YHOBUH

KOHIMA COLLEGE, KOHIMA

My time at Modern Myriad Branding has been an incredibly rewarding and memorable experience. From the very beginning, the welcoming environment, inside jokes, and shared laughter made it both comfortable and enjoyable. The supportive and collaborative team culture allowed me to grow both personally and professionally, far beyond my initial expectations.

I had the privilege of contributing to projects I never imagined I'd be a part of, which expanded my skills and deepened my understanding of the industry. The simple moments like sharing laughter, cracking jokes, commuting together, and celebrating small wins—are memories I will always cherish.

This internship has not only enhanced my professional abilities but has also given me friendships and experiences that I will carry forward with gratitude.



RESEIENLA JAMIR

MOUNT CARMEL COLLEGE AUTONOMOUS, BANGALORE



LEMRETHONG

KOHIMA COLLEGE, KOHIMA

On the first day of my internship at Modern Myriad Branding, everything was strange and I was like blind folded in Digital Marketing. But with the help of passionate mentors/ team MMB . I can proudly say that my bit of skills and knowledge has greatly enhanced.



MINNYU CN KONYAK

KOHIMA COLLEGE, KOHIMA

I had a good experience working with MMB members and my fellow friends. It helps me to develop important skills like communication, team work and time management. I learned how to handle my responsibilities, meet deadlines and adapt to different situations. Working with MMB members and my friends taught me the values of cooperation and positive attitude. Overall, my work experience was valuable and rewarding. I'm confident it has prepared me well for further opportunities. Thank you so much once again to all my teachers and friends of MMB families.

My first day at Modern Myriad Branding was a challenge, but with time and dedication, I not only met expectations but exceeded them! I gained invaluable experience in digital marketing, created engaging comics, and learned the basics of graphic design.

Huge thanks to the MMB team for their support and guidance throughout my journey!

SHINGKI NOKLONGSHU

TETSO COLLEGE, DIMAPUR



My internship at MMB was an amazing journey,...filled with learning, growth, and unforgettable experiences that shaped my professional journey. From working with a talented team to tackling every moment was valuable. The skills I developed and the connections I made will stay with me forever, and I'm grateful for the opportunity to have been a part of MMB.

ZUCHANBENI NGULLIE

TETSO COLLEGE, DIMAPUR



The professional as well as chaotic nature of the office. From playing loud music to silence, everything will be missed. I am so thankful to MMB team for giving me the opportunity to be a part of the team and gain the working experience.

Thank you for having us.

MOALONG JAMIR

TETSO COLLEGE, DIMAPUR



My experience at Modern Myriad Branding was unforgettable, filled with fun and learning. The team had a family-like bond, and the office atmosphere was a unique blend of chaos and peace. I will cherish everything from the loud music to the sharing of tiffins. I've grown both personally and professionally in a short span of time, and I'm grateful for the opportunity to have been a part of the team.

ALONI AWOMI

TETSO COLLEGE, DIMAPUR



OPENRHONI YANTHAN

TETSO COLLEGE, DIMAPUR

Thank you , Modern Myriad Branding ,for giving me the opportunities to intern at your organisation for 1 month . As my internship comes to an end , I'm filled with gratitude for the experiences and memories I've made with you all. Thank you for your valuable support and guidance you have given me.

Interning at Modern Myriad Branding was a game-changer. From digital marketing to the basics of graphic design creating posters, comics, and more using different tools every day brought something new to learn. The team was warm, the vibe was creative, and learning was genuinely fun.

Looking forward to more opportunities with MMB! Thank you, MMB!

BALINDER

KOHIMA COLLEGE, KOHIMA



My experience at MMB was a completely new one for me. Before joining, I had no prior knowledge about what MMB was. However, as the days went by, I learned many new things and upgraded my skills in digital marketing, Graphic design, Comic content creation, and also gained a deeper understanding of the importance of social media.

I'm truly grateful to the MMB staff for their tireless efforts.

My internship at MMB was a mix of challenges and small victories.

I'm genuinely grateful that I stepped out of my comfort zone and gave my best. Overall, it was a truly valuable experience.

NGIPSHEN KONYAK

KOHIMA COLLEGE, KOHIMA



KEVISIELIE SEYIE

KOHIMA COLLEGE, KOHIMA



In this few days of internship in Modern Myriad Branding has taught me to dig out a new knowledge on digital marketing. Modern Myriad Branding gave me a valuable knowledge to enhance a better skills in future. Thank you Modern Myriad Branding for having us.

JOEL ABING LEYRI

KOHIMA COLLEGE, KOHIMA



My experience with MMB was really fun ,it was like a vacation.

But my favorite part was definitely lunchtime since , everyone's cooking are top notch .

BEWELE PURO

KOHIMA COLLEGE, KOHIMA



Modern Myriad Branding (MMB) where mentorship meets creativity, turning every project into magic. More than a team, it's family. Grateful for the lessons, the growth, and the love.

Forever proud to be part of this journey.

TEKHENUU AKAMI

KOHIMA COLLEGE, KOHIMA



I had a really great experience in MMB, staying in touch with the members, learning daily new task which is challenging and interesting at the same time.

DOROBILA T SANGTAM

KOHIMA COLLEGE, KOHIMA

Design, and the Stories We Carry

Design as Growth & Expression

My role as a Graphic Designer at Modern Myraid Branding over the past two years has been centered on translating ideas into meaningful visual experiences. I have worked across a range of projects and each assignment has been an opportunity to solve problems visually, balancing creativity and aesthetics.

My work is inspired by culture, observation and everyday details, textures, patterns, contrasts and stories that bring depth to design with intent and meaning. This perspective influence my approach, encouraging me to create work that is not only visually appealing but also thoughtful and purposeful.

This journey has been one of continuous growth and learning. Working alongside different teams has pushed me to think beyond visuals and broader message we want to communicate. Challenges along the way have strengthened my ability to adapt, refine ideas and deliver work that meets both creative and strategic goals. Looking ahead, I remain inspired by the role design plays in shaping perception and driving engagement, and I am excited to continue contributing work that is both authentic and impactful.

Tsiarhisie
Nyusou
Graphic Designer, MMB



What Happens

Before You Double Tap

As a social media manager, most days don't start with a perfect idea they start with scattered thoughts, half-finished drafts, and a lot of back-and-forth. A single post often comes together through shared screens, quick calls, and constant revisions. What looks simple on the feed usually has layers of discussion behind it.

There have been moments where one small suggestion during a team call completely changed the direction of a design. Other times, it's just sitting with a layout, adjusting tiny details until it finally feels right. That process messy, collaborative, and sometimes slow is where the real work happens.

And yes, there are days spent fixing one alignment or arguing over fonts longer than planned.

Over time, it's not just the content that improves it's the way ideas are shared, understood, and built together.

Bendangyapang

Jamir

Social Media Manager, MMB



From Inspiration to Identity

It's been about a year since I started my training and levelling up as a graphic designer under my senior. I've picked up tons from my senior, plus real-world lessons from tackling solo projects and as part of a team.

Unlike chasing trends, I draw inspiration from notable designs I find on creative platforms and galleries, then tweak'em with my own spin to make them feel fresh, lively, and more appealing to my eye.

The journey hasn't always been easy. Deadlines, especially, have been the biggest challenge so far, pushing me to refine my process, but they've also shown me I thrive when refining ideas and elevating designs, even if raw creativity isn't my strongest suit yet. :P

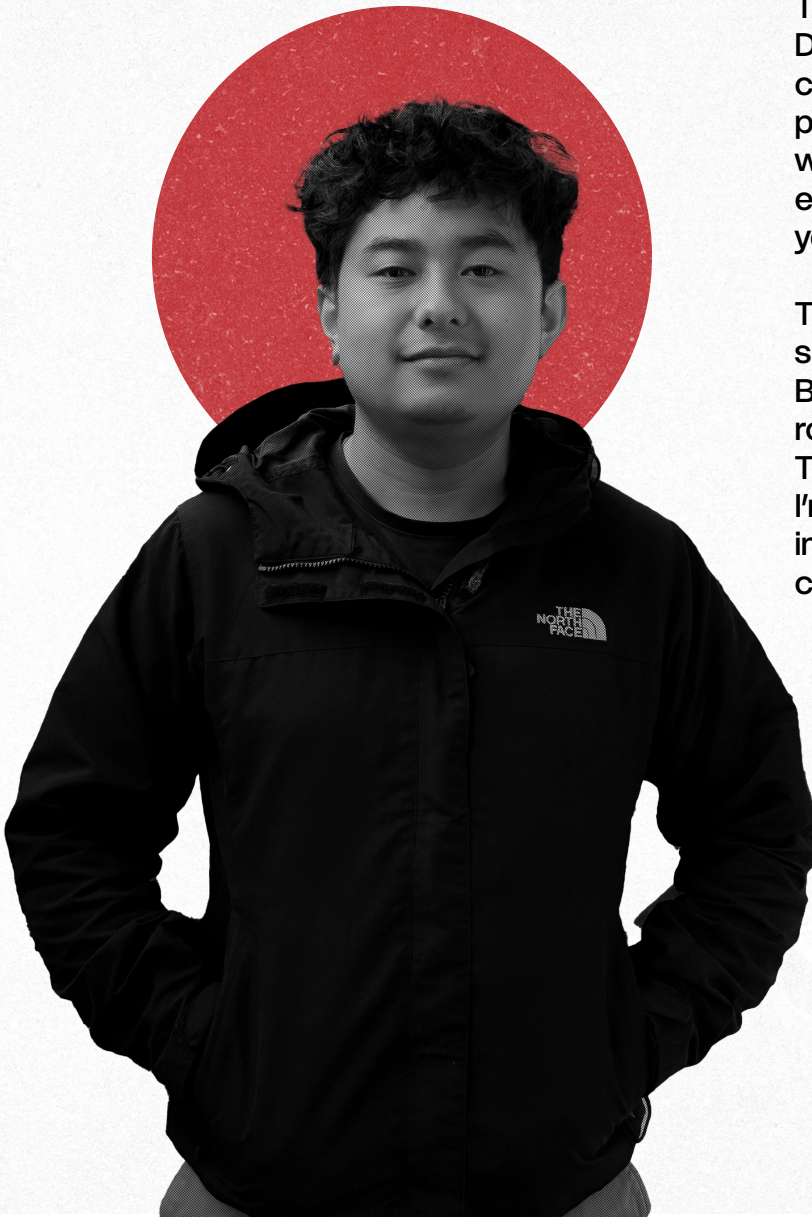
That can be real drawback for a designer, sure.

But hey! As long as I'm breathing, there's room for growth.

This journey's all about steady growth, and I'm excited to keep contributing authentic, impactful visuals that shape how we connect with our audience.

Ketoukhrielie Mepfhüo

Graphic Designer, MMB



DESIGNING CULTURE:

**HOW TRADITIONAL
ART INSPIRES
MODERN**

Graphics

Graphic design is often viewed as modern and digital, yet many of today's most creative works are deeply inspired by traditional art and cultural heritage. Across the world, designers are blending ancient patterns, local symbols, and cultural aesthetics with modern techniques to create visuals that feel both authentic and contemporary.

Traditional art carries stories, identities, and histories that connect people to their roots. Textiles, carvings, tribal motifs, calligraphy, and folk paintings all contain unique visual languages developed over generations. Modern designers frequently draw inspiration from these elements to create branding, posters, packaging, and digital illustrations that celebrate cultural identity.





In recent years, there has been a growing appreciation for regional and indigenous art styles in graphic design. Rather than following only global trends, many artists now seek inspiration from their own communities and traditions. This has led to a rise in culturally inspired designs that feel more personal and meaningful.

The fusion of traditional and modern design also helps preserve culture in a rapidly digital world. By incorporating heritage into contemporary media, designers introduce younger generations to artistic traditions they may not otherwise experience. A traditional pattern placed within a modern poster or digital animation can become a bridge between the past and the present.

At the same time, designers must approach cultural inspiration with respect and understanding. Authentic representation requires research and appreciation rather than simply using cultural elements for decoration. When done thoughtfully, culturally inspired design becomes more than aesthetics — it becomes storytelling.

In the future, the strongest graphic designs may not only come from advanced technology or global trends, but from creators who understand how to combine innovation with cultural identity.

Sashikaba

3D Animator, MMB

Annual Overview.

In Continuum | 2025–2026

The year 2025–2026 moved forward through a series of engagements, each adding to the larger journey of the organisation. What follows is a chronological reflection of the key events and initiatives that shaped this year.

Exposure & Growth

Recognised as one of the largest startup gatherings in the country, Startup Mahakumbh 2025 was held at Bharat Mandapam from April 3rd to 5th, 2025. The event brought together startups, investors, and delegates from across the world, providing a valuable platform to engage with a wider ecosystem, build meaningful connections, and gain exposure to global trends and innovations.

This experience was made possible through the support of the Ministry of Tribal Affairs, Startup Nagaland, and the Department of Industries and Commerce, Nagaland, along with the Department of Tribal Affairs.

The event was attended by our Co-Founders, Rukewe Kenye and Namang T Chang, who represented Startup Nagaland at the gathering.



Community Engagement in Meluri

On April 9, 2025, a One-Day Graphic Design Training Workshop was conducted at CEC Campus, Meluri, under the Christian Education Committee of the Pochury Baptist Church Council. The session was led by our team member, Mr. Tsiazhisie Nyusou, and saw participation from youth representing different church communities.

The workshop focused on introducing graphic design as a tool for communication, while also highlighting its potential as a pathway for skill development and livelihood.



Release of Annual Report 2024–2025

The Annual Report for 2024–2025 was formally released on May 7, 2025 at The Essence by Smt. Keneirienuo T. Zatsu, Team Leader of Startup Nagaland and Deputy Director, Department of Industries and Commerce, along with Dr. Theyiesinuo Kreditsu. The release reflected a year shaped by consistent effort, collaboration, and steady progress across different initiatives and engagements. It brought together the collective work of the team, along with the support and contributions of partners and collaborators, capturing both the journey and the growth experienced over the period.

We remained, and continue to remain, grateful for the support and encouragement received during the year, as well as for the valuable contributions made by each individual towards the development of this report.



IICA North-East Conclave 2025

In July 2025, our Co-Founders, Rukewe Kenye and Namang T. Chang, represented Modern Myriad Branding Pvt. Ltd. at the IICA North-East Conclave 2025, held on 11–12 July 2025 in Shillong, under the theme "Ideation to Incorporation", and organized by the Indian Institute of Corporate Affairs.

The conclave brought together policymakers, entrepreneurs, and industry leaders to discuss key aspects of enterprise development, financial access, and business growth in the North-East region. The discussions contributed to a deeper understanding of the evolving business ecosystem.



Experiential Learning Initiative at Badze Leshiiki, Kohima

On May 23, 2025, Modern Myriad Branding Pvt. Ltd., through its initiative MMB Cyber School, conducted a one-day learning session in collaboration with Badze Leshiiki for their students.

The session focused on reducing screen time, encouraging healthy routines, and engaging in practical activities such as basic first-aid awareness. It was designed to be interactive, allowing children to learn through participation, play, and shared experiences.

This initiative also created an opportunity for interns from the Modern Myriad Branding team to be part of the session. Their involvement provided hands-on exposure and allowed them to take on responsibilities, encouraging confidence and leadership in a real learning environment.

The experience reflected the importance of alternative learning spaces that combine play, nature, and meaningful interaction, while also creating opportunities for both children and young professionals to grow.



Nagaland Influencers' Summit 2025

Modern Myriad Branding Pvt. Ltd., through one of its initiatives, Skills & Co., marked a key milestone as the Knowledge Partner for the Nagaland Influencers' Summit 2025, held from 18th–20th October 2025 at The Heritage.

The engagement extended across the entire lifecycle of the event, including pre-event planning, on-ground execution, and post-event activities. The team was actively involved in various aspects of event management, working in collaboration with Synergy Group to ensure the smooth coordination and delivery of the summit.

The process provided a dynamic working environment where the team engaged closely with planning, logistics, content, and operational responsibilities. Each phase of the event contributed to a deeper understanding of execution at scale, while also strengthening coordination and adaptability within the team.

As part of this engagement, internship opportunities were extended to students from the Fast Track Course (FTC) program of Sazolie College. Their involvement spanned across preparation, live event support, and post-event work, offering practical exposure and hands-on experience within a real-time project setting.

Through this initiative, the organisation contributed to a platform that brought together creators, professionals, and emerging voices, while also creating opportunities for learning, collaboration, and meaningful industry exposure.



Charity Yard Sale

NOVEMBER 2025

On 15th November 2025, Modern Myriad Branding Pvt. Ltd., in support of its initiative MMB Cyber School, and in collaboration with Toudi, organized the Donate with Purpose × Charity Yard Sale with the intention of turning unused resources into meaningful support.

The initiative was built on a simple idea: to encourage people to contribute usable items they wished to give forward from their end, and to channel these contributions into something purposeful. All proceeds from the yard sale were dedicated towards supporting children in need, giving the effort a clear and focused direction.

With the active involvement of volunteers, contributors, and well-wishers, the event created a space where community participation translated into real impact. The initiative successfully raised over Rs. 50,000, demonstrating how collective action, when guided by purpose, can lead to tangible and meaningful outcomes.

Beyond the funds raised, the event reflected the strength of shared responsibility, showing how small contributions, when brought together, can create lasting value for the community.



International Cultural Engagement

HORNBILL 2025

In December 2025, Modern Myriad Branding Pvt. Ltd. marked an important step in its journey by serving as the Media Team for the Embassy of Ireland, New Delhi, during its participation at the Hornbill Festival.

The engagement involved comprehensive visual documentation of the Embassy's cultural exchange programs and associated events across multiple locations. Through photography, videography, and post-production, the team captured key moments of interaction, collaboration, and cultural representation.



The project brought together both creative and technical execution, requiring coordinated efforts across on-ground coverage and post-production processes. It also reflected an important experience in working within an international collaboration, contributing to the documentation of cross-cultural engagement on a broader platform.

Through this, the organisation further strengthened its ability to deliver structured, high-quality outputs while adapting to dynamic environments and diverse stakeholder expectations.



Modern Myriad Branding Pvt. Ltd. is grateful to have received a Letter of Recommendation from Ambassador Kevin Kelly, Embassy of Ireland, New Delhi, in acknowledgement of its work as the Media Team during the Hornbill Festival 2025. The letter reflects the organisation's efforts in documenting the Embassy's cultural engagement with care and professionalism. We are thankful for this recognition and present the Letter of Recommendation as received.



Embassy of Ireland
C-17 Malcha Marg
Chanakyapuri
New Delhi 110 021

Letter of Appreciation

To Modern Myriad Branding,

On behalf of the Embassy of Ireland, I would like to convey our sincere appreciation to everyone at Modern Myriad Branding for your outstanding work in filming and documenting the collaboration between Ireland and India at the Hornbill Festival, 2025.

The Hornbill Festival represents one of India's most vibrant celebrations of culture and heritage, and your team's efforts ensured that the spirit, energy, and significance of this collaboration were captured with remarkable professionalism and creativity. Your attention to detail and efficient coordination ensured that every important moment was documented with clarity and artistic vision.

Your professionalism, efficiency, and commitment to high-quality production were evident throughout the process. The dedication shown by your team contributed significantly to the successful documentation of this important cultural partnership.

In light of the excellent work delivered, we would be pleased to recommend Modern Myriad Branding for future projects requiring creative production, cultural documentation, and professional event coverage.

We deeply appreciate the role Modern Myriad Branding played in helping showcase this collaboration and look forward to the opportunity of working together again in the future.

With sincere appreciation,

Kevin Kelly

A handwritten signature in blue ink, appearing to read 'Kevin Kelly'.

Ambassador





Digital Marketing Graduation

DECEMBER 2025

On 12th December 2025, the 4th batch of students from the Digital Marketing Fast Track Course successfully completed the program after six months of structured learning and hands-on training.



Throughout the course, the students demonstrated dedication, consistency, and growth, while gaining both theoretical understanding and practical exposure. This enabled them to build relevant skills and confidence in the field of digital marketing.

With this, the students move ahead with the skills and confidence gained during the course.



NSACS Engagement

2025

Modern Myriad Branding Pvt. Ltd. is engaged in providing creative and communication support for the Nagaland State AIDS Control Society under the Department of Health & Family Welfare, Government of Nagaland.

The engagement includes contributing to creative requirements and being part of select events and initiatives undertaken during the period.

Through this, MMB continues to extend its work into public awareness and outreach efforts.

Cyber Awareness Initiatives

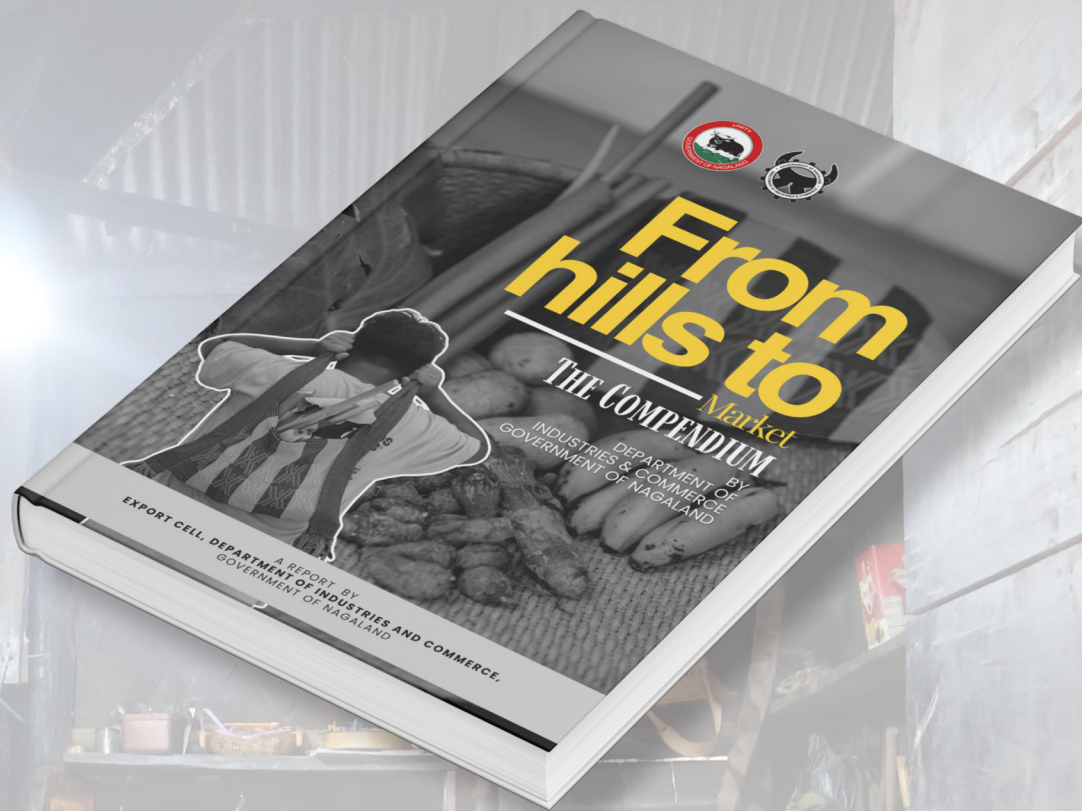
MMB Cyber School, an initiative of Modern Myriad Branding Pvt. Ltd., is focused on promoting cyber safety, cybersecurity awareness, and responsible digital behaviour across communities. As part of the company's broader vision to combine digital education with social impact, MMB Cyber School serves as its dedicated platform for awareness, training, and capacity building in the digital space.

On the 6th and 9th of October 2025, MMB Cyber School conducted cybersecurity awareness sessions at North East Christian University for first-year Digital Marketing students, in collaboration with its academic partner NECU.

The sessions focused on key areas such as cyber safety, cybersecurity, and cyberbullying, while also introducing practical measures including secure authentication, strong password practices, and protection against common digital threats. The objective was to build awareness, responsibility, and safe digital habits among students stepping into technology-driven fields.

This initiative is part of the larger collaboration between Modern Myriad Branding Pvt. Ltd. and NECU, where both institutions work together to strengthen digital education. While NECU provides the academic environment, infrastructure, and institutional support, MMB delivers training, curriculum design, mentorship, and industry-oriented learning experiences, ensuring students gain practical skills, certifications, and real-world exposure.





State-wide Government Research 2025

From Hills to Market "The Compendium"

In 2025, Modern Myriad Branding Pvt. Ltd. undertook a comprehensive state-wide research and data collection project across all 17 districts of Nagaland in collaboration with the Department of Industries & Commerce, Government of Nagaland. A key aspect of this initiative was the organisation's on-ground approach, where dedicated field teams travelled across districts, visiting villages and directly engaging with farmers, aggregators, and local stakeholders.

Through first-hand interactions and interviews, the team gathered detailed and reliable insights on production practices, exportable products, and existing supply chain systems.



The project followed a structured process involving planning, field data collection, stakeholder consultations, and analysis. This included the use of survey tools, documentation of field observations, and the collection of supporting multimedia records to ensure the depth and accuracy of information.



As part of the final deliverables, the organisation designed and compiled an official export documentation booklet titled *From Hills to Market: The Compendium*, alongside the development of a structured digital database to support long-term policy planning and implementation. These outputs were prepared for formal institutional use with the objective of strengthening market linkages, improving coordination between producers and the Department, and enabling data-driven decision-making.

This engagement stands as one of the organisation's most significant contributions during the year, reflecting its capacity to execute large-scale, ground-level research while bridging grassroots realities with policy-driven development.





Legislative Documentation

In 2025, Modern Myriad Branding Pvt. Ltd. undertook the design and compilation of an official documentation booklet for the Nagaland Legislative Assembly. This assignment involved a comprehensive and detail-oriented process, bringing together research, content structuring, drafting, design, and final publication into a single, cohesive output.

The work required careful organisation of legislative information into a clear and accessible format, ensuring accuracy, consistency, and ease of reference for institutional use. From content development to layout design, the process was carried out with a focus on clarity, structure, and long-term usability.

The final output serves as a formal and reliable documentation resource, supporting institutional record-keeping and reference. The work was carried out with a focus on accuracy, structure, and usability, ensuring the document serves its purpose within an institutional context.

Annual General Meeting

MARCH 2026

The Annual General Meeting was held on 11th March 2026, bringing together members of the team to reflect on the work undertaken over the year. The session provided a space to review key learnings, discuss experiences from various initiatives, and assess the progress made across different areas of work.

It also allowed for alignment on priorities and direction going forward, ensuring a shared understanding within the team as the work continues.



BUILDING FUTURE-READY SKILLS



In an age where ideas travel faster than ever and the digital landscape continues to reshape the way we create, communicate, and connect, education must evolve beyond convention. Through the collaboration between Modern Myriad Branding and Sazolie College, students and aspiring professionals alike were introduced to a dynamic learning experience driven by creativity, innovation, and practical industry exposure.

Designed not only for students but also for individuals seeking to expand their digital knowledge including entrepreneurs, freelancers, and working professionals, the program created a space where learning meets real-world application. Throughout the year, participants engaged in collaborative projects, media initiatives, workshops, and hands-on experiences that transformed learning into meaningful action.

More than a certification course, the program serves as a platform where creativity is refined into skill, curiosity evolves into confidence, and potential is shaped for a future powered by digital innovation.

LEARNING BEYOND THE CLASSROOM

Throughout the year, participants engaged in a variety of interactive initiatives designed to strengthen creative thinking, technical knowledge, and professional development.

CREATIVE COLLABORATION WITH SKILLS&CO.

Participants worked alongside Skills and Co. on creative media and storytelling projects, with selected works featured across official digital platforms.



NAGALAND INFLUENCERS SUMMIT 2025

Participants contributed to the planning and coordination of the Nagaland Influencers Summit 2025, gaining valuable exposure to teamwork, communication, and professional event execution.

CYBERSECURITY AWARENESS PROGRAM

In collaboration with MMB Cyberschool, participants attended a Cybersecurity Awareness and Education Program focused on digital responsibility, online safety, and the growing importance of cybersecurity.

CRIMSON FEST MEDIA COORDINATION

Participants took part in media planning and promotional activities for Crimson Fest, gaining practical insight into branding, audience engagement, and event communication.

GRAPHIC DESIGNING SESSION

A specialized session on graphic designing introduced participants to visual communication, creative design principles, and industry-relevant digital tools.



By integrating creativity, technology, and experiential learning, the program continues to equip individuals with the adaptability, confidence, and practical exposure needed to thrive in an increasingly digital world.





Skills & Co.

Stories, Animation,
and Creative Growth

Skills & Co., one of the creative initiatives connected with Modern Myriad Branding Pvt. Ltd., continued to grow during the year as a collaborative animation and storytelling platform developed in partnership with Synergy Group. What began as conversations around humor, culture, and everyday social realities gradually evolved into a growing creative movement focused on digital storytelling through animation.

Officially launched with its teaser release on 10th February 2025, Skills & Co. was developed with the vision of transforming everyday experiences into engaging and relatable narratives through humor, culture, and animation. The initiative focuses on creating stories that entertain while also encouraging reflection, conversation, and social awareness.

At the heart of Skills & Co. is the belief that animation is more than entertainment. Through culturally rooted storytelling, humor-driven narratives, and socially relevant themes, the initiative explores stories that connect with audiences while bringing attention to experiences and issues often overlooked.

The initiative also became an important collaborative and learning space for young creatives, interns, and students. FTC students from Sazolie College were actively involved in different projects and creative processes under Skills & Co., gaining exposure in areas such as content creation, comic development, script writing, voiceover work, coordination, and media-related execution.



A major highlight during the year was the successful organisation of the Nagaland Influencers' Summit 2025, held from 18th–20th October 2025 at The Heritage, Kohima. As the Knowledge Partner for the summit, Skills & Co., alongside collaborating teams and organisations, contributed towards creating a structured platform that brought together influencers, creators, entrepreneurs, brands, and young professionals through workshops, discussions, showcases, networking sessions, and capacity-building activities.



The summit reflected the growing role of Skills & Co. within Nagaland's evolving digital and creative ecosystem, while also creating opportunities for collaboration, exposure, and practical learning through real-world experiences.

As the year progressed, Skills & Co. continued to expand not only as an animation initiative, but also as a space for experimentation, storytelling, youth engagement, and creative collaboration through digital media and culture-driven narratives.



BALANCE BREAKDOWN

The financial year 2025–26 was less about playing safe and more about learning how to move smart in an unpredictable landscape. Some months tested our patience, some projects stretched our capacities, and some quarters demanded sharper financial discipline than ever before. But through every high and low, MMB stayed grounded in one thing: controlled growth with calculated ambition.

This year, we approached finances like a long game — measured risks, tighter operational control, and strategic deployment of resources where they mattered most. There were dry spells in between, moments where markets slowed and project cycles stretched longer than expected. Yet, through disciplined cash flow management and a diversified project portfolio, we maintained operational momentum without losing balance.

By the end of the reporting period, revenues continued to stay ahead of core expenditures, allowing the organization to close the year on a relatively stable and optimistic footing. The margins may not have always been dramatic, but they were hard-earned — built through consistency, adaptability, and the willingness to evolve quickly when conditions changed. This was not a year of reckless expansion. It was a year of strategic endurance.

REVENUE SOURCES

Our revenue ecosystem this year reflected one of MMB's strongest operational traits — adaptability.

Public Sector Projects emerged as the leading contributor, reinforcing our growing presence in institutional and development-oriented engagements. Government-linked assignments, outreach programs, and implementation-based initiatives became a strong pillar of financial stability throughout the year.

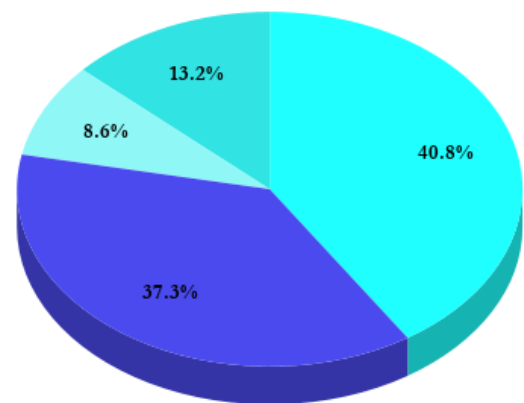
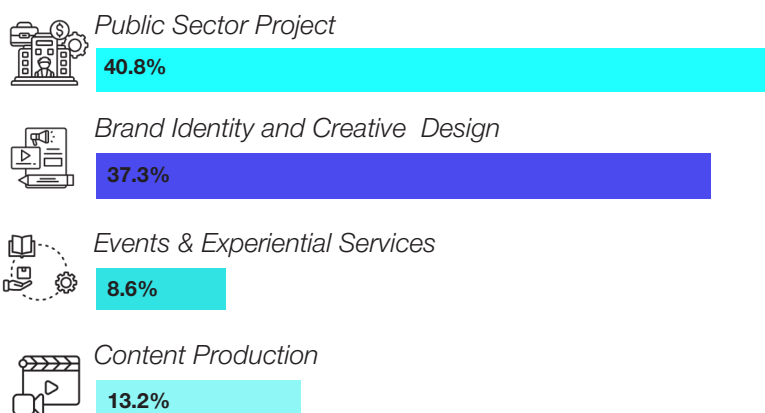
Creative and Brand Identity services continued to remain one of our strongest engines, proving that strategic design and communication remain central to modern organizations looking to build relevance and visibility.

Content Production and Media-related services gained steady traction as businesses and institutions increasingly leaned toward digital storytelling, campaign visibility, and audience engagement.

Meanwhile, **Events & Experiential Services**, though comparatively smaller in share, continued to provide high-value visibility and brand interaction opportunities.

Rather than depending on a single market segment, MMB deliberately spread its operational bets across multiple verticals — ensuring resilience even during slower cycles in one sector.

The takeaway was clear: diversification was not just a strategy; it became a financial safeguard.



EXPENSES BREAKDOWN

This year's expenditure strategy focused heavily on sustainability and operational control. A significant share of organizational spending continued to be directed toward salaries, workforce retention, and project manpower — because for MMB, people remain the strongest operational asset. Even during fluctuating project cycles, the organization prioritized team continuity and internal stability.

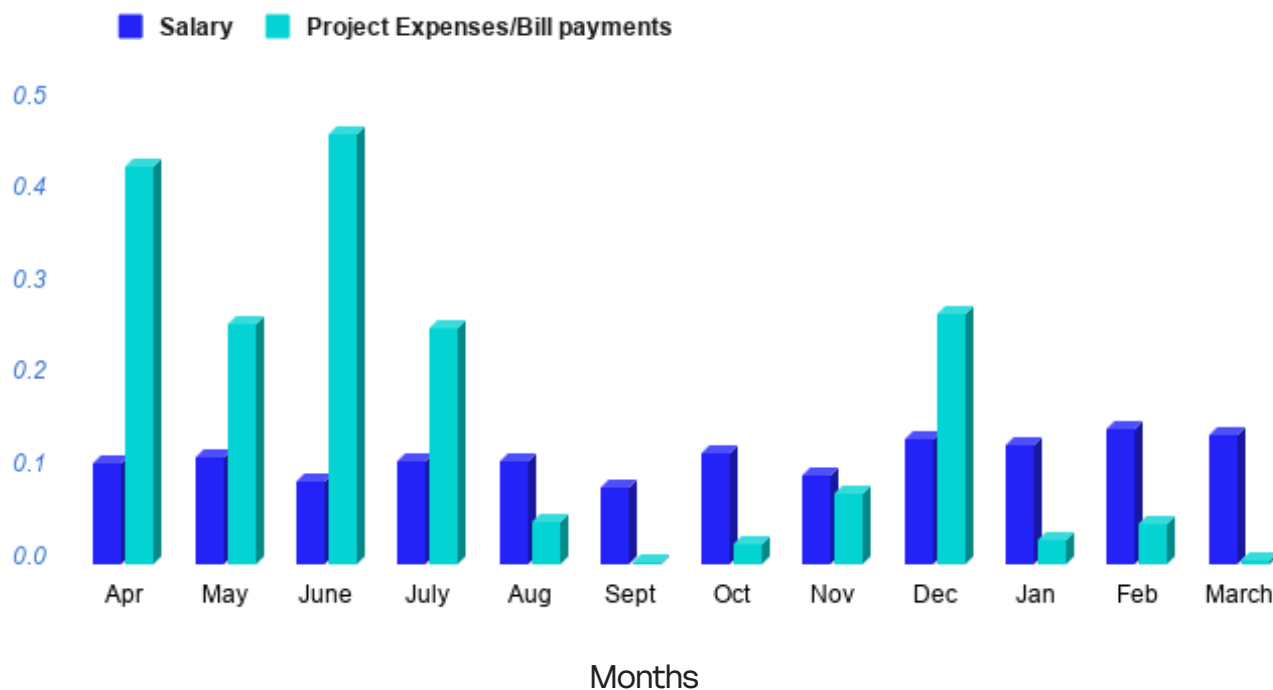
Project execution expenses formed the second major expenditure category, particularly during periods of large-scale workshop implementation, campaign rollouts, printing, branding activities, and field operations.

Operational spending remained intentionally controlled throughout the year. Administrative costs, utilities, compliance obligations, and office-related expenditures were monitored carefully to maintain a healthy balance between expansion and financial discipline.

Rather than aggressive spending, the financial approach this year centered around:

- i) Controlled scaling
- ii) Smarter allocation
- iii) Maximizing output from lean operational structures.

Every rupee spent was evaluated not just for immediate returns, but for long-term organizational value.



REVENUE VS PROFIT BY QUARTER

If the financial story of FY 2024–25 was about surviving uncertainty, FY 2025–26 became the story of learning how to navigate it with confidence.

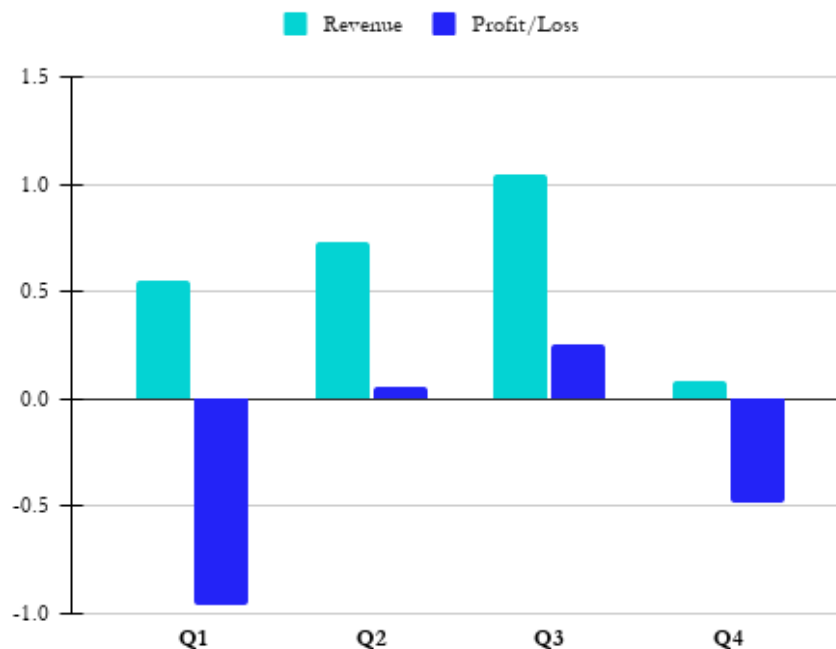
The year began cautiously. Initial quarters reflected controlled movement, where project inflows remained moderate and operational costs required careful balancing. The organization focused on maintaining continuity rather than chasing aggressive growth too early. As the year progressed, momentum slowly strengthened.

Mid-year saw improved project acquisition, stronger execution cycles, and increased activity across branding, institutional outreach, and implementation-based assignments. Revenue patterns became more stable, and operational efficiency improved alongside it.

The third quarter stood out as the strongest performance period of the year. Larger project closures, improved billing cycles, and better resource optimization contributed to one of the healthiest financial phases during the reporting period.

The final quarter introduced another phase of recalibration. While revenues remained active, market slowdowns and operational pressures created tighter margins.

Yet unlike earlier years, the organization handled these fluctuations with stronger financial maturity and significantly better preparedness.



The numbers may show fluctuations but behind those fluctuations lies a company steadily learning how to scale responsibly.

QUARTERLY FINANCIAL PERFORMANCE

FY 2025–26

Each quarter carried its own personality.

Q1 Was about investment, groundwork, and absorbing early operational pressure.

Q2 Reflected stabilization and gradual recovery.

Q3 Became the breakthrough phase — the point where effort translated into visible momentum.

Q4 Focused on consolidation, project closures, and preparing the foundation for the next cycle of growth.

Rather than chasing short-term spikes, the organization concentrated on building a more stable and sustainable operational model.

And that made all the difference.



THE MMB FINANCIAL PHILOSOPHY

This year reaffirmed something important about MMB's approach to business:

Growth is important but sustainable growth matters more.

The organization continued to prioritize:

- i) Disciplined financial planning
- ii) Diversified revenue streams
- iii) Careful risk management
- iv) Long-term operational resilience

Behind every invoice, every workshop, every campaign, and every project closure was a team learning how to move sharper, faster, and smarter in a highly evolving market environment. FY 2025–26 was not about overnight wins.

It was about building systems, strengthening foundations, and proving that consistency when backed by strategy compounds into growth.

And as the next financial year approaches, MMB moves forward with stronger experience, better financial awareness, and a clearer vision of where it wants to go next:

Larger projects, stronger partnerships, and a business model built not just to survive change but to grow through it.

KUNO-CHERO



“

One afternoon in Guwahati, while working as an interior designer, a simple phone conversation with Namang, the Co-founder of MMB, unexpectedly marked the beginning of my journey as a graphic designer. What started as a casual decision to dedicate just two hours a day as a part time designer soon grew into something much bigger.

I began working on Instagram posts, logos, posters, packaging, books and full-scale branding. With each project, I found myself not just designing but solving problems and serving clients to the best of my ability.

Since then, I have had the opportunity to work with multiple clients across different creative needs. One of my most recent and notable experiences has been collaborating closely with 'The Electric Cool Kids', where I designed merchandise for several of their songs and created posters for their latest EP "This Is Not Pop."

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Design that Lives with You

In a world oversaturated with visuals, design is no longer just about how something looks, it's about how it lives. As both a graphic designer and an interior designer, I've come to see design as something deeply personal, shaping how we feel, how we move, and how we experience everyday life.

Design goes far beyond aesthetics. A beautiful space or a striking visual may catch your attention, but what truly matters is how it functions and connects. Does it serve a purpose? Does it communicate clearly? Does it improve the way we live? That's where design finds its meaning.

Whether I'm working on a space or a visual, the foundation remains the same: intentionality. In interiors, it's about creating environments that feel natural, effortless and functional. In graphic design, it's about clarity, translating ideas into visuals that are bold, minimal, and purposeful. Every line, color and type choice carries weight. A well-designed piece doesn't just catch your eye; it holds your attention and leaves an impression. Think about the posters you remember, the cozy interiors that calms you when you enter a space or the album covers that feel timeless. Behind each of them is not just creativity, but clarity of purpose. Design at its best becomes invisible. It works so seamlessly that the audience doesn't even notice the effort behind it.

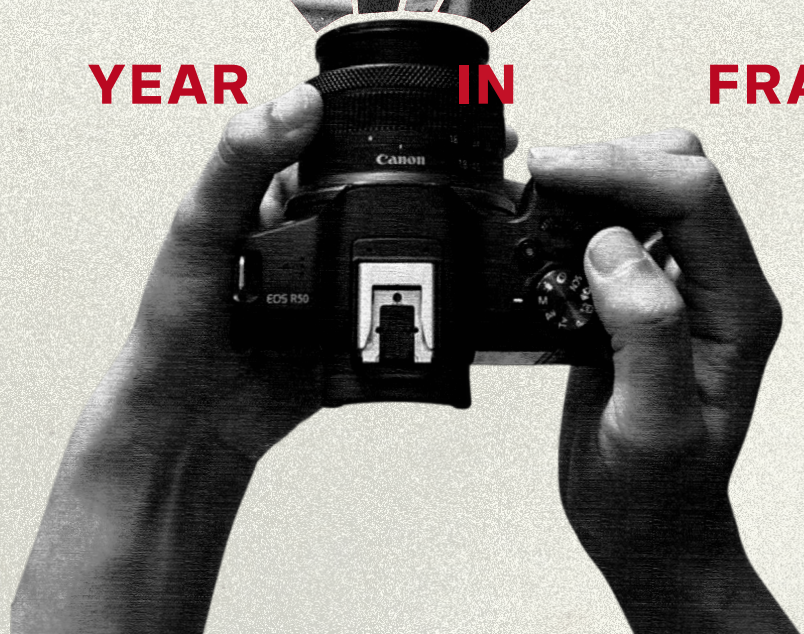
In a time where trends come and go quickly. Good design should be timeless not just in style, but in meaning. It should be experienced, understood, and lived with.

Because at its core, design is not just what we see. It's what stays with us.

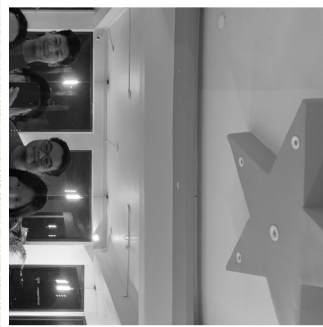
KUNU-O-CHIERO



A YEAR IN FRAGMENTS







"The meetings were many, but the laughs were more."

Behind Every

"Final_Final_v2"

EVERY FINISHED PIECE OF WORK USUALLY BEGINS FAR FROM PERFECT.

Behind every export, presentation, campaign, event, report, and design was a process filled with revisions, changing ideas, unfinished drafts, unexpected challenges, and countless small decisions that slowly shaped the final outcome. Some concepts came together quickly, while others took multiple attempts, late-night discussions, and complete reworks before finally feeling right.

The year moved through different speeds and emotions. There were moments of clarity and excitement, and there were moments of pressure, uncertainty, and exhaustion. Yet somehow, between the noise, the deadlines, the playlists, the group discussions, and the occasional chaos, the work kept moving forward.

What made the process meaningful was the people within it. Team members learning together in real time, interns stepping into unfamiliar responsibilities, collaborators bringing new perspectives, and different individuals contributing in ways both visible and unseen. Over time, these shared experiences became just as important as the final outcomes themselves.

This report documents the work that was completed, but behind every polished page was a process that looked much more human while it was unfolding.

And for everyone who became part of that process in one way or another, through trust, support, collaboration, patience, encouragement, criticism, opportunities, or simply by believing in the work, we remain sincerely grateful.

*Thank you
for
being
part of the journey.*



“Design matures when nothing feels forced.
When every element simply belongs.”

~Anonymous

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