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**UNDERSTANDING BRAND INDIA CAMPAIGN AND ITS IMPACT OVER SMALL SCALE INDUSTRIES**

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**ABSTRACT**

*Being one of the fastest growing economies in the world, the Indian economy is at the centre stage of the changing economic order in the world. A nation of over 1.2 billion people with a median age of 24 years, Brand India today is very relevant for the growth of global economy. Also India's nation brand value has increased by a whopping 32 per cent to \$2.14 trillion in the year 2015 from \$1.62 trillion last year. Interestingly, only three Asian nations - China, India and South Korea - figure among the top 20 most valuable nation brands. The second largest English speaking nation in the world, India has emerged as one of the decisive nations shaping the contours of the world economy. Today, the triumph of Brand India is visible in almost all fields and sectors both in the domestic and overseas markets. India's GDP is expected to cross the US\$ 5 trillion mark by 2020. With the second largest pool of scientists and engineers in the world, Brand India is known as the talent powerhouse for the world. In fact, the country is expected to have 25 per cent of world's skilled workforce by 2025. The author has used both primary as well as secondary source of information for the research. Primary information has been collected through questionnaire survey of 300 people throughout the country belonging to four different age groups i.e., 15 years to 25 years; 25 to 35 years; 35 years to 50 years and 50 years & above. The basic objective behind this research is to understand the Brand India Campaign and identify challenges & opportunities before it. The authors have also studied the impact of brand India over small scale industries and made some recommendations for its improvements.*

**KEYWORDS**

brand, campaign, equity, economy, india, power, promotion, value.

**1.1 INTRODUCTION**

Ups and downs in the Indian Economy, since the reign of kings & emperors to the present day democratically elected governments, had been the part and parcel of its evolution process. The rich culture and prosperity of the country called Golden Bird once (*SonekiChidia*) lured many foreigners. Surmounting all challenges in the past ranging from economical, technological, to political, the country has proved the world that we are capable enough to overcome all hurdles. The strong Indian economy, the science & technological excellence, the strong foreign & anti-terrorist policy of the country bear testimony to these claims. Modi's Make in India call for enhancing employment in the country came at a perfect time when economically, politically, technologically & also demographically country is capable enough to host such an initiative (Rawat S. R., et. al. 2016)<sup>1</sup>.

**1.2 BRAND INDIA CAMPAIGN**

According to the American Marketing Association, "Brand is a name, term, sign, symbol or design, or a combination of these **intended to identify the products or services of one organization and differentiate them from those of another.**"

<sup>1</sup>Rawat S. R., Dushyanth S., Kediya A. and Dhruvastha P. (2016). Modi's Make in India drive: Right Time to give a National Call to become Global Manufacturing Hub. *Indian Journal of Science and Technology*, Vol 9(21), DOI: 10.17485/ijst/2016/v9i21/92606, June 2016. ISSN (Print) : 0974-6846 ISSN (Online) : 0974-5645, Available at <http://www.indjst.org/index.php/indjst/article/viewFile/92606/70192> . Accessed on 18<sup>th</sup> September 2016.

The success of Make in India initiative like the success of any other product or service depended upon its appropriate promotion, positioning & differentiation. Thus there arose a need to uplift the image and good will of Indian products and services in India and abroad. To achieve this massive campaign was launched to ameliorate the image of Made in India; this campaign is known as Brand India. The objective behind this campaign is to project India as an alluring destination for both **Made in India & Make in India** and also tell the world that India is not just a market but also an apt place for investment in Manufacturing Sector. MC&I, GOI, through its India Brand Equity Foundation (IBEF) is leaving no stone unturned in building the Brand India. Its website, IBEF.org/Brand-India is a one point contact for all the whereabouts related to Indian economy, different government policies, status of foreign investments and other business developments (India Brand Equity Foundation, 2015)<sup>2</sup>.

Strengthening Brand India through enhancing quality followed by its proper marketing was the best measure adopted by India to boost its economy. Marketing primarily comprise of activities and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Realising the fact that howsoever good your products may be, unless you make people aware of its quality, you cannot be accepted and appreciated by the consumers, India took the stance of branding the country as a whole. The Other pressing reason behind this initiative was to overcome the bad state of Indian economy during 2012 (Pravakar Sahoo, 2012)<sup>3</sup>. Prime Minister Modi's various foreign visits, wherein he introduced India to the world, also led to marketing of Brand India. His personal interactions with the world brought home strong foreign investments in the form of Foreign Direct Investment. All this did not happen overnight. Various initiatives such as Make in India, Digital India, Brand India Pharma, Brand India Engineering, *Swacch Bharath Abhiyaan* made way for it.

### 1.3 THE EFFECT OF BRAND INDIA CAMPAIGN ON SMALL SCALE INDUSTRIES

The plight of Small Scale Industries pre independence was not very good. Post-independence the first few five year plans not only improved but also strengthened the state of small scale industries in India. Strong measures such as assistances in the form of aids & technical know-hows, exemptions & other such like measures helped change the scenario of small scale industries' in the last 50 years.

### 2.1 REVIEW OF LITERATURE

The idea of nation building was very well received by some quarters of scholars but a significant proportion opposed it too. Where on one side researchers opine that this drive will improve Indian economy and lead to development of country through creation of employment, we have significant pool calling it a futile exercise.

The idea behind branding a country is to establish a global image of the country as an idealistic and competitive brand (Loo & Davies, 2006)<sup>4</sup>. This recognition can be in any field e.g. Germany is known for Automobiles, Japan is recognized for Technologies etc.

**Morgan and Levine (2006)**<sup>5</sup> have stated that India today holds perfect environment to host business in the travel and tourism industry globally. Various campaigns like Make in India and Incredible India have facilitated in making India a global brand. **Amitabh Kant (2008)**<sup>6</sup> has narrated the success story of 'Incredible India' campaign mentioning the evolution of Indian tourism over a period of 6 years through this campaign.

Further, in a research carried out by **Rawats. R. et.al, (2016)**<sup>7</sup>, it was observed that majority of the Indian population feels that India has the potential to carry out a successful Make in India campaign which will lead to economic development of the country. As a consequence, it will add to the brand value of the country.

According to **Shivani Mishra (2012)**<sup>8</sup>, the small and medium scale industries which constitute 45 percent of the manufacturing output of the country has shown an upward trend in the era of globalization and has been able to carry forward the momentum of developing GDP of the country. However, challenges such as high cost credit, low access to new technology, poor adaptability to changing trends etc. cannot be denied. These factors may still come on the way of prosperity of these industries.

Many researchers are of the view that we should stop marketing India as a brand. According to **Sunil Khilnani (2009)**<sup>9</sup>, it is not good to market India.

However, Branding of a country does not come without challenges. According to **Gupta & Singh (2007)**<sup>10</sup>, Branding of country like India has always been a daunting task because of the deeply rooted caste and political divides that pose an obstruction. However, in an era where '*Branding is not a choice but an obvious necessity*', a constant effort towards branding of the country has facilitated in solving the challenges presented before it by a country of widely varying Diaspora of population. In past decade or so, Brand India has gone leaps and bounds which can be seen by the increased income levels, spending propensity and purchasing power.

**Khanna & Monica (2011)**<sup>11</sup> have emphasized upon the complexity of Destination Branding. Various initiatives taken by the Union Government like Incredible India Campaign, India Brand Equity Foundation and India Everywhere Campaign launched at the World Economic Forum at Davos 2006, have facilitated in moving forward with the campaign. However, for the campaign to be a complete success a joint effort by various stakeholders is required.

### 2.2 OBJECTIVES

The basic objective behind this paper is to:

1. Find out the current perspective of Indian people about Brand India on a global forum.
2. Identify the challenges and opportunities before Brand India campaign.
3. Contest its impact over (MSMEs) Micro, Small and Medium Enterprises.

### 2.3 RESEARCH METHODOLOGY

The research is based on both primary as well as secondary sources of information. Secondary data was collected from research papers, articles, newspapers, journals, magazines and online databases.

Primary Data was collected through a questionnaire survey using random sampling method and its in-depth analysis. The sample comprised of 300 people from across the country belonging to four different age groups i.e., 15 years to 25 years; 25 to 35 years; 35 years to 50 years and 50 years & above. The sample was collected from professionals, service sector workers, students and employees of Small Scale Industries in the ratio of 25:25:25:25. The choice of sample was based

<sup>2</sup> India Brand Equity Foundation (2015) <http://www.ibef.org/>

<sup>3</sup>Pravakar Sahoo (2012). The Indian economy: a rough 2012 but tougher 2013. East Asia Forum: Economics, Politics and Public Policy in East Asia and the Pacific

<sup>4</sup>Loo & Davies (2006). Branding China: The Ultimate Challenge in Reputation Management. *Corporate Reputation Review*, September 2006, Volume 9, Issue 3, pp 198–210

<sup>5</sup>Morgan & Levine (2006). Doing Business Globally- Marketing 'Brand India'. *Roymorgan Research* available at [www.roymorgan.com/~media/files/papers/2005/20050301.pdf?la=en](http://www.roymorgan.com/~media/files/papers/2005/20050301.pdf?la=en). Accessed on 27<sup>th</sup> September 2016

<sup>6</sup> Amitabh Kant (2008). *Branding India: An Incredible Story*, ISBN: 9788172238094 Harper Collins India.

<sup>7</sup>Rawat S. R., Dushyanth S., Kediya A. and Dhruvastha P. (2016). Modi's Make in India drive: Right Time to give a National Call to become Global Manufacturing Hub. *Indian Journal of Science and Technology*, Vol 9(21), DOI: 10.17485/ijst/2016/v9i21/92606, June 2016. ISSN (Print) : 0974-6846 ISSN (Online) : 0974-5645, Available at <http://www.indjst.org/index.php/indjst/article/viewFile/92606/70192>. Accessed on 18<sup>th</sup> September 2016.

<sup>8</sup>Shivani Mishra (2012). Small Scale industries: Striving and Thriving in the era of Globalization. *International Journal of Enterprise Computing and Business Systems*, Vol. 2 Issue 2 July 2012, ISSN(Online): 2230-8849

<sup>9</sup>Sunil Khilnani (2009). Stop marketing India as a brand. *The Hindu*. 30 September 2009. Available at [http://www.thehindu.com/opinion/columns/Hasan\\_Suroor/stop-marketing-india-as-a-brand-says-historian/article24254.ece](http://www.thehindu.com/opinion/columns/Hasan_Suroor/stop-marketing-india-as-a-brand-says-historian/article24254.ece) accessed on 18th Sep 2016.

<sup>10</sup>Gupta & Singh (2007). The Making of Brand India. *International Conference on Marketing & Society*, 2007, p.261-274

<sup>11</sup>Khanna & Monica (2011). Destination Branding: Tracking Brand India. *Synergy* (0973-8819). Jan 2011, Vol. 9 Issue 1, p40-49. 10p

on samples understanding of the topic. The expert opinion was also collected through in-depth interviews of Economics & Marketing professors from Pune City. Analysis and interpretation of findings is based on graphical analysis of data.

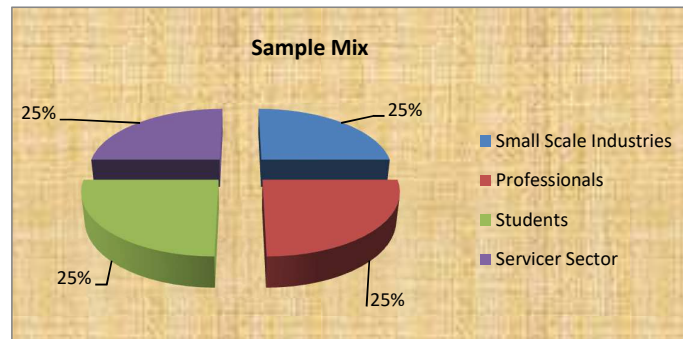
**3 FINDINGS AND DISCUSSION**

Through the questionnaire survey an attempt was made to understand the perception of population towards the Brand India Campaign and impact on small scale industries.

**3.1 SAMPLE MIX**

Post “The micro, small and medium enterprises development act, 2006” (MSMED Act, 2006)<sup>12</sup> the small scale industries now include Micro, small and Medium enterprises also<sup>13</sup>. 25% of the sample thus comprised of people engaged in such activities. The sample had equal representation of the sample belonging to different categories including SSIs employees, professionals (lawyers, engineers, and teachers), students currently pursuing either Economics or Commerce and people engaged in service sectors namely IT, consultancy and others.

FIG. 1



**3.2 ANALYSIS OF THE PARAMETERS AS PER THE SURVEY**

Findings of the data collected have been summarised here under in the Table No. 1 and explained in the following paragraphs numbered 3.2.1 to 3.2.9.

TABLE NO. 1

S.No	Parameters	Strongly Agree (%)	Disagree (%)	Disagree (%)	None (%)	Agree (%)	Strongly Agree (%)
3.2.1	Brand India Campaign’s (BICs) Role in Bringing FDI to the Country	3		3	20	48	25
3.2.2	Role & Importance of Small Scale Industries in Strengthening Indian Economy	3		21	11	57	8
3.2.3	Impact of BIC on Small Scale Industries	5		14	19	47	15
3.2.4	Increment in Nation’s Value	3		2	5	52	37
3.2.5	Success of Government’s Strategy in Attracting FDI	6		11	18	50	15
3.2.6	India- an Apt Destination for Investment	0		2	13	60	25
3.2.7	Growth Potential for SSIs	2		6	18	54	20
3.2.8	Well planned marketing	12		4	26	48	10
3.2.9	Execution of BICs Marketing	22		51	21	4	2

**3.2.1 Brand India Campaign’s (BICs) Role in Bringing FDI to the Country**

Responding to the question on whether Brand India Campaign is capable enough to attract foreign investment for strengthening the Indian economy, 25% Strongly Agreed, 48 % Agreed, 20% said Neither Agree Nor Disagreed, 3 % Disagreed and remaining 3% Strongly Disagreed. The results clearly infer that 73 % in total are optimistic of the initiatives success towards strengthening Indian economy.

**3.2.2 Role & Importance of Small Scale Industries in Strengthening Indian Economy**

With the introduction of new MSMED (Micro, small, medium enterprise Development) Act, 2006 the small scale industries now include Micro, small and also medium enterprises. This sector now has more potential to generate employment and contribute towards manufacturing and exports of the country. Responding to the question on the role of SSIs in strengthening Indian Economy, 8 % Strongly Agreed that Indian Economy thrives on small scale industry, 57% Agreed, 21% Disagreed, 3 % Strongly Disagreed and 11% Neither Agree Nor Disagreed. So for this question also we majority i.e. 78 % felt that Indian Economy thrives on small scale industries.

**3.2.3 Impact of BIC on Small Scale Industries**

The sample comprising of professionals and also the employees of SSIs seemed to be satisfied by government’s Brand India Campaign and its impact over SSIs. 15 % Strongly Agreed, 47% Agreed, 19% remained indecisive, 14% Disagreed and 5% Strongly Disagreed. 14% who Disagreed were of the opinion that brand India Campaign did not have any impact on the MSMEs or even if they had it was not positive.

**3.2.4 Increment in Nation’s Value**

Brand India Campaign was introduced with an objective to declare the world that India is a favourable destination not just as a market but also as an investment hub with major thrust on manufacturing. This step towards financial independence launched multiple projects including Make in India, Digital India and Incredible India to make it a fully developed nation in every sphere. Responding to the question on brand India campaign’s success on ameliorating the image of India and its products globally, 37% Strongly Agreed that the campaign managed to increase the nations worth, 52% Agreed, 5 % remained indecisive, 2% Disagreed, 3% Strongly Disagreed.

The research findings are strongly hinting at the success of this initiative. The authors observed that majority agreed to its success in achieving the objectives for which it has been launched. 5 % of the sample saying Neither Agree Nor Disagree hints at either their lack of awareness of the topic or they want to reserve their comment as they feel it’s too early to make a decision.

**3.2.5 Success of Government’s Strategy in Attracting FDI**

The campaign has done a lot to impress multinational corporations and nations as a whole to come up and invest in a country like India. India with the help of its campaign has successfully made itself a suitable place to carry out business operations and has been able to attract foreign investors. It has been opening up different spheres for investments, be it airports, railways, FMCG or any other sector, the Foreign direct investment would generate employment opportunities in this great nation and would successfully be able to multiply those investments for a better tomorrow.

In the survey when asked whether the government’s strategy worked out for generating FDI, 50% of the population Agreed, 15 % Strongly Agreed, 18 % Neither Agreed Nor Disagreed, 11 % Disagreed and 6 % Strongly Disagreed to it.

<sup>12</sup>MSMED Act, 2006. Available at <http://ibcham.org/Documents/MSME%20Act%202006.pdf>. Accessed on 18<sup>th</sup> September 2016.

<sup>13</sup>Shivani Mishra (2012). Small Scale industries: Striving and Thriving in the era of Globalization. *International Journal of Enterprise Computing and Business Systems*, Vol. 2 Issue 2 July 2012, ISSN(Online): 2230-8849

**3.2.6 India- an Apt Destination for Investment**

With the increasing globalization and liberalization, India has been readily accepting foreign investors and trying its best to provide each and every business a suitable environment favourable for its growth and development.

The data collected through the survey shows that 60% of the population Agreed that India is an able destination for business in various fields of service sector etc. The researcher believes that it is the manpower and skilled labour that India possesses that attracts people so easily and it is a good sign for India that it is moving toward the desired goal very quickly. Apart from this 25% Strongly Agreed to the fact of India emerging as an able destination for carrying business while 13 % Neither Agreed Nor Disagreed and rest 2 % Disagreed.

**3.2.7 Growth Potential for SSIs**

Small scale industry is contributing in a big way towards the growth of Indian economy, but according to respondents there is still a lot of potential for further growth in this sector. 20% Strongly Agreed, 54 % Agreed, 18% Neither Agreed Nor Disagreed, 6% Disagreed and 2% Strongly Disagreed. Inferring that small scale industries still have a lot to make and build the nation a future ready country.

**3.2.8 Planned Marketing of Brand India Campaign (BIC)**

Since it is the government who formulates its schemes and programmes, a successful planning and implementation of the campaign is very necessary. The campaign's objective being to attract the other nations and show India as a brand, the marketing techniques played a vital role in the process. To ensure whether government has been doing it the right way or not, the survey asked whether the government has been using the appropriate marketing techniques, 10% of the population Strongly Agreed and 48 % Agreed to the fact that the government has been doing pretty well. These responses were based on the assumptions that these campaigns were able to attract foreign MNC.

Of the remaining 26% said Neither Agree Nor Disagree, 4% just Disagreed and 12% said Strongly Disagreed with the fact that there has been planned and appropriate marketing of Brand India Campaign.

**3.2.9 Execution of BICs Marketing**

Just to cross check the sample as to whether it is the planning or the execution that they are confused about and find out flaws in the government's marketing technique, the researcher got a satisfactory data showing that 51% of the population Disagreed with the statement that the execution was improper thus in consonance with the previous question that was put forward. Whereas 4% said that the government failed to properly execute the marketing of a campaign which was planned very well. 21 % said Neither Agree Nor Disagree, 22% Strongly Disagreed and 2% of Strongly Agreed to the statement.

**3.2.10 Future of MSMEs Because of the Campaign**

Responding to the question on whether Brand India Campaign has positive impact on MSMEs, 74% of the population strongly agreed with 12 % agreeing, 5% neither agreeing nor disagreeing, 3 % disagreeing and 6 % strongly disagreeing with the question. This brings the researcher to the conclusion that Indian Economy is showing a positive growth so far and if everything goes well there is every possibility that the India once again will become the Golden sparrow.

**3.2.11 Impact of Brand India over Small Scale Industries**

FIG. 2

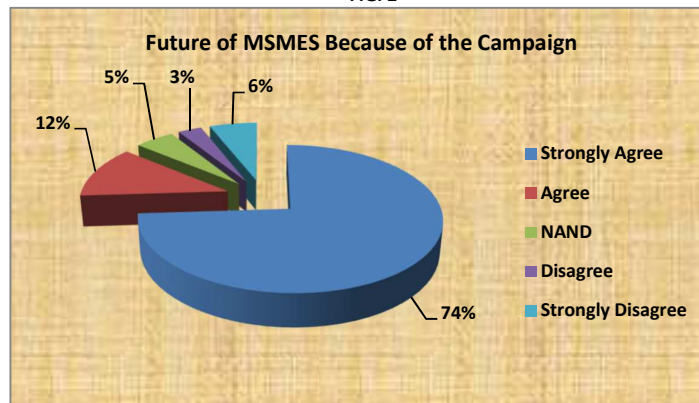
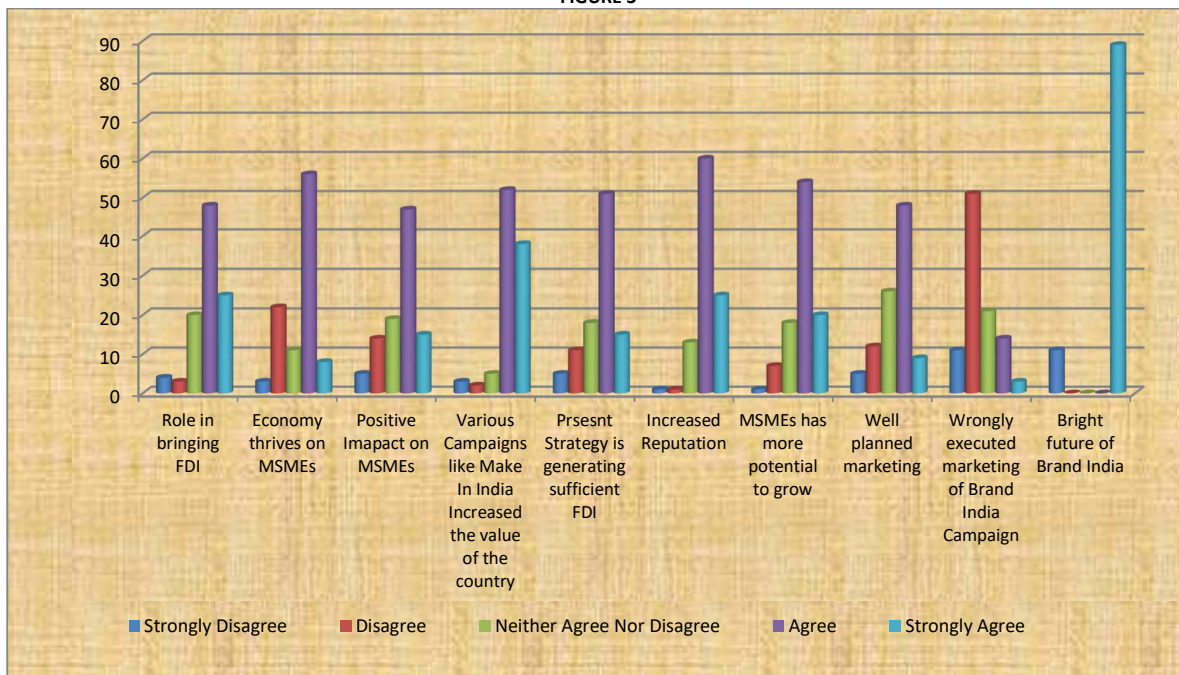


FIGURE 3



The above figure clearly reveals that the majority of sample believes that through this campaign the country's development process will get a good kick-start. The small scale industries which in a way are the back bone of our economy need to be further encouraged and improved though various steps have already been instituted for improving the plight of SSIs in India under the Brand India Campaign.

51.8% adhered to the view that campaigns like Make in India, Digital India and Incredible India are making Indians the talk-of-the-show in every nook and corner of the world. Personalities like Facebook CEO, Mark Zuckerberg and Hollywood Actors are openly endorsing Brand India. One may even see Make in India posters at Heathrow airport.

50.6 % people believed that the Government's strategy is working out. This response from the majority of the people shows that the residents and the citizens have faith in the present government. However, one must note that country image is for external audiences, and this exercise must not be used to serve domestic political objectives. The experience of the 2003 'Indian Shining' campaign has entered the lore of how branding can be misused for partisan purposes.

#### 4. CONCLUSION

##### *Things look bright for sure!*

Brand India is an attempt to create ripples in this vast ocean of marketing and pacing the process of development in the country. The International Monetary Fund (IMF) and the Moody's Investors Service have forecasted that India will witness a GDP growth rate of 7.5 per cent in 2016, due to improved investor confidence, lower food prices and better policy reforms. Besides, according to mid-year update of United Nations World Economic Situation and Prospects, India is expected to grow at 7.6 per cent in 2015 and at 7.7 per cent in 2016. If everything goes right, India's GDP will be bigger than Japan, Germany combined in 4 years (IMF)<sup>14</sup>.

In a developing country like India, the role and importance of small-scale industries is very significant towards poverty eradication, employment generation, rural development and creating regional balance in promotion and growth of various development activities. It is estimated that this sector has been contributing about 40% of the gross value of output produced in the manufacturing sector and the generation of employment by the small-scale sector is more than five times to that of the large-scale sector. This clearly shows the importance of small-scale industries in the economic development of the country. People were asked about the possibility of small scale sector benefitting. A total of 89% answered that they view MSMEs flourishing because of this campaign.

We must also take in account the various criticisms put forth by distinguished economists in posing India as a brand and the need to Make for India along whilst Make in India. But at the end we must not forget that the world is a global village and principle today says that consumers across the world like to purchase products which are cheaper and are of good quality. We must strive to make the consumer the king pin of the market by offering such goods and rendering world class services. Much has been done and much needs to be done as we still have miles to go before we sleep. Experience shows that a strong and stable government at the centre is a requisite for proper functioning of policies and implementation of framework. Intentions have always been bona-fide but lack of managerial efficiency has slowed us from climbing that extra ladder

Good marketing is no accident. It is both an art and a science and it results from careful planning and execution using state-of-the-art tools and techniques. In the face of digital revolution and other major changes across the globe it is imperative for India to show that it has great power. But as it is said that with great power comes great responsibility, so is true for India to build itself as a strong brand and its people as intangible assets for the whole astronomical object known to harbor life.

#### 5. RECOMMENDATIONS

FDI plays an important role in any country's economic activities. Companies big or small cannot solely depend on the conventional source of finance all together. For financial and technological support they have to depend on foreign resources. For big companies getting FDI is not difficult issue because of financial security, reach in global market and business experience but for small scale industries it is still a buzzword<sup>15</sup>. And with huge investments in infrastructure development on the anvil, India today is a preferred investment destination globally. It has one of the world's most rapidly growing markets with a huge consumer base. In order to match up with this progress and for the survival of the small scale industries the author would like to make following recommendations that should be done like-

- With a view to liberalize the small scale industries sector and augment economic activity in the country, the FDI norms governing SSIs should be relaxed and a notification should be tabled before Parliament, enabling an increase in the limits of FDI in the small scale industries sector.
- To involve the small scale industries of various ends of the countries to make it more far reaching
- To set up a different helper bodies for the sole purpose of making innovative idea of marketing the small scale industries through brand India campaign and help the government in executing it
- To market the brand India campaigns as much as possible through social media and natural press by highlighting the changes in the situations of the nation and improvements in small scale industries.
- To give boost to Make For India<sup>16</sup> along with make in India through initiatives such as Start-up India<sup>17</sup>

#### 6. LIMITATIONS AND FUTURE SCOPE OF STUDY

The respondents to this empirical survey were majorly citizens of India and not NRIs whose opinion on the change of the reputation of the nation at a global level would be insightful.

This empirical survey has its responses majorly from the education sector and service sector but not many from the primary sector (i.e. agricultural sector) on which many small scale depend on. So, there is a future scope for research in this area.

The topic of this research exceptionally covers a very vast area and is of extreme significance and the Researchers trusts that it will incite more Indian academicians to research on this matter as it can also be taken as different aspect of Brand India campaign

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