



Patanjali Ayurved's "Vocal for Local" Initiative: A Secondary Data Analysis Research Paper

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ABSTRACT:

This research paper is based on summarized secondary data analysis, to understand the influence of government policies and effectiveness of "Vocal for local" for Indian companies. India has been a mine of diversity with regard to ancient medicinal and engineering knowledge. Previously, there were limited Indian companies, which were taking advantage of the Indian ancient medicinal knowledge to manufacture indigenous product like Vicco, Dabur, Himalya, Baidhyanath, but they were not able to fight the competition from multinational companies like Hindustan Unilever, ITC and P&G. This study tries to describe the reason behind the policies, its planning, implementation, and analyze the benefits of "Vocal for local" on the basis of existing secondary data. By collecting secondary data through reliable sources, this research paper provides details of consumer behavior, product and brand perception, and changes in marketing strategies over-the-time. The outcome of this research helps in understanding the bigger picture of how local brands are trying to take upper hand in the Indian market, and the challenges they are facing from the global and multinational companies.

Key Words: Vocal-for-Local, Patanjali Ayurved, Indian Economy, Idea of indigenous products (Swadeshi), Consumer Behavior and Perception, Brand Loyalty, Make-in-India, Made-in-India

Introduction to Vocal-for-Local Concept

The "Vocal for Local" concept emphasize on emerging support to local manufacturing and business entities. This concept focuses on Made-In-India indigenous products and services. This strategy encourages consumers, businesses, and policymakers to give preference to goods and services of Indian companies over the goods and services of foreign companies. Vocal for local concept was initiated in India, to help the Indian economy to grow faster than other countries. Mostly, because of Pandemic Corona Virus disease, and shutting down of various business and crash of local economy, increased the tension of government to promote made in India and make in India products. India is a rich country with regard to the natural resources, and for the production of goods and services, natural resources play an important role. India was lacking in technology, and this need was fulfilled by government of India. After independence, Indian companies were not able to fulfill the demand of customers, by providing quality products. With the increase in demand and low supply, it was the question of inflation that's why the Indian economy was opened for global companies.

Definition of Vocal-to-Local

"Vocal for Local" initiative in India was introduced by Prime Minister Narendra Modi. He first mentioned this slogan during his address to the nation on May 12, 2020. "Vocal for Local" is a slogan or initiative that stimulates individuals, businesses, and communities to diligently elevate and support local products, services, and industries. By this "Vocal for Local" concept, the government is wants the Indian population to have the faith that the promotion of indigenous products and domestic manufacturing can play important role for boosting the economic, social and cultural benefits of India. With this initiative, the larger section of society can energize the monetary economies, commercial activities, trade practices, and can generate employment opportunities, and can restore traditional knowledge of skills and crafts to boost a sense of national pride. With this idea of vocal for local, the government wants to make population understand the benefits of buying indigenous products and services. It focuses on raising awareness among population about the significance of supporting domestic businesses and the positive effect, it can have on the India economy. The concept helps with advancement of sustainable development, bringing down dependence on foreign imports, and building a favorable environment for small and medium-sized enterprises (SMEs) to grow.

Objectives:

1. Analyzing Consumer Awareness and Perception regarding the "Vocal for Local" concept specifically focusing on Patanjali Ayurved's offerings.

2. To understand consumers' attitudes, preferences, and motivations towards choosing local brands like Patanjali Ayurved.
3. Overview the effect on Consumer Behavior, including purchase decisions and brand loyalty.
4. To evaluate the effectiveness of Patanjali Ayurved's communication and marketing strategies in promoting the "Vocal for Local" initiative.

Research Methodology

The analysis of this research is based on secondary data, including online databases, digital libraries, books, journals, conference papers, etc. Consumer behavior research papers of academicians and practitioners are taken from renowned international journals, namely Google Scholar, PubMed, ReserachGate and JSTOR etc. Evolutionary timeline and future trends were developed based on the analysis of literature and research papers. The study is limited to secondary data only.

Vocal for Local model

Government initiative of Vocal for Local
Policy making
Policy implementation
Granting Subsidy and interest free and low interest loans to MSME
Building favorable business environment for MSMEs
Charging high percentage import duties
Reduction in export duties
Low taxes on domestic manufactured products
Optimum utilization of available resources at domestic level
Training and development of individuals through skill India movement
Advancement of technologies through foreign collaborations
Generating employment opportunities at local levels
Promoting awareness of indigenous products and services
Empowering all sections of community
Helping in growth of economy and Self-reliance

This initiative has achieved momentum in various sectors, like trading of agricultural produce, manufacturing "Make-in-India", logistical operations, hospitality, and other services. This idea inspires local business for product invention and innovation, quality advancement and competitive pricing to bring new customers and retain customers by brand switching. Furthermore, it pursues collaborations between local businesses, industrial associations, and government agencies to overcome challenges and make a favorable ecosystem for local entrepreneurship.

Literature Review

The "Vocal for Local" initiative has garnered significant attention and interest from scholars and researchers in the field of marketing, economics, and consumer behavior. The literature review shows the multidimensional nature of "Vocal for Local" idea and its inferences for consumer behavior, marketing strategies, and economic growth and development. The finding demonstrates the importance of supporting local brands, understanding consumer preferences, and face challenges to boost sustainable growth and community empowerment.

Bhagwat & Sharma, (2020); Gupta & Srivastava, (2020) Scholars discuss the importance of effective marketing strategies in promoting the "Vocal for Local" concept, including the use of storytelling, social media, and cause-related marketing Communication strategies that highlight the unique features, cultural heritage, and social impact of local products can enhance consumer engagement and brand loyalty.

Ali & Raza and Narula (2020) Literature underscores the importance of government policies and support in promoting the "Vocal for Local" initiative, including incentives, infrastructure development, and policy frameworks

Sharma & Srivastava, (2021) Researchers emphasize the need for collaboration between government agencies, industry associations, and local businesses to create an enabling environment for local entrepreneurship

Patanjali Ayurved "Vocal for Local" Initiative

Patanjali Ayurved Limited is a renowned Indian consumer goods and healthcare company founded by yoga guru Baba Ramdev and Acharya Balkrishna in the year 2006. The company's headquarter is in Haridwar, Uttarakhand, India. The company is named after the ancient sage saint Patanjali, who is credited with creation of the Yoga Sutras. Patanjali Ayurved aims to promote the traditional system of Ayurveda and natural remedies for overall well-being. The company's primary mission is to provide high-quality, affordable, and natural products to consumers, with a strong emphasis on promoting a healthy lifestyle and well-being through Ayurveda. Ayurveda is an ancient Indian system of medicine that uses herbal remedies and natural ingredients

to promote health, wellness, and healing. The concept of "Vocal for Local" has evolved in the recent times, need was recognized by various socio-economic, social, political and cultural factors. It started with a need of national pride and a necessity for self-dependency, thought to preserve indigenous knowledge, skills, cultural benefits, traditions, and industrial growth in the era of globalization and multinational companies' pressure.

Over the years, Patanjali Ayurved has experienced tremendous growth and has become one of the leading fast-moving consumer goods (FMCG) companies in India. Patanjali Ayurved actively participates in various social initiatives and charity works. Patanjali Ayurved has a strong presence in the Indian market and was also making strides in expanding its reach globally.

The global digital media platforms and social platforms have played a significant role in encouraging the "Vocal for Local" movement. These digital and e-commerce platforms provide ample of space for local businesses to showcase their goods and services, connect with consumers directly, and share their success stories, thereby encouraging consumers to actively participate in supporting local brands.

Implementation of Vocal for Local Strategies by Patanjali Ayurved

During the dynamic era of economic liberalization and globalization, multinational brands and goods flooded Indian economy, leading to concerns about their impact on local businesses, employment, and cultural identity. As a result, there was a growing need to find an alternative solution, which can balance international trade and promotion of indigenous manufacturing. Consumer needs and desires also played an important role in the evolution of "Vocal for Local." Changing consumer preferences, marked by concentration on social, environmental, and ethical considerations, created a market demand for locally sourced, sustainable, qualitative and culturally important products. Governments of India also understood the strength of supporting local industries and domestic business. For the success of "Vocal for Local" initiative, government introduced policies, incentives, subsidies and campaigns to persuade consumers and businesses to prioritize local products and services. The motive was, fostering a business supportive environment for local brands to capture the market. The rise of digitalization and social media added aids to "Vocal for Local" message. Social media platforms provided a space for consumers to share their experiences, support local brands, and raise awareness about the importance of buying local. Digital platforms, e-commerce websites and online retail stores also facilitated consumers to choose from variety of products and created a channel for direct communication between local brands and consumers. The COVID-19 pandemic acted as a stimulant for the "Vocal for Local" movement. Disruptions in global logistical chains highlighted the vulnerabilities of relying heavily on foreign imports, driving home the importance of local production and resilience. Consumers and businesses increasingly recognized the value of supporting local industries to mitigate risks and contribute to local economic recovery. For most of the manufacturing of products, Patanjali Ayurved as a company was hiring local vendors to manufacture their products. Their production units were not owned by Patanjali itself. The company was buying raw material from the local vendors and farmers, which supported in the growth of society by providing them reasonable price for their produce.

Conclusions:

As the customers started giving importance to "Vocal for Local" concept, it also raised important considerations and challenges for the government. It becomes difficult for the government in balancing the promotion of local industries with the need for international trade. Every country involved in international trade practices would like to export their domestic manufactured product to other countries for trade benefits and foreign exchange reserves. Maintaining quality standards by keeping fair competition in the market, and addressing supply chain issues are the areas of concern that need careful attention. Many multi-national companies came in India, with high-tech technology and production techniques, and Indian companies were never able to compete with the multinational companies. This happened, due to lack of technological knowledge, consumer's perception regarding indigenous products, and high quality of imported products. India was always a dependent nation with regards to many resources. The need of Local for vocal concept arose after Corona Pandemic, which made the government to think about self-reliance, rather than depending on other global companies. Patanjali Ayurved is helping the economy, by providing employment opportunities and by not letting the Indian money go to abroad. In conclusion, the concept of "Vocal for Local" presents a significant opportunity for promoting indigenous industries, supporting local artisans, and fostering economic growth at the grassroots level. This research paper has explored the various dimensions of the "Vocal for Local" initiative, including its historical context, the role of government policies, and its impact on different sectors of the economy. Through a comprehensive analysis of case studies and data from various secondary sources, it is evident that embracing and prioritizing locally made products can lead to several positive outcomes. These outcomes include job creation, skill development, preservation of cultural heritage, and a reduction in dependence on imported goods.

Furthermore, "Vocal for Local" has the potential to strengthen national and regional economies, enhance export potential, and contribute to sustainable development goals. By promoting the consumption of indigenous goods and services, the initiative can also reduce the carbon footprint associated with long-distance transportation and support eco-friendly practices. However, this study also acknowledges that the successful implementation of "Vocal for Local" requires addressing several challenges. These challenges include improving the quality and competitiveness of local products, ensuring fair trade practices, and creating an enabling environment for small and medium enterprises to thrive.

As the global economic landscape continues to evolve, embracing the "Vocal for Local" ethos can serve as a catalyst for inclusive and equitable growth. It is vital for policymakers, businesses, and consumers to collaborate and actively participate in this movement to maximize its potential benefits.

In conclusion, the "Vocal for Local" initiative has emerged as a transformative force with the capacity to drive socio-economic development, promote sustainable practices, and instill a sense of pride in locally produced goods. By prioritizing local industries and products, nations can chart a path towards

self-reliance and prosperity while nurturing their cultural heritage and traditions. Embracing "Vocal for Local" is not just a call for economic change; it is a call for collective action towards building resilient and self-sustaining communities.

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