

Can an appeal, VOCAL FOR LOCAL make a big difference for Indian Businesses?

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Abstract:

Addressing the nation, our honourable Prime Minister expressed use of swadeshi goods. He emphasised on not just 'Make in India, but Made in India' through his slogan of **VOCAL FOR LOCAL**. The Prime Minister also added the term **ATMANIRBHAR BHARAT**, which means self-reliance. We Indians again need to propagate, 'The Swadeshi Moment' and make our country self-reliant in almost every walk. '**Be Indian, Buy Indian**' needs to be inculcated in the minds of the desi Indian consumers with spirit of love towards the nation. The idea behind such a call is to boost the Indian Economy amidst lockdown. This appeal seems to be in line with the call by the President of USA – 'America First' focusing on the policy of rising trade protectionism for support to local business

The world economy has tumbled down like a flock of cards due to pandemic and India being no exception to this situation. The biggest challenge in front of world leaders is to come out of the situation and inject their economy through reforms and relief packages so that the business can restart. India is facing a big problem of unemployment, poverty, movement of migrant labourers to their natives, closure of most of MSME's, lack of funds etc and to overcome the situation the government machinery needs to take reformative measures to bring the economy back on the tracks.

The concept of Vocal to Local, is promoting Indian products in the Indian markets through persuading marketing so that the Indian consumers impulsive behaviour is put to test through patriotic feeling. The trump card played here is the emotional touch to connect with 135cr citizens of our country during this hard time. It's the time that the Indian goods and services are promoted through digital marketing, advertising and promotions in aggressive manner. It's the time when Indian corporate honchos need to take advantage of the situation by playing emotional trumpet to build a place in the minds of the Indian customers for the Indian goods.

Key Words: Vocal for Local, Atmanirbhar Bharat, Pandemic, protectionism etc

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Introduction:

The concept studies in Indian history repeat itself; yes it's about the nationwide call given by Mahatma Gandhi – '**Swadeshi Moment**'- use of swadeshi goods and boycott of foreign goods to empower the Indians and fight the brutality of the

Britishers by subjugation. So here comes Swadeshi Moment 2.0, with the prime minister of our country appealing to all the Indians to support the Indian industries by purchasing the Indian products as our country is passing through the inevitable phase of slowdown and economic

recession. In the era of extended proliferation, the appeal does not demand for boycott of foreign goods, FII, FDI, or setting of the foreign multinational in our country. The brilliant strategy of **'Vocal for Local'** is to help boost the staggering domestic businesses to be on track. 'Atmanirbhar Bharat' would help particular sector of the economy gain the pace of growth with full acceleration, but again, does not mean that we stop importing the required technology, raw material, energy resources and others required products that are manufactured in other countries. The equations of the global environment have changed drastically due to pandemic and slowdown. The world would slip into new normal with the economies adopting more of protectionism strategies for support of business units. We need to understand that, neither a nation nor a corporate can create globally

competitive product without access to global resources and global markets.

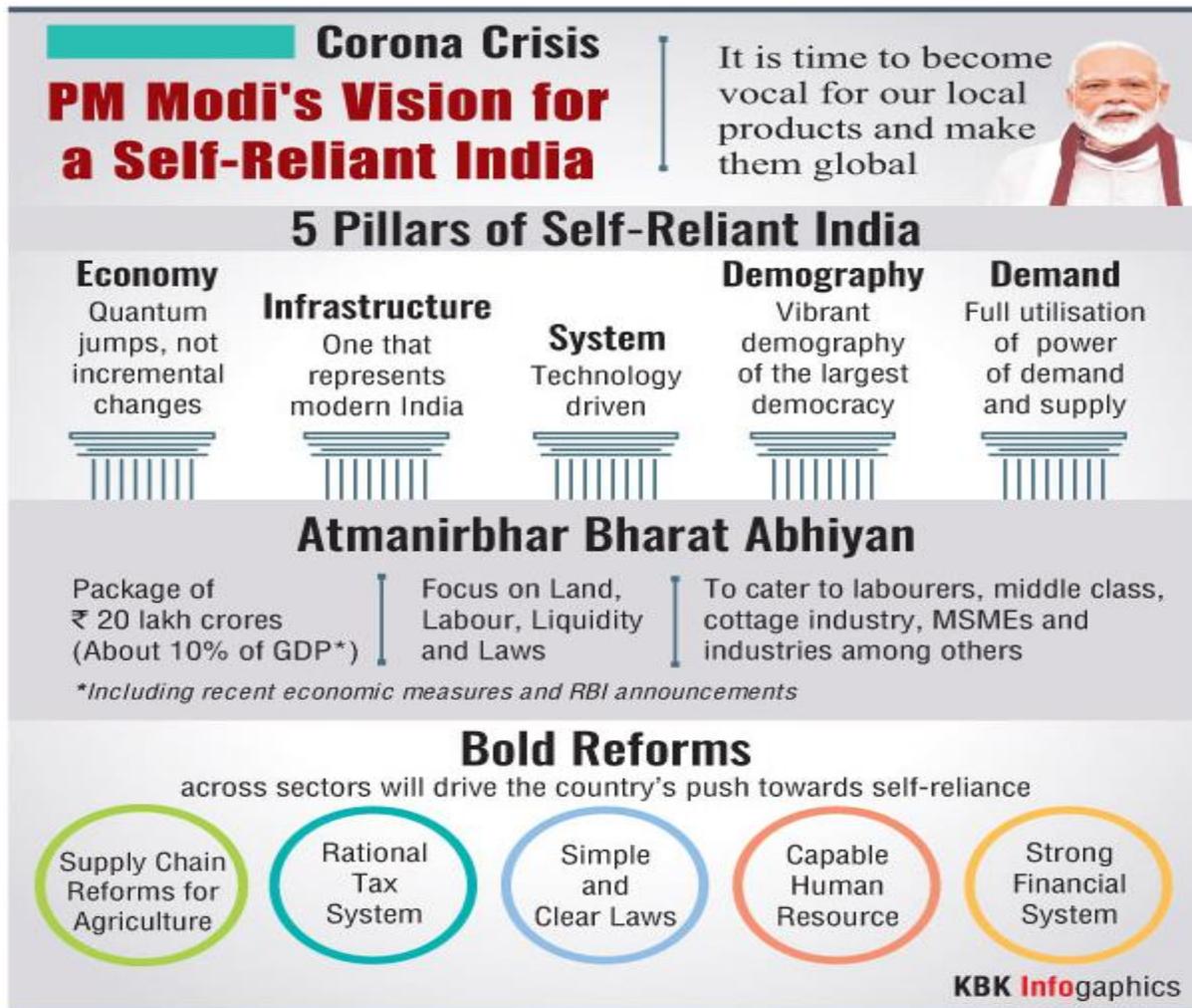
'Vocal for Local' is to empower our small business at rural India, big corporate houses, MSME (Micro, Small & Medium Enterprises) and also to promote entrepreneurial approach for the youths at grass root level through procurement of the Indian products and services, though it might be of substandard quality compared to multinational products. This act of protectionism & patriotism can built confidence in the minds of our business houses and also provides them adequate time frame to heighten the quality and compete with foreign products. It's time now, that we Indians unite and supports our economy through approach of **'Be Indian, Buy Indian'**.

This cut-out emphasis on awareness of the brand ownership of the Indian Products. There is a need to promote and advertise Indian brands among the Indian consumers.



<https://economictimes.indiatimes.com/industry/services/advertising/consumer-cos-go-vocal-about-local-roots/articleshow/75795659.cms?from=mdr>

The below mentioned Info-graphic states the 5 pillars on which India can become self-reliant and also informs us about the bold reforms taken by the Indian Government to make this happen.



<https://www.bmconsulting.in/blog/small-steps-that-india-is-taking-towards-atmanirbhar-bharat/>

The five pillars of self-reliant are essential for global competitiveness and would help India fabricate a strapping economy. Various bold reforms taken at the centre can again make the upright and carry the struggling economy on the running pace.

Review of Literature:

1. **Vocal for Local: Reviewing Global Experience with an Indian Insight**

This Review Paper tries to find out the emerging problems in Local Governance by exploring Global dynamics from an Indian perspective. In this article, the researcher looked forward to the Local solution in light of Global experience, particularly with an Indian perspective

2. **Vocal For Local – Is India Ready?**

The research conducted by Thinking Hat, through Digital Platform on understanding of the term Vocal for Local and

consumer's perception on it. Nearly 1800 Consumers from the age bracket of 18-50 years from five metro cities were targeted. The study concluded that 75% of the consumers understood term, but with some ambiguity and comprehensive misconception. The consumers were not able to make out the Indian companies compared to foreign due to the marketing efforts.

3. **Being Vocal for Local Brands: A New Mantra of Success for Indian FMCG Companies.**

The researcher focused on the advertisement campaigns used by the Indian as well as the foreign companies to promote their FMCG products. The

foreign companies use the Indian names and Indian slogans to promote their product in the markets which confuses the consumers.

4. Vocal for Local: Incentive Schemes for Pharmaceutical API Industry.

The research article emphasises on the further boost of Indian Pharmaceutical Industry due to Governments promotional programmes of boosting the local companies. The article concludes that the dependency of the Indian pharmacy of the foreign companies would reduce with Made in India & Vocal for Local projects.

Research Methodology:

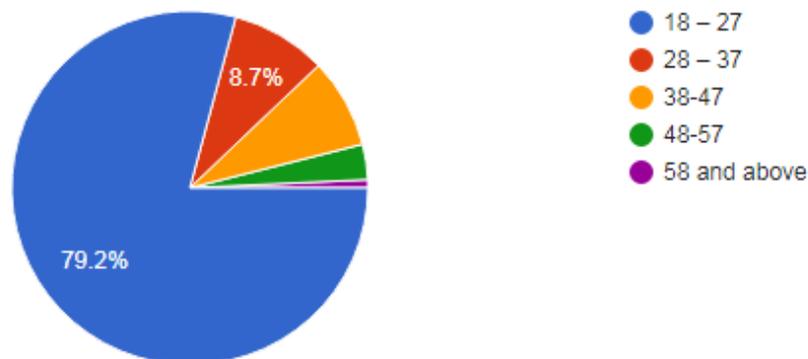
Objective of the study:

1. To study & understand the meaning of the term ‘Vocal for Local’
2. To know the means for promotion of local Indian businesses and their products.
3. To understand the suggestive way by which awareness can be created for Indian products among the Indian Consumers.

Hypothesis of the Study:

Age Bracket (in years):

403 responses



The above pie chart shows the age bracket of the respondents that have filled the questionnaire. Maximum respondents are between the age of 18 to 27years that accounts of 79.2% of the response.

1. **Alternative Hypothesis (H1)** - The consumers are not aware about the origin of the Indian brand and the products.

Null Hypothesis (H0) – The consumers are aware about the origin of the Indian brands and the products.

2. **Alternative Hypothesis (H1)**- The consumers are not aware about the origin of the foreign brand and products.

Null Hypothesis (H0) – The consumers are aware about the origin of the foreign brands and the products.

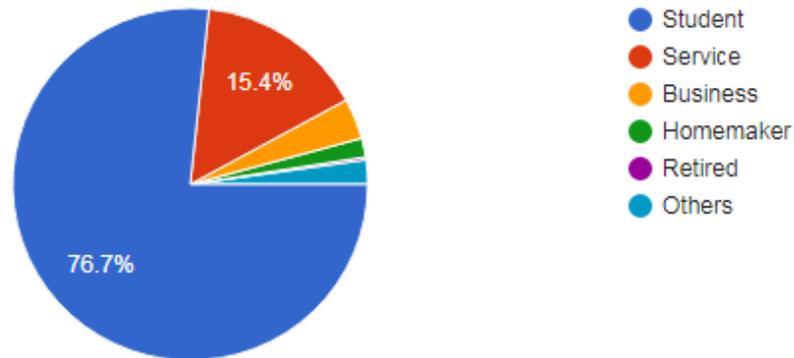
Data Analysis and Interpretation:

Researcher took efforts to collect the first hand primary data, for which Google form was created and circulated among the groups. In all 403 respondents filled the questionnaire with their responses. The responses collected were based on demographic questions related to name, age, occupation, contact details etc. and researched based question based on 5 point likert scale were asked to get the responses.

It shows that the young population have taken keen interest in filling the questionnaire.

Occupation:

403 responses

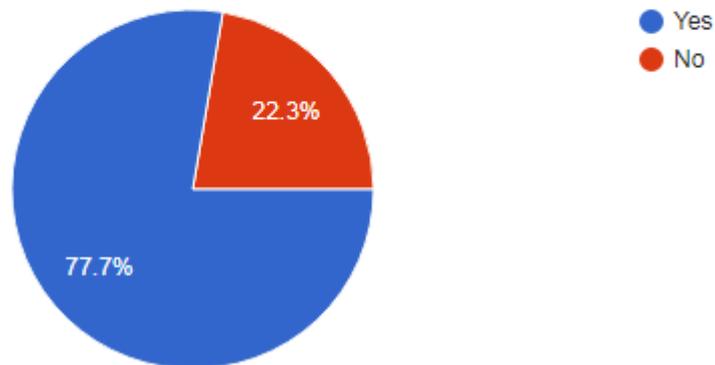


The above pie chart shows the occupation of the respondents. Maximum respondents are students

which accounts for 76.7%, followed by the service class of 15.4%.

1. Have you heard about the Slogan 'Vocal for Local' ?

403 responses

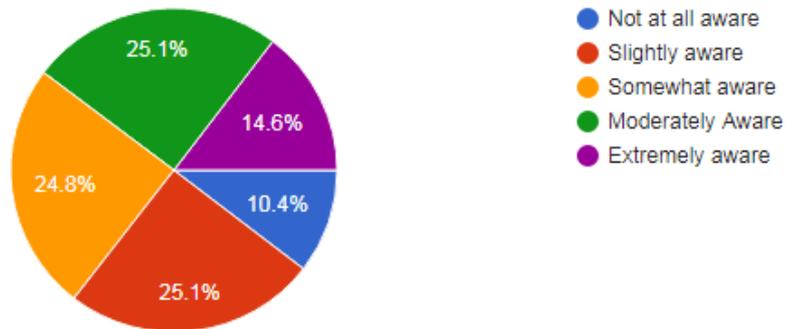


Maximum respondents accounting for 77.7% have heard about the slogan. The researcher was taken by surprise with the responses for the above question, where 22.3% have not yet heard about

the slogan 'Vocal for Local'. Mostly these respondents are from Mumbai Suburbs city, which shows that the government's slogan has not reached to the common masses.

2. Are you aware that the products you purchase are of Indian Origin?

403 responses

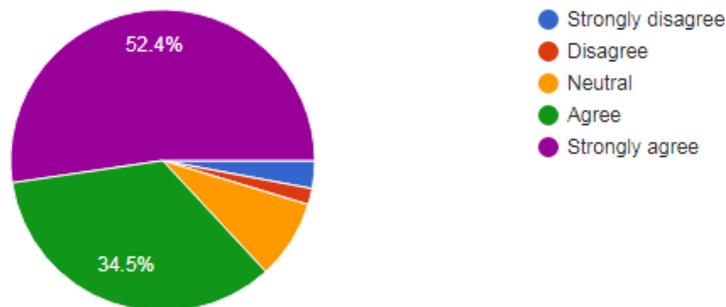


The responses show that 60.3% of the respondents are not thoroughly aware about the origin of the

product. There is a lack of information and awareness about the Indian products.

3. Do you feel that Indian Consumers should purchase and use Indian products to support the economy?

403 responses

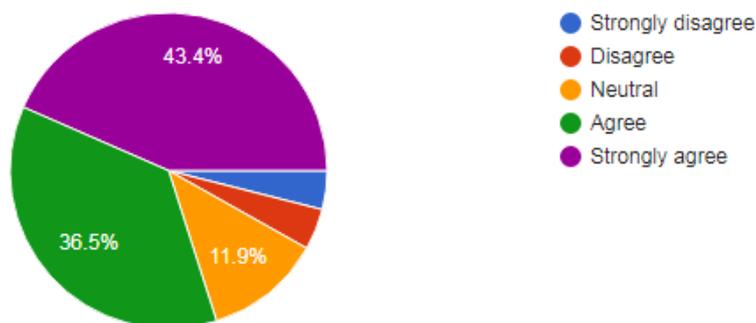


The pie chart shows that 86.9% of the respondents have given their positive response for purchase and use of Indian products to support the economy.

The researcher has asked this question to understand the sentiments of the respondents towards the support to the economy.

4. Do you relate the product as veg/Non Veg with the green and red mark?

403 responses



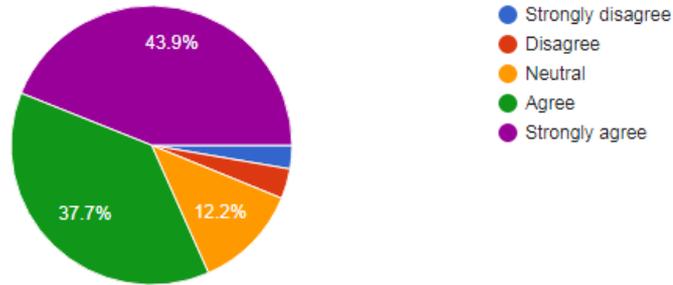
The pie chart shows that 79.9% respondents relate the product as Vegetarian/Non vegetarian with the green and red mark. This shows that special

mark/symbol related or depicted on the product helps in providing information and communicating with the customers. The researcher wants to show

the relation of the mark (green/red dot) which helps the customers while purchasing the products.

5. Should there be separate symbol/mark to identify Indian products compared to foreign products?

403 responses

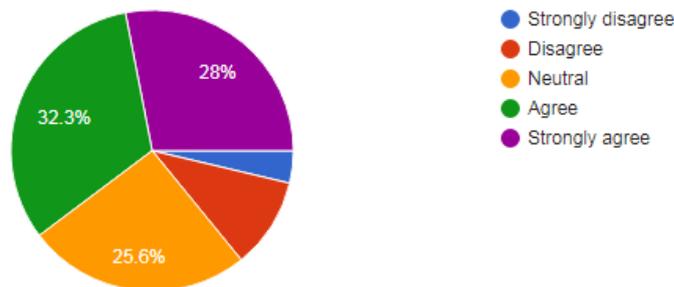


The above pie chart shows that 81.6% respondents have given their positive node for a separate mark/symbol to identify Indian products compared to foreign products. This shows that the

respondents are eager to know the origin of the product and wants some special identification mark for the Indian products.

6. Should there be separate section for Indian Brands and products at the malls and shopping centers?

403 responses



The above pie chart shows that 60.3% of the respondents demand a separate session for the Indian Brands & products at the malls and shopping centres. The researcher also sees that the respondents are very keen to have a separate mark/symbol as well as separate session for Indian products to get the information so that they can

take wise decision to buy the Indian product and support the economy.

The table below shows the Indian & Foreign Products and the responses about their origin by the respondents.

Sr. No	Product Name	Indian	Correct Answer %	Foreign	Not Aware	Total	Answer
1	Peter England – Clothing and Fashion	103	25.5583127	259	41	403	Indian
2	Lakme – Cosmetic	166	41.191067	178	59	403	Indian
3	Allen Solly – Fashion and Life Style	115	28.5359801	218	70	403	Indian
4	Franco Leone – Shoes	50	12.4069479	274	79	403	Indian
5	La Opala -high-end tableware	92	22.8287841	177	134	403	Indian
6	Monte Carlo – Woolen Clothing	111	27.5434243	204	88	403	Indian
7	Da Malino High End Leather Products	71	17.617866	227	105	403	Indian
8	Royal Enfield – Automaker	233	57.8163772	112	58	403	Indian
9	Chondan Wine	135	33.4987593	115	153	403	Indian
10	American Swan – Jeans & Jackets	48	11.91067	289	66	403	Indian
11	Munich Polo Kids Wear	93	23.0769231	194	116	403	Indian
12	And Designs – Fashion	108	26.7990074	121	174	403	Indian
13	HiDesign – Leather Goods	127	31.5136476	127	149	403	Indian
14	East India Company -High End Luxury Products	213	52.853598	126	64	403	Indian
15	Flying Machine – Jeans	138	34.2431762	130	135	403	Indian
16	CCD – Coffee Shop	171	42.4317618	159	73	403	Indian
17	Xolo – Smart phones & Laptops	156	38.7096774	140	107	403	Indian
18	Ibibo – Online Shopping	145	35.9801489	138	120	403	Indian
19	Karbons – Computers & Tablets	236	58.560794	91	76	403	Indian
20	Nippo Batteries	196	48.6352357	91	116	403	Indian
	Total	2707	33.5856	3370	1983	8060	

Hypothesis Testing:

H_0 = Null Hypothesis – The consumers are aware about the origin of the Indian brands and products.

p = probability of Awareness about the origin of Indian product (50% = 0.5)

q = probability of Awareness about the origin of Foreign product (50% = 0.5)

N = 100

P = Sample proportion of people awareness about the Indian product from collected data (33.58% = 0.3358)

H_1 = Alternative hypothesis (p not equal to 0.5)

Test statistics under H_0

$$z = \frac{P - p}{\sqrt{\frac{pq}{N}}}$$

$$z = \frac{0.3358 - 0.50}{\sqrt{\frac{0.50 \times 0.50}{100}}} = -3.284$$

$$-2.58 < Z < 2.58$$

-3.284 < -2.58

It is significant at 1% level of significance hence the null hypothesis is rejected.

Conclusion: Above result shows that the respondents are not aware or lacks information about the Indian products

Remark: We can consider the alternative hypothesis (H1), that the consumers are not aware of the origin of the Indian brand and the products.

	Product Name	Indian	Foreign	Correct Answer %	Not Aware	Total	Answer
1	Brooke Bond TajMahal Tea	329	47	11.662531	27	403	Foreign
2	Yakult – Probiotic Milk	166	148	36.724566	89	403	Foreign
3	MontBlanc – Luxury Accessories	54	241	59.801489	108	403	Foreign
4	Kisan – Jam and ketchup	337	32	7.9404467	34	403	Foreign
5	Annapurna Salt	343	21	5.2109181	39	403	Foreign
6	Kinley Drinking Water	243	94	23.325062	66	403	Foreign
7	Wheel Detergent	309	35	8.6848635	59	403	Foreign
8	Ponds Cosmetic	205	140	34.739454	58	403	Foreign
9	Sony – Computers and Tablets	140	216	53.598015	47	403	Foreign
10	Lifebuoy Soap	249	117	29.032258	37	403	Foreign
	Total	2375	1091	27.07196	564	4030	

The both the above tables given details of the segregation of the Indian and foreign product responses given by the respondents. Out of the total responses of 4030 for various foreign products only 1091 responses (27.07%) has given correct answers. This shows that the respondents are not aware or lacks information about the foreign products as well. There seems to be a problem among the customers (respondents) as they are not having the knowledge or lack awareness about the origin of the product.

Hypothesis Testing:

H₀ = Null Hypothesis - The consumers are aware about the origin of the foreign brands and products.

p = probability of Awareness about the origin of foreign product (50% = 0.5)

q = probability of Awareness about the origin of Indian product (50% = 0.5)

N = 100

P = Sample proportion of people awareness about the foreign product from collected data (27.07% = 0.2707)

H₁ = Alternative hypothesis (p not equal to 0.5)

Test statistics under H₀

$$z = \frac{P - p}{\sqrt{\frac{pq}{N}}}$$

$$z = \frac{0.2707 - 0.50}{\sqrt{\frac{0.50 \times 0.50}{100}}} = -4.586$$

-2.58 < Z < 2.58

-4.586 < -2.58

It is significant at 1% level of significance hence the null hypothesis is rejected.

Conclusion: Above result shows that the respondents are not aware or lacks information about the foreign products

Remark: We can consider the alternative hypothesis (H1), that the consumers are not aware of the origin of the foreign brands and products.

➤ **Chi-Square (χ²) test for population variance.**

H₀= Null Hypothesis -The consumers are aware about the origin of the Indian brands and products.

$$D = (X - \bar{X})$$

$\sigma^2 = \sigma_0^2$ If $x_1, x_2, x_3, \dots, x_n$ is a random sample of size n. from the given population then under the null hypothesis **H₀**

$$\chi^2 = 20$$

$$\chi^2 = \frac{\sum_{i=1}^n (x_i - \bar{x})^2}{\sigma_0^2} = 20$$

Degrees of freedom = (n-1) = 19

Set null hypothesis = **H₀**

Calculated $\sigma^2 = 3553.408367/20$

$$= 177.7$$

Degree of freedom	$\chi^2_{0.05}$	$\chi^2_{0.01}$
19	30.144	36.191

Conclusion: Since the calculated value of χ^2 is less than the tabulated value of χ^2 for 19 d.f. at both 5% and 1% level of significance, it is not significant, hence H₁ may be accepted and we conclude that above result shows that the respondents are not aware or lacks information about the Indian product.

➤ **Chi-Square χ^2 test for population variance.**

H₀= Null Hypothesis- The consumers are aware about the origin of the foreign brands and products.

$$\chi^2 = 10$$

$$D = (X - \bar{X})$$

$\sigma^2 = \sigma_0^2$ If $x_1, x_2, x_3, \dots, x_n$ is a random sample of size n. from the given population then under the null hypothesis **H₀**

$$\chi^2 = \frac{\sum_{i=1}^n (x_i - \bar{x})^2}{\sigma_0^2} =$$

Degrees of freedom = (n-1) = 09

Set null hypothesis = **H₀**

Calculated $\sigma^2 = 3364.154716/10$

$$= 336.4$$

Degree of freedom	$\chi^2_{0.05}$	$\chi^2_{0.01}$
9	16.919	21.666

Conclusion: Since the calculated value of χ^2 is less than the tabulated value of χ^2 for 9 Degree of Freedom at both 5% and 1% level of significance, it is not significant, hence H₁ may be accepted and we conclude that Above result shows that the respondents are not aware or lacks information about the foreign products.

Significance of the Study:

The study under research signifies the needs of educating and Indian customers about the origin of the product. The study undertaken by the researcher shows that, the respondents lack awareness of the product/brands and are not able to distinguish between the Indian and Foreign

products. The study signifies that there is a need for a special identification mark or a symbol that need to be printed on the packaging material which would help the common masses to distinguish the Indian and foreign product. A separate section for the Indian products, where ever possible, needs to be maintained for the customer knowledge and education. As per the Indian constitution, Right to Information and Right to Education are the fundamental rights, but when it comes to marketing and shopping these rights does not have a significant role in education the customers. The research study signifies that the respondents have a strong mind set to support & retrieve the Indian economy from the pandemic shock, which can be done by purchasing the Indian products and

brands, but due to lack of awareness and knowledge this seems to work negatively. The researcher through his study would like to appeal and suggest the Government officials to help the researcher undertake the research project at national level and then by studying the outcome of the research study find solutions to help the Indian consumers educate.

Source of Data Collection:

Primary Data:

The researcher in his research paper has prepared the questionnaire based on the Likert scale using the tool Google form. The researcher collected the data from 403 respondents. The data mostly is collected from the young population in the age bracket of 18-27 years which account of 79.2% and age bracket of 28-37 which accounts for 8.7% of the sample size. In all, 403 respondents have filled the questionnaire through Google form.

<https://forms.gle/kZbKcWLY1TDVLRV19>

Secondary Data:

The researcher has also used the secondary data for the study. The websites of the PMO office, print media, Government agencies including the ministry of Finance, International agency website, report of International organizations etc were surfed, which helped the investigator to comprehend the research title with broader sagacity. Review of the literature helped in finding the gap analysis. The purview of study under the research title is precisely debated &discoursed with eclectic and varied ramifications to Businesses, MSME's, Young Entrepreneur, Government machinery and Agencies etc...

Limitation of the study:

This study has the following limitations:

1. The study undertaken by the researcher is based on primary data, with limited respondents. i.e 403 responses.
2. The secondary data available through sources was not objective specific and was available in bits and pieces.
3. The biasness of the responded towards the data collected cannot be overlooked.

Suggestive measures that would help create an environment for Local business.

1. Indian Products needs be to tagged with special mark/symbol or colour (Suggestive

- **Akhand Bharat or Samridha Bharat)**
The MSME and small entrepreneur business needs to trained in use and rights of Intellectual Property (Patents, trademarks, copyrights, geographical indicator etc)

2. List of Indian companies and their product brands to be circulated, through special app by the government for educating the common masses. A separate session for Indian product and foreign products in super markets and grocery stores
3. Uttar Pradesh's One District One Programme (ODOP) is a success story that has manifested the PM's 'vocal for local' mission needs to be adopted by other states.
4. There should be special discount/Rebate for the consumers for purchasing specific amount of local products by creating a **Loyalty Program Scheme**. (LPS)
5. Geographical Indication (GI), its use & promotion among MSME and rural businesses.
6. Special subsidised rate for advertisement of Indian products to the rural businesses and MSME's.
7. Special concession in import duty and custom duty for purchase of machinery by the MSME for improving production capacity and quality enhancement.
8. Entrepreneurial Development, women empowerment and vocational training camps for the youth in Rural India needs to be taken on priority basis.
9. The Indian personalities who engage in as brand ambassadors for foreign companies, need to come forward and as part of their social responsibility promote the Indian products by not charging any fees or royalty from the companies, especially MSME.
10. The Indian Government need to use the most trusted and widely spread network of Post-offices to promote and deliver the goods of the Indian business from remotes rural markets to urban markets. *Let the Post Office be the carrier vehicle of Vocal for Local.*
11. India should follow the policy of rising trade protectionism for support to local business. Not signing of any free trade deal under the Regional Comprehensive Economic Partnership is a positive sign by the Indian Government to protect the

Indian Industries from tough global competition.

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