

A CONCEPTUAL STUDY ON INDIAN'S MARKETING STRATEGY WITH THE UNDER DEVELOP NATIONS

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Abstract: This present paper is trying to glance into the erstwhile and current Indian strategy of marketing, trade and commerce with the under privileged nations in Africa, Asia, Oceania and Latin America .There is happening a healthy transfer of technology, human resources and natural resources from our nation to those overseas countries .Like India, those nations also suffered from colonial persecution inflicted upon them by the superior countries. India has self-assigned the arduous task to rejuvenate the shattered, mercantile economy of those deprived nations. However, there are some potential impediments like terrorism and civil war on the path of India's noble intension to make global settlement of trade and marketing.

Keywords: Laissez Faire Economy, Non Aligned Movement, Entrepreneurship, Fourth World Nations

INTRODUCTION

Since the time immemorial, India has been harbouring an astounding matrix of diversified unity , by inviting and assimilating a wide conglomerate of culture , tongues, customs and , of course, the corpus of multidimensional industries and marketing. Indian merchants and emperors had forged the trade and marketing rapport with the Greco-roman civilization, west Asia nations like Assyria, Babylonia, Persia and Mesopotamia (contemporary Lebanon, Jordan, Iran and Iraq), subannabhumi (Indonesia) Komboj (Cambodia) and Champa (Vietnam) as well as with siam (Thailand).

After her release from the nearly 200- year old, colonial fetters of the British Empire, India, under the democratic think-tanks likes Pandit Jawaharlal Nehru, Dr. B. R. Ambedkar. G. D. Brila, V. M. Visweswaraya and J. R. D. Tata realised that the so-called fourth world or underdeveloped nations as situated within Africa, South Asia and South America have one vital aspect common with her-the colonial bondage which

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had deteriorated their marketing industrial and commercial sinews. So, Pandit Jawaharlal Nehru's amiability with the Yugoslav Premier- JOSSIP BROZ TITO, Indonesian President –Dr.SUKARNA and Egyptian President-COLONEL GAMMAL ABDEL NASSER forged the crucial Non-Aligned movement (NAM). Under the Spiritual auspices of Lord Buddha's Noble "Panchsheel" Doctrines to extend empathy, tolerance and whole-hearted supports to resuscitate the denuded, market and industry –based economy of the FOURTH WORLD NATIONS, much against the bureaucratic hegemony of the WESTERN SUPER POWERS whose stale, surplus produces often tend to do away with the indigenous industries and marketing processes of the under privileged nations.

OBJECTIVES OF THE STUDY

- (1) In order to realise India's fraternal nexus with the under privileged countries in the field of trade and marketing, this country's objective of peaceful co-existence with the rest of the world must be realised and given due importance.
- (2) For this reason, India has now been marketing her fast moving consumer goods into the impoverished Latin American nations like Bolivia, Ecuador, Colombia and Guinea.
- (3) India in exchange has also been receiving quality COPPER and CUPRITES ores from Chuquibambilla and Antofagasta mines in Chile.
- (4) However, during the dictatorial regime of the Chilean President –AUGUSTE PINOCHET, such amiable trade and marketing relations between New Delhi and Santiago became choked.
- (5) After the abolition of the despotic regimes of Alfredo Stroessner in Paraguay, Mobutu Sese Siko in Zaire (New Congo), Mengistu Haile Mariam in Ethiopia, Idi Amin in Uganda and general Daniel Arap Moi in Kenya.
- (6) India has now installed a healthy trade and marketing relationship with those nations to enhance technology transfer, Cyber-savvy marketing, reciprocal output in industries, e-commerce and entrepreneurship as well as self-employment projects in cellular phone network, electronic appliances, electrical wares, handicrafts like Canewood furniture and Papier-mache (paper mask) etc.
- (7) India's contemporary strategy with those underdeveloped nations in their domains of trade, industry and marketing is also aimed to alleviate the perennial anathemas of malnutrition, illiteracy, lopsided accumulation of national wealth, labourer-exploitation and famines from those under developed nations.
- (8) Presently, such friendly trade and marketing nexus is being incorporated within the impoverished African nations like Chad, Mali, Rwanda, Burundi, Mozambique, Niger, Equatorial Guinea, Senegal and Madagascar.

MERIT OF INDIAN'S MARKETING STRATEGY

- (i) India's rapidly growing link with the under developed countries in the sphere of trade and marketing strategies bears the conspicuous advantage in maintaining the global stability and a supportive, productive trade and commercial equilibrium.
- (ii) If India can keep up with this tempo of such health trade and marketing strategies, the under developed countries will definitely be rejuvenated in their economic perspective.
- (iii) As a consequence, the per capita income and level of lifestyle comfort will also rise in those deprived nations.
- (iv) If India can now aid the nations like Brazil, Colombia, Vietnam, Peru and Afghanistan in terms of supplying pure drinking water essential commodities and agricultural technology; those nations can also reciprocate to her.

DEMERITS INDIAN'S MARKETING STRATEGY

- (i) However, India must be aware of the unending, socio-political turbulence, political genocide, prevalence of prostitution, venereal disease epidemics and industrial blackouts like labourer unrest and ethnic clashes.
- (ii) Recently, Indian experts were at sea when they were trapped into the whirlpool of ethnic outrage among the tribes like Ebo, Yeruba, Fulani and Hausa in Nigeria which also have claimed some of their precious lives.
- (iii) In Balkan Peninsula's Serbia, Kosovo, Croatia and Bosnia Herzegovina, Too, Indian trade and marketing have suffered a severe jolt due to communal feud among Serb, Croat and Bosnian Muslims.
- (iv) Terrorist outfits like Taliban's, Khmer Rouge, Tupac Amaru and Al-Quida have also been targeting Indian marketing and trading experts in Afghanistan, Cambodia, Peru and Central Asian Republic like Kazakhstan and Turkmenistan.

REVIEWS

Truly, by following the trends which had been set by Pandit Jawaharlal Nehru and Sardar Vallabhbhai Patel the ministry of industry and commerce , under the aegis of commercial task masters like ASSOCHAM, ICC, BCC and the prime ministers and presidents like Smt. Indira Ghandi, Rajiv Gandhi, Giani Zail Singh, Dr.Shankar Dayal Sharma, P.V.Nara Simha Rao , Dr.V.P.Singh, Dr.Manmohan Singh and Narendra Modi has adopted the policy of tolerance and financial ,export- import symbiosis with the under privileged nations. To buster this philanthropic step, Modi has recently launched our nation-supported marine-trade and digitalized marketing communication, network in the PACIFIC ISLE-SEYCHELLES' CAPITAL-VICTORIA. In order to enhance the trade and marketing strategies of the SAARC neighbours like the Maldives, Bhutan,

Bangladesh and Nepal. Indian Ministry of commerce and industry also aided and shaped the CHUKHA HYDEL POWER PROJECT, Small scale industrial sector in POKHRA VALLEY, TANGAIL, CHITTAGONG and MALE. India has also been extending the human resources support to the under developed, civil-strife-shattered African and Latin American nations, hence their untapped hordes of mineral resources, raw materials like cotton, jute, fibre, coconut, coil, cocoa seeds, cattle and livestock could be well-utilized to generate employment and increase in revenues from positive marketing. By following the treatises by the economics- Doyen –Adam Smith’s “WEALTH OF NATIONS”- India has now been following the open market or “Laissez Faire” System with these under privileged countries. However, in order to its fullest implementation, India must have to encourage the global peace, absurd and ignoble nepotism and trade unionism at the work places, stocking of riches by dictators and corruption.

CONCLUSION

What the contemporary Indian Marketing and Industrial Strategy forwards the under developed, fourth world wants to envisage is to retain India’s perennial appearance as a democratic and popularly welfare state. This identical strategy of appeasable marketing and industrial exchanges had been pursued by Chandragupta Maurya, Dharmapata, and Ahhoka. The Magnanimous and Akbar the exalted in the yore. I order to garner such friendly business and marketing rapport with other under privileged nations. Indian has been obediently following the Vedic principle of hospitality-“Vasudhaiva Kutumbakam” -“This world is like my own residence”. India’s candidature to the SAARC, G-15, G-8 and BRIES conglomerate and her humanitarian representation in the UNO testify that benevolent, mercantile attitude of our native land

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In order to prepare this paper, I have become indebted to following titles and journals which have served me nourishing and authentic references for its accomplishment.

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