

Vocal for Local Approach in Development of India Pre and Post Covid-19

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Abstract: *Atmanirbhar Bharat Abhiyaan (the self-reliant India movement) and Be-Vocal-for-Local (BVFL) are two strategic concepts that emerged from Indian Prime Minister Narendra Modi's speech to the nation on May 12, 2020, announcing a combined fiscal, monetary, regulatory, and structural reform package of INR 20 trillion, or roughly 10% of India's GDP, and explain India's economic and social strategy. In response to our Prime Minister's demand to be a "vocal for local," a number of Indian businesses with significant customer bases and market share in India have begun using "vocal for local" themes in all of their advertising campaigns. Their goods are being promoted with a strong 'Made in India' theme, while they proudly showcase their Indian heritage. In terms of consumer preferences, after their financial losses during the lockdown, customers are also calling for swadeshi items in an effort to stimulate the economy. The observed shift in consumer perspective may be attributed to growing consciousness about bolstering the Indian economy and appreciating the need to reduce reliance on other nations. We can plainly see the obvious difference in the countrywide lockdown brought on by the COVID-19 outbreak in the economic downturn. The goal of all major manufacturers is to differentiate their brand from "Made in China" by positioning it as a "Indian Product" or one that is clearly labeled as such. The Indian government allowed foreign businesses to enter and invest in the country's market after liberalization in 1990, but what's more worrisome is that low-cost Chinese goods have taken over the Indian market, and consumers have come to prefer them without realizing that they are actually forcing Indian producers into financial hardship. 'Made in India' seems to be going to be a big role in influencing consumer purchasing behavior in the future, especially since the motto of becoming 'Atma-Nirbhar' was adopted to lessen the effect of COVID-19. In an effort to assist the 'Vocal for Local' movement, this research looked at similar themes and the ways that some FMCG firms changed their advertising strategies.*

Keywords: Vocal for Local, Indian Brands, FMCG Companies, Local Brands.

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