

An Effort Being made by Government on Vocal for Local- A Study

Dr.Abhinav Awasthi

Assistant Professor

Department of Commerce and Management

Dr.C.V.Raman University,Kota,Bilaspur,Chhattisgarh

Abstract

The government supports the people of the country and the state in every possible way. Whether they are poor, rich or middle class. Because if any country runs, it is the people of the country, due to whose continuous efforts, this society and country runs. All of us countrymen are dependent on each other. In this chain of self-reliance comes the project of the Government of India, Make in India, an important part of which is Vocal for Local. We are already familiar with these words because its marketing has been done a lot by the government so that the people of the country and the state become aware and can use local products at the local level, so that the country's money remains in the country. With the support of the central government, the state government is making a lot of efforts for Vocal. The state government is also trying with its own power, but it is not possible without the support of the public. In this research paper, the efforts of the government to make Vocal for Local successful have been studied and the problems have also been seen which are becoming an obstacle in making it successful. The scope of the Vocal for Local program effort is very big. In this research, interviews were conducted with industries, artisans and people of Chhattisgarh state.

Keywords

Government ,Vocal for Local ,Make in India ,Chhattisgarh state, Swadvashi, Efforts.

Introduction

No one is unaware of the subject Vocal for Local. This is a subject which is famous for the progress of the country and the state. (Gupta 2024) Vocal for Local means that the local products of the country are sold locally. In 2014, the Make in India project was brought by the Honorable Prime Minister, after which the Vocal for Local movement was started in 2018. Its area is spread across the country, state, city, district, town and village. The success of Vocal for Local benefits the public, government, artisans, entrepreneurs. (Shrivastava 2020) Vocal for Local is a part of Swadeshi Apnao and Aatmanirbhar Bharat. This campaign is seen at the

national level only, but it is not possible without state support. Local for Local means the consumption of local things at the local level. Many efforts are being made by the administration regarding this. One of these is that every state government itself is buying the goods produced by small artisans and selling them and is also providing market to the artisans so that they can sell their goods. The government wants the country's economy to be good and the income of every citizen to increase. In this regard, the government is making every possible effort. (Mishra 2023) Today there are many companies due to the Vocal for Local campaign. (Chakraborty 2020) The changes caused by the inequality of Covid 19 also open the way for research at the global level. The government has also appealed to adopt Swadvashi.

Literature Review

Dr. Sarika Shrivastava (2020) has talked about awareness on local goods in her research. Indian companies have become the consumer base. The demand for Swadeshi has increased after Covid 19. Local Indian companies are running due to Make in India campaign.

Uday Chakraborty (2020) In the paper, an attempt has been made to study the emerging problem in local governance by understanding the global dynamics. He has talked about the problems by comparing Vocal for Local with the global level. The changes caused by the inequality of Covid 19 also open the way for research at the global level.

Atul Kumar et. al. (2022) The aim of the research paper is to study the impact of Vocal for Local strategy on the local sector in India. In this, interviews were conducted with the rough industry of Maharashtra. Customer behaviour, customer satisfaction, all these studies have been done. From which it is concluded that Vocal for Local has had a positive impact on the rough industry.

Pankaj Mishra (2023) His research paper is based on secondary data. In this research paper, a study has been done to understand the effectiveness of Vocal for Local on Indian companies through the impact of government policies. Earlier there were limited Indian companies but today there are many companies due to the Vocal for Local campaign. There are many Ayurvedic companies based on ancient medicinal knowledge, one of which is Patanjali. In this research result, the challenges of multinational companies to Indian companies are also understood. Priyanshi Gupta (2024) Vocal for Local is a community that prioritizes and supports locally produced goods. There is a vibrant connection between Aatmanirbhar Bharat and Vocal for Local. This paper discusses the origins of the initiative, its structure and the role of the government and local activists.

Objectives

1. To study the efforts of the government in Vocal for Local.
2. To know the opinion of the public towards local products.
3. To study the impact of Vocal for Local at present.
4. To study the problems faced in Vocal for Local.
5. To know the awareness of the public towards local products.

Hypothesis

H01 The effort of the government in Vocal for Local is not appropriate.

H02 The public is not aware of this program.

H03 At present, Vocal for Local has not got proper success.

Research Gap

Till date, Vocal for Local has only been talked about with an emphasis on the impact of Covid-19 on Indian industries. But the government's efforts have never been studied effectively. In this study, an attempt has been made to understand the efforts of the government towards Vocal for Local. It is also important to know the opinion of the public. Which has not been done specifically. Most researchers have shown the increasing importance of Vocal for Local in the impact of Covid 19, but this topic was not given much attention before.

Reasons for topic selection

The topic has been selected to study the efforts being made by the government for the success of the Vocal for Local program. The government is marketing Vocal for Local but unless the public is aware, the efforts of the government will not be successful. It is necessary that the public should support the government and take initiative to make the program successful. Railway has also launched One Station One Product for this initiative which will promote Vocal for Local. Making the public aware is the secondary objective of this research. If small artisans are unable to find markets due to lack of money, then it is the duty of the public and the government to reach out to them themselves.

Research Methodology

In this research paper, primary data collection was done by taking interviews of judicial sample in Chhattisgarh. But most of the research is focused on secondary data which is collected from magazines, research papers, news articles etc.

Conclusion

The government is making a lot of efforts for Vocal for Local, which is helpful for the success of the program. There is less awareness among the public, due to which there has been less support for Vocal for Local. The government is also providing loans and markets to the artisans and industries. C-marts are being opened in cities for the sale of local products, where local products will be sold. Local products create complications in some cases like high prices due to which people purchase alternative products. The government is highlighting local arts from remote areas. Along with excellent marketing, support is also being provided by setting up Priyadarshini (EXPO). For the success of this program, it is necessary for the government to go even further.

Result

Local alternatives are available for any product in the market but the government is giving priority to Swadeshi so that people should use local products and not the alternatives which are from outside the country. Vocal for Local is also generating employment. Vocal for Local is not only for small artisans but also extends to big Indian industries. It is important for the public to be aware of this initiative. With time, many possibilities of this campaign will also increase which can be made successful by being aware.

References

- Chakraborty Udayan (2020) Vocal for Local, Reviewing global experience with an Indian insight ,Issn 2249-9598, Vol:10 special issue online international interdisciplinary research journal.
- Gupta Priyanshi (2024) Vocal for Local Resonating the call for aatmanirbhar bharat, bharti publication, economic and social development of india, pp.136-152.
- Khandare Sheetal, Gunjote Sudeshna and Pawar Chandrashekhar (2021) Vocal for Local , International journal of creative research thought , Vol:9, Issue 6 .

Kumar Atul and Patil Pooja (2022) Vocal for Local as effective retail marketing strategies,10.5281/zenodo.6959210,proceeding of virtual international conference on multidisciplinary research 2022.

Mishra Pankaj (2023) Patanjali Ayurved's "Vocal for Local"initiative : A secondary data analysis research paper,International journal of research publication and reviews,Vol:4,no.8,pp 253-256.

Saini Nelaam Dr. 2021 vocal for local is significant for economic growth through trade with asean nations, journal of emerging technologies and innovative research,ISSN:2349-5162,VOL:10(5).

Verma Kumar Amar 2021 vocal for local . journal of emerging technologies and innovative research , 8(5).