

Made in India Branding

Recently announced Atmanirbhar Bharat, which is synonymous with domestic production & reducing external dependence, can be achieved by branding Made in India as a supplement.

Free economics and flood of products from around the world has made consumer brand sensitive. Chinese, Korean, US and Australian companies are front runners in brand promotion. India should also take a call in this direction by meeting certain standards, in a following way

- (i) By Adopting global norms - import substitution, raising tariff and boycott goes against WTO rules, which can also attract retaliation. Made in India tag does not go against these norms.
- (ii) Dependency - no economics is independent fully. India too depends on countries for API products, electronics & hardware products. Thus instead of disrupting global chain India should adopt it by certification like "Assembled in India".

- (iii) consumer interest - people buy products of foreign origin because they find them cheap and standard while there is a just deficit in Indian products mostly electronics which can be bridged through branding made in India.
- (iv) Export Diversification - Economic survey 2020 stated that Indian products lacks markets of developed economies, branding in the way of Daegaling tea & Basmati rice can make those markets accessible.
- (v) Branding by meeting environmental standards, FSSAI standard by adopting strict BIS & Accreditation norms following global standard will boost consumers confidence and help to achieve reduction in SPS tariff in global markets.

hence, instead of adopting mercile ways of import substitution or boycott India should strengthen its own capacity of branding & trading to realise self sufficiency.