

Digital Marketing A Way to Aatmanirbhar Bharat

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ABSTRACT

Organizations being aatmanirbhar will catalyse the country to economic growth. Digital marketing can be very useful as a tool for enterprises to achieve the goal of being self-reliant. We have discussed the emergence of the concept of aatmanirbhar Bharat and its future implications. The usefulness of digital marketing in achieving the goal of aatmanirbhar Bharat. Digitalization can also simplify operations, make marketing campaigns more effective and open new revenue options. Any one or a combination of business websites, mobile applications, social network pages, search engines, emails and automation, digital partnerships, and more are all examples of digital marketing. These techniques are very useful. Then we discussed a case of how google and Facebook have captured the Indian online media. Most of the revenues go to these companies. We need to have our in-house platforms, applications and social media platforms so that we can keep the revenue earned from the Indian news with the Indian companies. There comes the requirement and need of developing an Aatmanirbhar Bharat. Some policy changes will also be required to promote our platforms and limit the use of foreign platforms to shift maximum traffic to our platforms and hence developing an aatmanirbhar Bharat.

Keywords: Aatmanirbhar Bharat, Digital Marketing, Facebook, Google, etc.

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INTRODUCTION

The Atmanirbhar Bharat Abhiyan was started in 2020 after the COVID-19 epidemic caused an economic catastrophe.

Prime Minister Narendra Modi urged establishing “self-reliance to fight and win the battle against the new coronavirus epidemic” in May, during the lockdown. He said that India can become a worldwide leader in addition to winning the COVID-19 conflict.

“We must make a vow that is greater than the issue itself when the globe is in turmoil. To create twenty-first-century India, we must work hard. Self-reliance is the way to achieve it, according to Modi.

He also gave an example of how India may achieve self-reliance, saying that by May, despite having no PPE kits at the start of the epidemic, it had managed to make 2 lakh PPE kits and 2 lakh N95 masks.

India’s economy, infrastructure, technology-driven system, vibrant demography, and demand are the five pillars of its self-reliance (Chowdhary and Fatima 2022). Each of these categories has a substantial place for SMEs.

Small and medium-sized enterprises (SMEs) support both urban and rural growth, raising exports, creating jobs, lowering the poverty rate, and closing the income gap between urban and rural areas.

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And it is precisely these SMEs that will lead India toward becoming an Atmanirbhar Bharat and spur the economy of the nation. However, they must go digital for that. Small firms may benefit from digitalization by-Making operations simpler, Improve procedures to boost effectiveness, Recognize and interact with consumers, Produce insights, Evaluate the success of marketing initiatives, Improve items using customer feedback, Create new income sources.

Small manufacturing companies have a great potential to contact their clients directly by going online. They must employ digital marketing for it.

Digital marketing

This kind of marketing uses the internet and other online-based digital platforms and media, such as

desktop and mobile computers, to promote products. Internet marketing in general is referred to as digital marketing. Many other strategies may be used to do this, including: search engine optimization (SEO), content marketing, social media marketing (SMM), internet marketing, email marketing, inbound marketing, and pay-per-click advertising (PPC).

Digital Marketing and Aatmanirbhar Bharat

There are several advantages of digital marketing for small businesses:

- Greater flexibility and lower costs for marketing initiatives
- Access to internet shoppers and searchers
- The capacity to communicate effectively to establish oneself as a product or industry authority
- The chance to use many media types in your marketing strategy
- The choice to interact with influencers and use them to advance your company
- The ability to follow clients' buying paths

Here are some tips for using digital marketing to reach more consumers using Boost 360.

And there's more. Digital Marketing can:

Make it easier for consumers to find you

When searching for a new company or service, the majority of consumers pull out their smartphones and do a short internet search. A company with focused digital marketing can make sure that prospective consumers discover you.

Make yourself accessible 24/7

Because the internet is available constantly, unlike your physical business, your online presence may function as a store that is open every day of the week, 24 hours a day.

Define a clear course of action for your company

Many businesses continue to use digital marketing without a clear strategy, but these businesses run the risk of missing out on possibilities. According to experts, companies without a digital strategy don't clearly define their objectives.

You are unlikely to advance your company without appropriate objectives.

Make it feasible for effective storytelling

Numerous studies have shown that the most effective technique to hold audiences' attention and foster loyalty is via narrative.

By focusing on the three elements of issue, solution, and success, digital marketing may assist with successful

storytelling to offer your business an image and narrative.

Assist in enhancing your brand

More than 70% of customers are more likely to make a purchase from a business they identify with. Digital marketing may help in conveying a distinctive and engaging brand story across all online platforms to attract customers.

Make sure your promotion is economical

Online marketing is essential in today's environment. Using email, social media, or pay-per-click advertising may provide excellent returns on your investment when compared to other channels.

Strengthen client relationships

Huge volumes of data are produced by an online presence and digital marketing, which may be analysed to learn more about your customer's age, demographics, choices, interests, and other behaviours. You can more easily engage customers and secure consumer loyalty as a result.

Digital marketing should be seen as an investment that every owner of a small company must make to increase sales and income.

With over 80% of companies reporting that they have been successful in achieving their objective because of digital marketing, it is obvious that online will be the reason of success of small businesses and Atmanirbhar Bharat in the coming times.

Case

Let's begin with two figures. According to Parse.ly, web analytics and content optimization tool, Google and Facebook (FB) account for over 80% of all outside visitors to different news websites. Additionally, research indicates that almost 40% of Google's trending inquiries are news-related. News organisations may profit handsomely from internet commerce. The majority of the money made by digitally accessible news articles is taken by Google and Facebook.

Let's now examine the most recent news on this unfair behaviour in the digital news industry. 'Australia is batting like Rishabh Pant at the Gabba' when it comes to requiring digital firms to share the money they generate from the news. Google is now negotiating agreements with news providers in Australia. And Facebook, which took a harsh stance by hiding Australian news, is coming under scathing criticism, with potentially serious brand value losses as a result.

Google likely wants to reach arrangements with smaller companies that will only provide very little financial compensation. They are more financially fragile and have been more severely affected by Covid-19. If these agreements are made, Google may be able to split apart the news sector and then put pressure on large publishers to adopt that model.

This stands in sharp contrast to what is occurring not just in Australia but also in France and what could occur in the EU and US. Six French newspapers and periodicals, including the venerable *Le Monde* and *Le Figaro*, inked copyright deals with Google in France. The broader EU may have a similar fate. A proposal allowing collective bargaining by the press business to force internet behemoths to pay for journalistic material is gathering favour in the US.

In the agreement between Google and News Corp, the latter will pay the former for including selected material on Google's News Showcase service. The special sections of Google's applications and search sites will include such articles.

However, the foundation of Google's revenue-from-news business model is the aggregation of news items that surface when a user does a conventional search for a subject. That's not covered under the agreement. But Google and even Facebook seem to be starting to take off, at least in Australia and other nations. Such a move does not exist in India. The major contrast between those nations and India is that the former is under growing governmental, regulatory, and legal pressure, whilst the latter is not.

Australia is drafting the specifics of new legislation that would require digital firms to pay for news. The antitrust authority in France issued an interim ruling last year requesting Google to engage in negotiations with media companies. There are antitrust proceedings against Big Tech in the US, and the chorus in favour of paying for news has bipartisan backing in the political class. Other nations that have taken or threatened to take action against these corporations include South Africa and Spain.

Given that India hasn't held back in the slightest from taking decisive action against Big Tech on other fronts, the complete lack of any such pressure from the Gol or Indian regulators is particularly astonishing. By OECD guidelines, the Gol has levied the equalisation charge on foreign-owned online enterprises. It has criticised and urged action from WhatsApp, which is owned by Facebook, about messages that have sparked law and order situations. It has addressed Twitter head-on

on the matter of deactivating accounts that the Gol deemed objectionable in light of the violence on Republic Day. Before being approved for small-scale trial usage, WhatsApp's payment service has to pass several requirements. Flipkart, which is owned by both Amazon and Walmart, was urged to modify its business strategy to better comply with Gol regulations on online markets.

There are additional Gol initiatives as well, all of which were met with opposition by Big Tech. But Gol remained firm. And Big Tech was often the one to make the adjustments. Gol's pressure on global IT leaders about the crucial problem of a financially sustainable domestic journalism industry. The Government of India's current top priority is to become self-sufficient in all areas. The news media in India should be independent.

The secret to a strong domestic news sector is financial sustainability. It is impossible to report on the intriguing, intricate, and always-changing stories from India via tweets and postings from amateur journalists or windbag YouTube videos.

We have already seen the potentially harmful effects of digital material that has not undergone any of the quality checks associated with journalistic due diligence. And all of this is taking place when there is still a sizable news business. Imagine what would occur if the news business started to shrink as a result of financial pressure. Will Pakistani tweets influence Indians' opinions on, say, Kashmir?

News and opinion production cost money. Additionally, the majority of the money spent on digital news dissemination goes to foreign-owned businesses that didn't invest a single rupee in creating the material. It is a serious decision to be taken by the administration of the biggest democracy in the world.

Unless the Government of India, Parliament, and regulators like the Competition Commission of India (CCI) start genuinely challenging Google and Facebook about why they steal the majority of the revenue from digitally disseminated news material generated by Indian media organisations, they will not compromise in India.

Having an internal social media platform requires a significant investment in personnel, technology, and customer acquisition costs. However, considering that India is the second-largest internet market after China with a digital ad expenditure of roughly \$210 billion, profits may be enormous.

There is a significant outcry over creating apps in India after the suspension of 59 Chinese applications, including Tiktok. Local platforms like Roposo have had high demand, which is evidence of the high need for these platforms.



CONCLUSION

India is the second-largest internet market after China with 574 million active Internet users as of 2019. Around 290 million people use social media regularly in India.

According to Statista, digital advertising on social media platforms is anticipated to reach USD 210 billion by the end of FY20. According to sources, Facebook and Google, two large US-based digital companies, get a significant portion of this income. Indian businesses have a great potential to take advantage of this.

However, it is easier said than done since, in addition to technical expertise, acquiring clients needs large finances and an enabling environment. Bytedance, the parent company of Tiktok, reportedly committed close to \$1 billion to grow the user base in India.

Let's take a look at the abilities required to create and grow a social media app like Tiktok. The former is susceptible to a mentality shift and desire to spend on technology and Indian goods.

The required talents might be broken down into front-end, back-end, and data-handling abilities, which also involve using artificial intelligence and machine learning to make your application more intelligent and user-friendly.

The world's largest IT companies continue to feel at ease in India. India does not list in any of the fictitious ideas that Google and Facebook have put out regarding

revenue sharing with publishers as evidence of this. The only thing going on in this situation is that large internet companies as Google are attempting to make laughably unfair arrangements with small content creators.

The Parliament, government of India and other regulating bodies like the Competition Commission of India (CCI) need to genuinely challenge Google and Facebook about why they steal the majority of the revenue from digitally disseminated news material generated by Indian media organisations, they will not compromise in India.

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