



COVID-19: Marketing 360 Need of the hour INDIAN Globalization 2.0 OPPORTUNITIES (Uttar Pradesh based study)

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Abstract: *Remarkable consistency delivered in the aspects of fear, isolation, rushing to Ayurvedic measures of India with the scientific cure & spiritual prayers and hope. Clean surrounding areas and environment issues become the acknowledgement headlines of the world. But the spread of COVID-19 become the health care crisis with a humanitarian and economic breakdown but emerged as the platform for the new marketing strategy for India*

Key words: COVID-19, Globalization 2.0, Trade action, Marketing strategy.

Introduction

Humanity have survived over many pandemic since centuries; Covid 19 is the recent example In previous centuries, Plague (1880), Spanish flu(1918) with several local epidemic spread have challenged humanity. Remarkable consistency delivered in the aspects of fear, isolation, rushing to Ayurvedic measures of India with the scientific cure & spiritual prayers and hope. Clean surrounding areas and environment issues become the acknowledgement headlines of the world. But the spread of COVID-19 become the health care crisis with a humanitarian and economic breakdown but emerged as the platform for the new marketing strategy for India.

World is looking at a new normal in the wake of the Covid pandemic as post Covid 19 effects. In such a circumstances, world priority is handholding the current industries in the state to sustain themselves under current challenges but Uttar Pradesh have taken miles ahead by taking the mileage of marketing policies. Save life or livelihood become the options of the hour with the debate issue across the world but UP government took over the mileage of China alternative. Pandemic outbreak marks the China economy with a fade & decade came in acknowledgement again as overwhelming dependence on China have to be reduced drastically. Pandemic marks it's strong foundation for India. India have gained economically but more essentially culturally and

ethically in duration of lockdown. India achieved a great milestone platform for the 4 factor grounds like Capital, Physical, Social, Human investment. The epidemic spread have delivered blessing out of the suffering for Globalization 2.0. India have great potential to deliver to the globe with all three section: agriculture, industry & service with immense of local, traditional and cultural heritage. Tertiary sector is well refined in economy information technology have taken place as hub of IT sector but the demand of healthy food pave the organic farming demand India excels in it with the development of small and medium industry carried traditional art talent. A study is conducted in the region of Western Uttar Pradesh.

India: China alternative to be world manufacturing hub

China's sneeze in terms of economics become the vexing for long-complacent financial markets of the world since 2010. Pandemic marked it's birth from Wuhan; have spread to 20 countries across the world from China lab. COVID-19 emerged out as a blockage which disturbs whole economy supply chain management of the globe with the lockdown & stand still. Trade action of China (World Manufacturing Hub) has been affecting the world market in deflation situation for 2 years. The crisis occurred due to one of the paralysis in China economy & Overdependence on the single economy has dump the world into next deflation of the production & supply issue. Pandemic outbreak

marked the world in arrest of lockdown, travel restrictions in place, plant closures mounting in Global trade, commerce. Service sector like tourism, investment and supply chains in disarray affecting global trade. The Lockout have resulted in fall of aggregate expenditure like demand and supply market forces which will result in the creation of deflationary gap in the international trade. India is also adversely affected with the disease in three sector of economy with injection relief of Self Reliant India even IT Hub have served as relief sign. But the Corona virus have brought the golden opportunity to growth and development to expand beyond national territories for the local & traditional production sources. A new road of the success and glory in international trade worthiness can be constructed by extending the market size & with the expectation of looking West. Corona virus has given opening door to supply requirements of the countries who are looking forward for the alternative of China or for new secured investment. The manufacturing sector can be revived with the new soul with efficient and effective infrastructure. Agriculture based industry is an essential part of growth as organic food packing demand raised due to the COVID-19 because world is aware for the healthy living style. Answer to the question will be stated that Life is more significant than livelihoods. But in the terms of the world; India is emerging economies to them. The study is based in the Uttar Pradesh government functioning.

Uttar Pradesh: Globalization Marketing strategy

Uttar Pradesh enrichment of culture and traditional talent have world wide acknowledgement. Uttar Pradesh have been fifth largest state economy in India of a huge population with 20.2% nation population. Self Reliant India mission is acknowledged by Uttar Pradesh at appropriate time for better development. Uttar Pradesh government initiative have been in the term of financial support to new employment opportunities; new employment opportunities & labour law amendment was a brilliant move. Uttar Pradesh has witnessed a radical transformation under the Chief Minister Yogi Aditya Nath who have delivered in terms of economic and social development with the ploicy of identify the one district & one product. State governance coupled with creation of a robust infrastructure in the pandemic with effective supply management &

foremost labour compensation announcement made them a strategic mover.

Yogi Aditya Nath CM of UP have taken the marketing edge. The edges was inclusive of human & physical reforms as his migrants have returned with the great experience of labour service rendering. Urban areas experiences will be utilize to deliver them better job opportunity scenario so provide employment opportunities to deliver better living standards. Issue of the population and migrants job generation are addressed at the same time by boosting the new investment & restore the state economy with great accessibility.

Uttar Pradesh focus on development was primary focus on

- Health, educational opportunities programs with new innovative approach to provide world with our traditional art. COVID pandemic given a great platform to restore the growth identified 5 major sectors – infrastructure development, industry, agriculture, urban development and service sectors to achieve this target with the following.
 - a. Mission Shramik Shayog have been attaining the world record ₹ 512 crore are distributed as wages in the Micro, Small, Medium Enterprises units to provide the foundation to eradicate poverty. The units are livelihood of 3.87 labours which will live a sustainable life. Migrants extension aid was to cater them with the arrangements of food and stay in the factories complexes are been organised by the industries while the quantile.
 - b. Government taken it as the opportunity as the small scale industry and handicrafts industry which is spine of earning in the pandemic given the way of the employment opportunities. Khadhi department have ensured swadeshi employment opportunities that delivered the need of the masks. Self help group provided with the 6 lakh meter cloth and taken 50 lakhs

masks and provided the livelihood in the pandemic & meet the requirements of the healthcare system. Respectful living generated not compensation paralysis to restore the economy.

- c. Micro, Small, Medium Enterprises units have been given the economy with the new investment & infrastructure betterment. Employment generated with manufacturing of the test kits, N-95 Masks POE and ventilator delivered the employment and generated the income for serving the health care system. The income and investment restoration created the cycle of livelihoods for smooth functioning.

The market of traditional and culture heritage was established which was kept in the historic preservation. The action committees designed including following.

CM Adityanath has formed 11 teams of senior bureaucrats with an objective of develop strategies and monitor the implementation of activities during these tough times. Closely monitoring the efficiency and effectiveness of the measures adopted by the government from the capital of state Lucknow under complete supervision.

The Chief Minister has discovered the business opportunity during this COVID 19 pandemic as state has abundance of human resource which can serve as grounds of cheap labour.

CM Yogi Aditya Nath have instructed the teams to develop a strategy and draft out a plan to attract the multinational companies which are searching for China's Alternative; Later conversation took place. The government want to take the lost confidence of investors in the China as opportunity for development of manufacturing units & generate new employment openings for its citizens. The investment injection will create the employment opportunities due shift their manufacturing base out of China to set up the business processes.

He recently chaired a meeting at the immediate note which have the Department of Infrastructure &

Industrial Development Cabinet Minister Satish Mahana, & Sidharth Nath Singh, Cabinet Minister, Khadi, Village Industries, Sericulture, Textile, MSME and Export Promotion. The CM objectives were that departments should convert this Covid 19 threat into opportunity in order to bring in the businesses to Uttar Pradesh & created the headlines with his moves like

- Employment announcement on 26 June.
- Labour Compensation.
- Lockdown announcement.
- Migration return process.
- Immediate health care attention.

His mission needs new policies platform so he presented the issue for the next meeting.

The government ministers marks the target & achieved a goal as "Many such manufacturers from China and Brazil are in transactions with the UP government. The government working to attract investments out of China with the objective of starting domestic production of goods. Government aims to reduces the important bills & want to correct Balance of Trade for India.

Uttar Pradesh will have the manufacturing units will generate the employment opportunities and reduce poverty will bring the world trust worthiness to India.

Findings

German-based footwear brand, Von Wellx have announced the shift of shoe production business to Agra an industrial complex of Uttar Pradesh government.

The company is owned by Casa Everz Gmbh, which has the potential of producing over three million pairs of shoes in the annual turnover, to India with an initial investment of ₹ 110 crore.

Labour policies & cheap labour have marked first achievement of the government. The marketing moves have created a foundation for attractive destination for investment of Forign Direct investment. The technology and foreign exchange earning sources have been generated from here.

Next step to establish a helpdesk under senior IAS officer Navneet Sehgal. The government start the objective to address the European market so the

desk help companies from the European Union looking for China Alternative with all the possible same resources.

New investment are attracted the 50% investors from investment submit already was cater last year brought in implementation as few of them are gone commercial production in pretty lockdown of pandemic out broke.

Chief Minister Yogi Adityanath had formed a committee to attract the investors delivered their best potential. The committee was framed under Singh and Mahana to attract investments to UP from abroad in wake of the post-Covid situation : State government foremost moves have delivered them as the game changers & global players.

Marketing strategy transform during COVID pandemic is 360 in Uttar Pradesh : **mile stone was the one district and one product**. Complete transformation policy reforms have been undertaken by the Yogi government. Transformation like labour reforms, logistics and warehousing reform and a few structural reforms in food processing, medical equipment, industrial parks, leather, textile, electronics and pharmaceutical are being undertaken in the rural and urban areas.

Conclusion

Uttar Pradesh development have been remarkable in the terms of the infrastructure and business development & injection of migrants return leads to new soul in the state economics. The administration leader and it's official have laid a strong foundation for new Self Reliable India just Marketing strategy took over the pandemic outbreak. Uttar Pradesh have address the pandemic with the opportunity scenario as tackle the issues with minute planned structure. Uttar Pradesh is fifth largest state economy of India have address the issue with great zeal and laid the sign of the accomplishments of the employment opportunities as the migrants labours are here from various states g deliver the synonym of China's economy.

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