

Impact of Brand Building of Village on Destination Promotion.



Management

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ABSTRACT

Village branding tends to follow place branding processes, as it is generally recommended that they involve the local residents, followed by strategies and actions plans. The specific measures vary: there is emphasis on more or less traditional promotional campaigns with logos, slogans, brochures, and other uniform representations. The use of the local businesses and residents as ambassadors in conjunction with public relations and the media seem to be a way to ensure the combined effects of internal and external promotion.

Introduction:

The study describes a "Brand building of village" as a model for energizing the rural economy of their people and in India. In the past to build any meaningful-sized village of support would have taken years and years of strategically attending meetings, networking events, and industry functions, along with the required and unceasing personal follow-up. A brand building is a continuously process which is essential to retain its existing brand.

The major objective of this research study is to identify and analyze the brand building elements and their contributions towards destination promotion. The brand building elements were identified and selected according to their relevance in destinations. This paper is an attempt to understand certain aspects of 'brand building' amongst rural areas with the help of branding elements. The aim is to understand various factors that influence branding of villages and correlate amongst the Destination Promotion. This research has identify some of the influential work in the branding area, highlighting what has been learned from an academic perspective on important topics such as brand positioning, brand integration, brand-equity measurement, and brand management. It is not easy for small villagers to attract positive attention, but it is easy to forget that the rest of the world is not as interested in our home town as those of us who live there. Villagers generally have rare opportunities to capture our attention or to impress the outside world and nation.

Each year thousands of small places across the nation come to the forefront in the National media for a few seconds in news reports or other events and then disappear from our radar again. We usually don't spend much time thinking, about villagers other than those that are regularly covered in the media, or those where we live, have visited, do business in, or where friends and relatives live. When we do here of them, it is often for the wrong reasons such as bad weather, disasters, crime, accidents, or may be in a more positive vein, for sporting events, famous people, additionally the media often unknowingly reinforces negative stereotypes or conveys inaccurate and outdated information about places.

Process of Brand Building:

A Brand Building of a village and area is a very meaningful research and project. It is far better to concentrate attention on one village and take up the task for development perspective, than to fritter away energy in many locations involving too many activities which may not be completed at all or where the follow up action may not be possible. As the aim of Brand Building of village or area is to give new ideas of development to the villagers it will improve their living conditions. A majority of the villages in the country still face constraints such as access to education, health facilities, drinking water, power, and roads, Credit, Information and Market. Brand Building is not an easy task. To build brand image lots of factors need to be taken into consideration for example to build a brand companies must determine what they are trying to convey and to who it is intended building of a village brand gives identify to villagers and its agri products. From the outset, you need to gain agreement on

the type of brand, exactly what is being branded and who is the target audience. Is this to be the overarching brand for all marketing efforts on behalf of the village? Is it from tourism of economic development perspective, or is the goal to reposition or totally reinvent the identity of the village? What are the boundaries? Is it the entire village? There is a delicate balance in the geographical, partner and political scope of a community based brand. If the brand tries to cover too wide and area, it may become diluted by relying on weak points of commonality in order to gain agreement among stake holders. Village branding has much in common with place branding. Place branding is used as an umbrella concept which focuses not only on regions, but can include whole nations, cross-border regions, cities, rural areas and so on. Village branding, as the term already implies, addresses specific rural places and therefore focuses on less populated areas with specific demographic, social and economic developments. While place branding of cities and regions has been commonplace for several decades, the branding of village areas and communities is a much more recent phenomenon.

The purpose of this research paper is to explore the objectives of village branding and to investigate the methods and measures used. It is assumed that village branding has distinctive particularities and features, and that rural branding can be considered a special case of place branding. Furthermore, the research examines the organizational and collaborative contexts of village branding. In this respect, it is proposed that small rural areas with denser social relationships are obliged to plan, manage and perform branding differently than more urban areas in order to be successful and to be accepted by local rural people and stakeholders. Local governments and community representatives find it necessary to mimic the communication and promotion campaigns of larger places in order to raise positive attention, both internally in the community and externally to the outside. Rural actors often see branding as a means to counteract negative social demographic and economic developments. Branding is, along with other measures, considered an integrated means to keep rural areas vital and alive. An aging population and an out-migration of mainly younger and better educated people are major problems for many communities. These off-putting images, related to the demographic trends, mask the positive elements of country living, such as a free lifestyle close to nature. Circumstances for rural branding are not always the best, often due to the economic situation in rural areas causing job loss, high unemployment rates and a decrease in rural services and facilities. As noted the service sector ensures quality of life for rural citizens which is necessary for the development of the rural economy. However, it is a fact that in many rural communities, public and private services are under significant pressure.

Destination Promotion:

Destination branding process recognizes this special nature of community based branding. It encourages an approach that harnesses stake holders buying from the start. Years of community branding assignments have shown us that this is essential to generate understanding for the new brand. Importantly, it reinforces the need to build the brand from the inside out and ensures that

brand planners are exposed to the heart and soul of the community and same can be apply for building village brand.

The following steps in the Village branding process and the critical questions that must be answered are:

1	Assessment and Audit	What is the brands place in the Nation?
2	Analysis and Advantages	What will the village be known for?
3	Alignment	What are the brands relationships?
4	Articulate	How can the brand be expressed visually and verbally?
5	Activation	How will the brand come to life?
6	Adoption and Attitudes	How can stake holders support the brand?
7	Action and Afterward	How will the brand be kept fresh and relevant?

The rigor and speed with which you are able to complete all steps will be influenced by the size of your community and its stage of development and scope of the brand, politics, available budget, time and the authority and autonomy with which the village has been empowered to make decisions. Communities that have followed this path find it emerging educational and a great unifying force. Most experience unexpected bonuses such as renewed support, revitalizes relationships, and rekindled sense of community purpose.

Following are case studies which help to understand how Village Branding helps for Destination Promotion.

1. Case Study: Hiware-Bazaar, Maharashtra from the 1990s onwards, things began to change. The village Panchayat adopted a holistic focus on a variety of activities, with community groups responsible for various aspects of the village economy and social development. Women thrift groups, Milk Dairy Society and Youth Clubs are examples of such community-based organizations. The village Panchayat also focused on family planning and reforestation, for which awareness programmes and drives have frequently been organized in the village. The village Gram Sabha also launched a watershed development programme, and an annual water audit is being conducted in the village since 2004 for more efficient and equitable management of water resources. It has also contributed to greater agricultural productivity. Today, the village is considered a model for community-led, multi-sectoral growth of rural parts of the country. This is a village located in the rainshadow region of the Sahyadri mountain range in Maharashtra's Ahmednagar district. Till the 1980s, farming in the village was largely rainfed, and farmers were forced to migrate seasonally to surrounding areas for work.

2. Case study: Ankapoor is located in the Nizamabad district in the state of Telangana. Ankapoor has been globally recognized as a "Model Agricultural Village" for its achievements in introducing modern technologies in agriculture while ensuring the participation of all sections of the village community, particularly women. Organizations like the Indian Council for Agricultural Research (ICAR), International Rice Research Institute (IRRI), Manila and International Crops Research Institute for the Semi-arid Tropics (ICRISAT) have formally commended the developments in agriculture in the village.

Some of the important features of the agricultural model of the Ankapoor include: Peasant Association of the village coordinates various agricultural interventions. The decision making process is inclusive and based on consensus-building. Women have a dominant role in the utilization and supervision of labour. Focus on new sources of income, such as commercial cultivation of seeds, scientific crop rotation techniques. Sustainable agriculture with greater use of farmyard manure and lesser use of chemical fertilizers. Village Market Yards facilitate the sale of agricultural produce with minimal wastage. Since agriculture accounts for almost the entire economic

output from many villages in India, participatory agriculture, with equal focus on irrigation, watershed management and technology-cultivation should be the way forward.

Conclusion:

This paper identifies a number of significant issues regarding Village branding in the effect of Agriculture product promotion, Economic development, creation of micro enterprises. While place branding has received considerable scientific and practical attention during the past few decades, Village branding is not well-developed discipline. The motivations for Village branding are many, and the cases show that success may be achieved. Village branding is a way to strengthen the comprehensive identity of a place, and the local residents are ready and capable to contribute with significant inputs to the values of any community. There is evidence that residents integrate and participate through the process, which creates a more collaborative atmosphere. Informing the residents and creating higher social cohesion is also a significant motivation for village branding processes. Due to demographic and economic decline in many rural communities, there is often an objective of turning the negative trend to a positive one. Village branding intends to encourage the retaining of residents and the emigration of new inhabitants. Furthermore, another purpose of village branding is to promote entrepreneurship and business activities, for example with the argument of the importance of amenity values. Finally, Village branding exposes the area to tourism and other visitors. The study also touches upon the different sides of rural branding, particularly connected to the fact that local stakeholders have different perspectives and attitudes on the same issues.

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