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## **Programmes for Economic Development in Gujarat State**



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### **Programmes for Economic Development in Gujarat State**

Business is dynamic practice every is dynamic practice and therefore every aspect related to business is dynamic. In fact, the fundamental activities like marketing are also found dynamic. According to Philip Kotler the marketing thought has evolved in following pattern

- Production concept
- Product concept
- Selling concept
- Marketing concept
- Societal Marketing concept

In production concept heavy production activities were undertaken and in product concept, product features were in focus. In selling concept, aggressive selling activities were introduced and in marketing the customer became the god of the market and marketers started pleasing her. Finally, the Societal Marketing concept evolved in which all the marketing decision is taken by keeping society in the centre.

According to Mr Philip Kotler marketing is not about providing products or services but it is about changing benefits according to the changing demands of the customer and providing all the required wants.

### **Developmental marketing**

When marketing principles are applied for the purpose of achieving some benefits of society it becomes the developmental marketing. Developmental marketing is setting marketing practices for society. What can be the development marketing practices for Gujarat?

- Investment by industries to gear up Industrial and economic growth condition of employment in Gujarat
- Improvement in standard of living of people improvement in quality of life
- Contribution to India's growth and development of Gujarat
- Elementary education
- Saving the girl child
- Tourism
- Industrial Investment

Here, we will take only Industrial Investment and tourism aspect



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### **About Gujarat**

Gujarat is situated on the West Coast of India area of 1 lakh 24 square kilometres. Gujarat is leading industrial state of India as it houses a number of multinational corporations, private sector companies, public sector enterprises and a large number of medium and small scale units. It is a manufacturing Powerhouse of world class production capabilities in petrochemicals, agro-based products, entrepreneurial spirit as well as robust social and physical infrastructure. It enjoy is excellent liver and is supported by a responsive bureaucracy. Gujarat boasts of rich and varied cultural heritage that is reflected in its arts, music, literature, cuisine traditions and festivals. It has a forest cover of 1.8 billion hectares. It has 10.7 million hectares of highly diversified cropping area and is a leading producer of Horticulture crops, moreover the state is rich in mineral resources like lignite, limestone and Bauxite. It is also a largest producer of cement and soda Ash. Gujarat has the largest diamond processing industry in the country. The Geographic diversity and strategic location has made Gujarat home of an incredible diversity of people.

### **Advantages features of the Gujarat state**

- Proactive administrative setup
- Simple and transparent procedures for investment
- Reach natural resource base
- Business friendly environment and
- Unique heritage of entrepreneur skills
- Educated and hardworking manpower
- Agricultural and industrial setup
- Network of quality educational institutions
- Extensive road and Rail Network connecting all major cities of the country
- Highest number of airports in India
- Efficient power sector
- Large consumer base

### **The marketing practices by Gujarat state for Development**

Gujarat has been very aggressively engaged in setting for getting other desired 2002-2003 policy for investors. The government of Gujarat has undertaken several policy measures in order to get large Investments in to the various sectors of the economy. These are the policies to set up the right kind of right



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kind of business climate, improve quality of life of people and to promote overall development of the economy. It unveils the road map of bolstering the industrial climate of the state. They also envisage various incentives and schemes for the investors the major being industrial policy which has been formulated to promote sustainable industrial development in the state. The policy aims to achieve global competitiveness for industry in Gujarat and to make it one of the most competitive destinations for investment

### The Vibrant Gujarat Initiatives

- Equip new entrepreneurs as well as existing enterprises with the latest information in relevant field
- Straighten the approval mechanism at the government level
- Implement the concept of governance in better spirit
- To improve the current mechanism for redressal pledge grievance
- Develop the best of infrastructure facilities by infusing private sector investment
- The industrial estate to undertake development responsibilities
- Establish strategy linkages link between educational institution to meet the future requirements of Manpower
- Take suitable measures for development of human resources true capacity building and skill upgradation
- Bring about simplification of rules, regulations and procedures
- Strengthen the manufacturing segments in the state
- Promote industries which are labour intensive nature how to create large scale employment opportunities in the state
- Provide assistance to small scale industries for healthy growth
- Strengthen existing industrial clusters promote new cluster
- Assistance to small and medium industries in getting Bank Finance
- Equip the industries in Gujarat to meet with the challenges of WTO free game
- Gujarat is second in terms of quality and brand product an international platform
- Supply of natural gas available from Gujarat at competitive tariff to the industrial units inter state
- Rationalize tax regime
- Promote sport industrialization
- Correct regional imbalances

### Tourism policy of Gujarat according to marketing principle

Tourism policy undertakes intensive development of tourism into state and thereby increase Employment

#### Objectives of the policy are

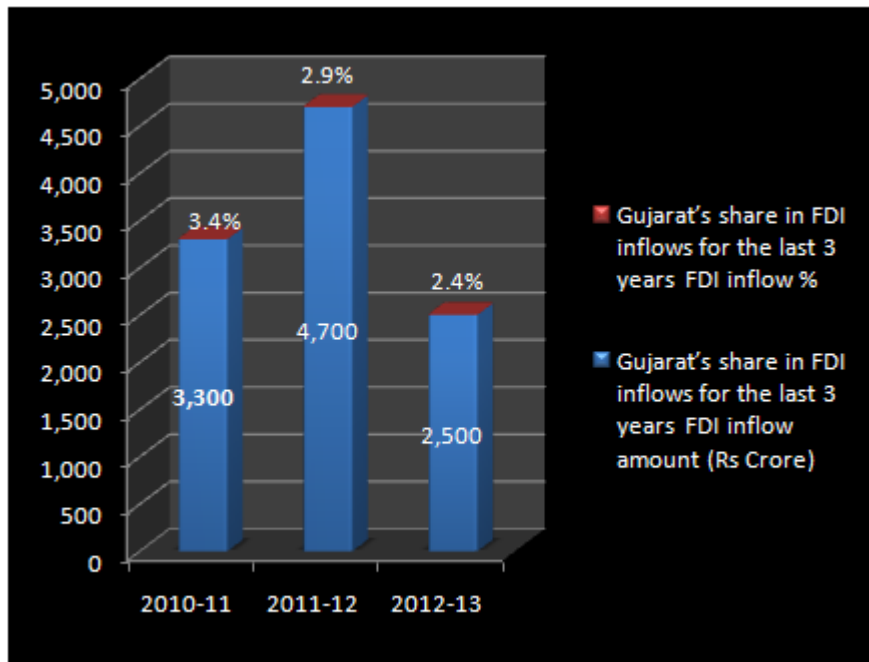
Develop tourist destinations and related activities

- Diversify products tourism in order to attract more tourists true override consumer choice
- Develop pilgrimage centres as tourist destinations
- Create hotel and accommodation facilities for budget tourist

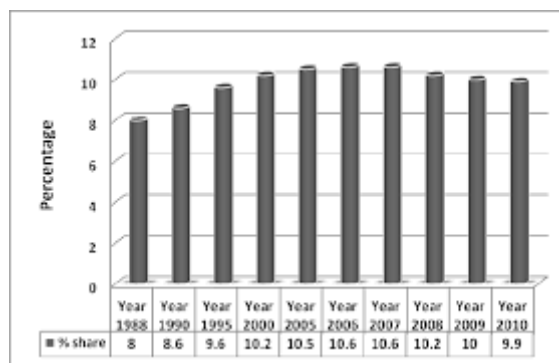


- Strengthen the existing infrastructure and develop new ones where necessary
- Create tourism infrastructure so as to preserve handicrafts folk arts and culture of the state etc

FDI in Gujarat



Tourist in Gujarat





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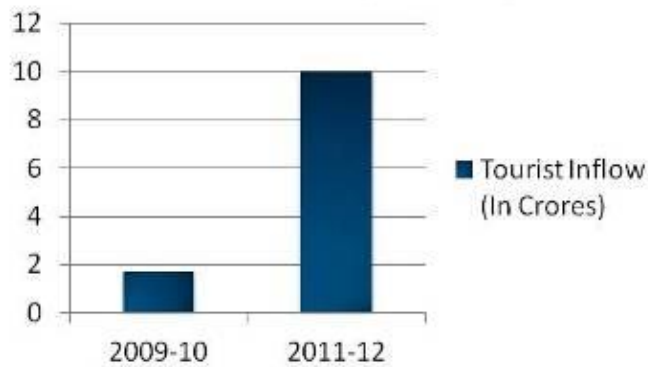
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### The Growth of Gujarat Tourism

A robust growth in tourist arrival in Gujarat in the last 2 years!

Tourist Inflow (In Crores)



**Highlights:**

Tourist inflow has risen from 1.70 crores to 2.24 crores

Gir National Park, known for Asiatic Lions saw a 55 percent increase in tourist visits in 2010-11

A 30 percent annual rise in tourist inflow in the State

Tourism in Gujarat growing at 16% annually versus India's annual tourism growth rate of 7 %

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