



*Giving an
Identity to India
Case B*

Introduction

In the case title “Giving an Identity to India Case B”, the lens of the actions that have to be taken in order to improve India’s positioning on the international arena is turned. The case established a plan with a view to reposition India globally, take appropriate measures to identify the country’s image and the obstacles that distort the progress.



Background and Context

The Indian government which realised the importance of a strong global front thus embarked on an exhaustive exercise to build an exclusive Indian identity. It required not only to showcase the India's culture and tradition but also to promote India as an emerging economic power and emerging super power.



Branding India's Strengths

Stressing the importance of the Indian culture, especially multiplicity, technological progress, and development of economy. The strategy, therefore, entails tapping into success stories and presenting the world with India's innovation stories.



Conclusion

The “Giving an Identity to India Case B” clearly captures the essence of the fact that such an endeavor requires strategic planning in a nation’s effort to project the desired image across the world. The perception management efforts in branding along with international engagement are the ways in which India can consolidate its position as a major world power.



RESOURCE

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