

Global Tricolor approach will help India to become 3rd Largest Economy

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Abstract

Globalisation or Global marketing approach means business across the globe or the business with no country boundary. Dr Manmohan Singh under Prime Minister of P V Narsimha Rao, worked for globalisation policy in 1991. The only road ahead to overcome the economy crises, eventually the Concept was conceived by Prime Minister Rajeev Gandhi in 1980. Presently we are at 5th position at GDP with 3.5 Trillions USD. Now we want to become 3rd largest economy with more than 5 Trillions USD.

While moving globally, we deserve to be kind and helpful to the nation which includes least developed nations, developing nations and also developed nations, meaning there by for India all Countries are our market which includes, USA, UK, China, Canada, Germany, Russia, France, Japan, Australia and so on.

The Tricolor Mantra will help India to achieve the success towards moving 3rd largest Economy of Five trillions US\$ Dollar. As mention

- (1) Space Research & Telecommunication.
- (2) Health care products & Services.
- (3) Combat or Defence Product & Services.

Keywords: Liberalisation, Mantra, Combat, Defence, USD, GDP, PPP, NASA, ISS, AIIMS, PPE Kit, Vaccine, API, UNSC, DRDO, HAL, SIPRI.

Introduction

Dr Singh was the first man, who framed the Economic Libralisation proposal. As the policy the three are (a) Political Globalisaion (b) Cultural Globalisation(c) Economic Globalistion. Congress Led Government under leadership of P.V.Narsimha Rao started the approach of Globalisation under Finance Minister Dr Manmohan Singh. It helped the Central Government to overcome the crisis being suffered by the nation. To strengthen the economy all the world company are invited to setup their plant and office in our land. All the big giants of the world invested in India in the field of Science & Technology, Logistics, Locomotive , Drinks & Breves, Medical Equipment etc. All these efforts helped us to look after the need of the nation, which was the need of hour and economy improved with the Job being offered to Indians.

Now the Phase-2 has come, when we can export the product to the parent company by which company can get the same quality product at less manufacturing price. We are now planning to become 3rd largest economy by which GDP (more than 5 Trillion US Dollar) growth in the situation there multinational company working in India must have important role to play.

As the sum up, That was the time 1991 when we need the multinational companies to come by the efforts India's economy has improved with stability of the nation. Now it is India's time to move the global market and help other nations economy.

Do India deserve to be the 3rd largest Economy

India deserve to be the 3rd largest economy with the GDP more than five trillion US dollar, because India consist with the good business man, Engineers, Professionals, Doctors, Researchers and also politicians, who has now starting making waves across the world.

1. Al-Jazeera -30 April 2014- stated that India emerged as the world third largest economy in 2011 from the 10th largest in 2005, in terms of Purchasing Power Parity (PPP) as USA the first. China the second and India on third. Today also India PPP is on 3rd position as we know China and USA are above us.

2. The world Statistics confirms that the position of India is improving tremendously.

With GDP ----- India Stands-
 Year 2022-----5th Position.
 Year 2019-----5th Position.
 Year 2014-----5th Position.
 Year 2009 -----11th Position.
 Year 2004-----12th Position.

For almost 8-10 years. India's Economy has improved well and present stand at 5th position. The above are USA, China, Japan, Germany etc. These two information or data states that India is close to the position of 3rd rank in both PPP and GDP.

Tricolor Mantra - key of India Success

Tricolor approach means three different steps to achieve the great goal of 3rd largest economy.

(1) Space Research & Telecommunication

It is the big chapter which can not be understood properly but we can understand the approach and goals of ISRO (Indian Space Research Organisation). We have seen the Milestone achieved by the team of Rocket man Dr K Sivan, which includes launching 104 satellite in one shot {15 Feb 2017} and Mars project as “ Chandrayan -2” on 22 July 2019. World over It was depicted that the Indians Scientist or Engineers are second to none.

(a) **The cost** of launching is less than the developed nations means good opportunity to us to take together the developing nation with the Space related facility like

- Weather Satellite Service.
- Military Satellite Service.
- DTH Technology and Radio Service.
- Navigation & Tracking service.
- Telephone Service as the satellite phone.

Our approach should be to enhance the same approach to poor country's to plan for the welfare leading to International trade or Foreign Currencies. It should be immediately taken into consideration as “Brihat Bharat” approach as good relationship with neighbour, south African and middle east nations.

(b) **Space Tourism** is the emerging market which has to be considered for the growth and prosperity. It is for those people person who are medically fit and love Adventure with Joy as recreation. We have to form a Team who can invite people globally for the beautiful event. The Space Tourism as per the Ticket size can be divided into three adventure

- *Orbit Tourism Space (Full Earth View).
- *Sub-Orbit Tourism Space (Zero gravity earth view).
- *Lunar Space Tourism (Trip to Moon space).

Before 2009 Space tourism made by eight (8) space flight with Russian Soyuz Spacecraft. The first participant happily paid in excess of Twenty million USD each for their ten days visit to the ISS (International Space Station). On June 2019, NASA (USA) announced that from 2020, the organisation aim is to start allowing private astronauts to go on the International Space Station (ISS) which is planned to be thirty five thousand dollar

(35K USD)per day for one astronaut. And the estimate ride there and back will be Fifty Million US dollar (50 Million USD). We have to consider the December 2005 the united states government released a set of proposed rules for the Space Tourism, which includes Screening proceeding and training with emergency situation handling.

Since Russia and United States already moved forward for Space Tourism with the welcome feedback from the tourists. Now it is our time (India) to plan for Space Tourism, Our ISRO scientist are quite mature and Experienced to manage such entertainment trip a great Success. Which has advantages over others as

- Less Investment to send the tourist in space than others as International Rate.
- Here we will get the good foreign currency (USD) the Ticket size, better rate than other.

(c) **Space Research joint Venture** - Government has already moved in the joint venture with other countries in Space Projects as 104 Satellite in one go, we have to enhance the Co operative nature with more countries. Resulting best Image and Money Internationally.

(2) Health Care Product & Services

During the Covid-19 pandemic the world over has shown the faith of Indian medicines. Now we have to become brand leader in the segment.

(a) **Medicine formulation** or finish product- Indian Pharmaceutical Industries are quite capable to feed the world with the medicine formulation or finish product of medicine. It can be of any category Tablet, Capsule, Softsule, Syrup, Injection or powder. More importantly we can serve them with their own pharmacopoeia e.g. = I.P (India), B.P (British), J.P (Japan), U.S.P (United States), E.P (Europe) etc.

(b) **Active Pharmaceutical Ingredient** (API)- we are already in the field of API, now we have to give pace to it, meaning there by as per the customer requirement we can serve the nation, with Bulk drug or ingredients.

(c) **Disposable Products**- Since 2020, India has worked hard and full-filled the gap which was there particularly the disposable products range which includes, =- PPE Kit, Face Mask, Syringes, Gloves, Sanitizers, Cottons etc.

(d) **Life saving Equipment**- Life saving equipment or Bio-Medical Equipment segment we are weak, therefore it is the time to us to do the tie-up with the multinational companies to come with joint Venture. It will help us to capture the gap which is there. Now Oxygen providing equipment is also the part of it.

(e) **Vaccine Technology** or Biotechnology- Vaccine is said to be the preventive medicines for the life threatening infections, So that it has the better future in the coming days. We must help the Bio-technology companies to come up with all kinds of Vaccines for the World use.

(f) **MEDICAL TOURISM** - India poised to be a emerging market of Medical Tourism, because the medical facility is of World Class with well qualified doctors and Hospital facility with economic rate over international market. Medical Tourism(Patient) market size was of 19 million USD in 2018 and expected to grow more than 6.5% from 2019 to 2025. Medical Tourism is growing by 30% with 6 billion in 2020 in India and Chennai named as Health Capital of India, Apollo Hospital has taken the major Share of it. Now we have to attract the International Patients to come for Medical treatment facility, particularly with AIIMS hospital or good government Hospital, one Special Unit should be there for International Patients, with easy Visa facility and all. Since AIIMS is present in all major Cities of India so we would have the upper hand to serve more and more patient with International Rate. As per the norms we can serve our patient with following services

-* Medical treatment Service.

_*Surgical Treatment Service.

-* Fertility Treatment Service.

-* Ayurvedic Treatment Service.

The Medical Tourism terms means the Patient is being treated in Hospital side by side the Attendant or co follower of patient can see the all important places of the City as tourism. South Asia, Middle East, African Countries should be taken immediately into the Consideration.

(3)Combat-Defence Services & Products

21st Century is India's Century as emerging power Centre of south Asia or we can say the Best Armed forces of south Asia. We do joint Military Exercises with almost all developed nations. It is right to say that Indian Forces has participated forty nine time as Piece Keeping Force under United Nation Security Council (UNSC). India performed well in all the places where UNSC assigned.

(a) **Extending DefenceServices** :- Opinion is to do the Defence Security agreement with the other nations as second line of Defence system, the way we do the with Nepal and Bhutan. Other way around we should support the country with Training & Education to their forces at our end including joint exercise.

(b) **Personal Care Defenceproduct** :- It consists of all the Clothes and accessories which a soldier wear. It includes all weather Clothes, Bullet proof Jacket, Hi-tech Helmet, night vision Camera and Shoes. DRDO has developed the bullet proof jacket which is light in weight with the high quality tested with other brands, The Soldier Shoe produced by 'NogaEinat' of Kanpur are the best quality foot wear for the forces. All these good product should be marketed for better foreign currencies

(c) **Combat-Defenceproducts** :- With the Make in India drive India has started developing their own Defence and Combat Product as under -

-* Navy= Initially we were doing the repairing of War Ships, but now we ingeniously developed Warships, Sub-marine, Patrolling boats and now also Aircraft Carrier Modern equipped Warship (Vikrant). These products are of big demand, keeping our requirement in priority we must market all the Products. The arms and Ammunition used in these war ship are also made available with us as best quality, As Torpedo (Shyena 9')developed by DRDO,Dr Kalam named missile(K-Series), Dhanush Missiles(38-60 Km), Agni Missile, etc. Now it is the time when we can do Sales of our Make in India product for piece and prosperity.

-* Army= DRDO has already developed the missiles targeting ground to ground, ground to Air(Anti Ballistic) Anti Tank, Anti Ship means missile target 9 Km (Trishul) to 200Km (Prithvi), 5000 Km (Agni), 12000 Km (Agni-6) Brahmos missile. India has developed Battle Tank "Arjun", 155 MM towed "Howitzer" heavy Gun. For warriors AK-47 and AK-203assault Rifles is produced with the collaboration of Russia.INSAS Indian Small Arms System produce Light Machine Gun (LMG) and Assault rifle and their Cartridges. These all product should be promoted with big way.

-* AirForce = Single jet Engine combat Aircraft "Tejas" now can fly with nuclear head missile, a perfect fighter Jet for the modern world as it can attack Air to Air (Astra- 80 Km range) and Air to Surface missiles. More ever the cost

of Aircraft developed by HAL, is much attractive than developed countries. Another product of HAL is Light combat Helicopter-LCH “Prachand” is another beautiful product which we can promote to other nations. Radar System and other combat missiles and anti Aircraft gun are there to the World.

National Security is the agenda where No country want to Compromise and it is now world wide problem because now there are two types of Enemy one is Terrorist-Militant and other is another Country.

Conclusion

The 25 Countries selling the most weapons as per SIPRI. The 1st USA with 39%, 2nd Russia with 19%, 3rd France with 11%, 4th China with 4.6% , market Share. India is just in top 25 list with 23rd position with <1%. Here we are very weak and should be taken care immediately and our Make of India drive has lot of things to give. As seen by us at PPP we stand at 3rd position and at GDP we stand on 5th position.

The day we will improve our performance in the Tricolor mantra , no doubt our performance will the best as 3rd Largest Economy. These mantra are

- (a) Space Research & Telecommunication.
- (b) Health-care product & Services.
- (c) Combat-Defence Services & Products.

We wish will soon be in the top three countries of the world with GDP and Economy.

KEY Words -

Liberalization - Removal or loosing of restriction by the government in economic or Political.

Mantra - Tricks or Methods.

Combat - Fighting between armed forces.

Defence - Protection against the attack.

USD - United States of America currency Dollar.

GDP - Gross Domestic Product.

PPP - Purchasing Power Parity.

NASA - National Aeronautics and Space Administration, USA.

ISS - International Space Station at Earth Orbit.

AIIMS - All India Institute of Medical Science, 19 College and Hospital active, Five more to Come.

PPE Kit - Personal Protective equipment as Kit.

Vaccine - Biological Substance which protect immunity to a particular Infection or disease.

API - Active Pharmaceutical Ingredient.

UNSC - United Nation Security Council.

DRDO - Defence Research and Development Organisation.

HAL - Hindustan Aeronautics Limited,

SIPRI - Stockholm International Piece Research Institute.

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