

**ENTREPRENEURSHIP DEVELOPMENT AND  
LOCAL BRANDING POSSIBILITIES OF KERALA**

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**ABSTRACT**

Kerala's economic developments greatly depend upon the utilization of its own resources in accordance with the globalization scenario. So local branding of Kerala resources has more important. The possibilities and the areas which can be converted for local branding are discussed here. Its geographical, cultural and educational backgrounds are the main advantage for this local branding process. Educations, Agriculture, Tourism, Health care, Information Technology are the main areas for this local branding movement. The government must give more importance for making policies to accomplish this goal. Regional branding goes beyond commodification and can be equated with the culture of Kerala. Global thinking and local action is the mantra for the entrepreneurship development of Kerala. But there are a lot of problems for the conversion of local brand in the world market. The authorities and the entrepreneurs must take necessary action to overcome these obstacles. The object of this study is to find out the areas which are suitable for Kerala's local branding which leads to entrepreneurship development among the state.

**Key Words:** Local branding, Place branding, Glocalisation, Agri-entrepreneurs.

**Introduction**

Kerala is considered as a consumer state. The literacy percentage of Kerala is high compared with other states in India. That's why most of the younger people in Kerala turned to be as employees. They are at both private sector and public sector within the country and abroad. But the entrepreneurial culture among the keralites is very low.that's the reason for the backwardness in the field of entrepreneurship. The industrial productivity rate and unemployment rate shows lower range. In this situation Kerala is ready change its business strategies look forward to make new policies and programes for its entrepreneurship development. Kerala have educated and skilled people, they are considered as the best sources for local branding and entrepreneurship development. With the effective utilization of these powerful man power and the scope of Glocalisation Kerala can move in to new face.

**Kerala's advantages for local branding.**

1. Educated people.
2. Natural advantages.
3. Heritage and traditions.
4. Standard of living of people.

**EDUCATIONAL BACKGROUND**

The most favorable condition for the localization of Kerala is its excellent education background. Kerala has powerful human resources which can be utilized for local branding of their products and services. *Brand Kerala* concept formulation and its implementation can be done through this resourceful youth. Kerala has a higher education department aims to equip post-secondary education with new skills, a broad knowledge base and a wide range of competencies to enter a more complex and interdependent world. The Government in Higher Education Department aims to convert Higher Education Institutions in the State into Centers of Excellence and ensure quality education through Academic Excellence. The Department of Higher Education is responsible for the overall development of the basic infrastructure of Higher Education sector, both in terms of policy and planning. The Department looks after expansion of access and qualitative improvement in the Higher Education, through world class Universities, Colleges and other Institutions. This department takes initiative in System for online application for foreign travel (SOAFT), PLANSAPCE –an information system for concurrent monitoring and evaluation of plan schemes a project initiated by Kerala state planning board in technical collaboration with IIITM-K. These vigilant actions move Kerala in a high position. The technical and health education conditions are very favorable for Kerala. These human resources now used for employment area, but this can be converted in to entrepreneurial development of the state. That means Kerala needs not employees but entrepreneurs. To promote entrepreneurial ventures of students in campus, the state government has started Technology Business Incubation Centers in 8 government engineering colleges and 4 polytechnics and one at Supervisory Development Center at Kalamassery. During the first year of the 11th Five-Year Plan 590.24 crore had been earmarked for education sector of which 98.78 per cent was expended. The outlay has increased significantly during these five years with 1,330.79 crore being earmarked in 2016-17. The percentage share of higher education has increased significantly over these five years whereas outlay of technical education has increased only marginally during this period.

**Enrolment of students in Arts and Science Colleges in 2016-17**

**Table: 1**

COURSE	TOTAL	GIRLS	BOYS	% OF GIRLS
B.A	117874	77334	40540	65.61
B.Sc	99017	73809	25028	74.54
B.Com	42519	26819	15700	63.60
Total	259410	177962	81448	68060
M.A	13733	9307	4426	67.77
MSc	16772	11705	5067	69.79
M.Com	5632	4009	1623	71.18
Total	36137	25021	11116	69.24
Grand Total	295547	202983	92564	68.68

Source: Directorate of Collegiate Education

#### NATURAL ADVANTAGES

Kerala is gifted with natural beauty and greenery has Arabian Sea on one side and Western Ghats on the other side, providing different wonderful experiences such as Hill stations, Beaches, Backwaters, Wild life, Waterfalls with all most all the experiences geographically closer to each other. Right from earlier centuries Kerala has marked its presence in the global spice market for its rich flavored spices. In Kerala you can visit Spice plantations and get a firsthand experience of everything in the world of spices. Spice tourism is gaining momentum in Kerala. With dreamy cruises in the serene backwaters, sparkling palm-fringed beaches, green-carpeted rolling hills, exotic wild life sanctuaries, soft gleaming white sands, unending stretches of turquoise blue water, tall palm groves, lush green woods, sprawling plantations are some of the natural specialties which can be used for local branding and entrepreneurship development. This may be act as the base stone for the development of Kerala. The best way to improve the economic development is the effective utilization of these natural advantages.

#### HERITAGE AND TRADITIONS

Kerala has a rich cultural heritage. Its diverse culture is influenced by three main religions of Hinduism Christianity and Islam. Exquisite sculptures music and dance forms can be seen in the historic

development of Kerala's cultural traditions. The traditions of Kathakali and Mohiniyattom are highly developed arts forms that have been developed from their folk origins in to highly evolve classical dance forms.

The food of Kerala consists of a wide variety of vegetarian and non-vegetarian food. The food consists of fish, meat, poultry and rice preparations. Kerala food is loaded with many spices as well. Kerala Sadya is a banquet meal prepared during functions and festivals. Kerala offers the most authentic Ayurvedha Experience and can be called the land of Ayurvedha lot of Domestic as well as International travelers are heading to Kerala for having the first hand experience of Ayurvedic rejuvenation treatments and massages

#### STANDARD OF LIVING OF PEOPLE

The following elements are favorable for Kerala which shows the improved standard of living of people.

1. Good hygiene.
2. Low poverty Rate.
3. Uniformity in development.
4. Evenly distribution of income.
5. Higher labour cost.
6. Good healthcare and educational institutions.
7. Highly political and well read persons.

From the above elements we can find out that Kerala has great scope for local branding of its resources and through which improve the speed of economic development by starting new ventures. The possibilities and areas of Kerala's local branding can be point out through this study.

#### **Recommended areas for Local Branding**

1. AGRI-ENTREPRENEURSHIP

The demand for Indian organic food products is on constant increase world wide as India exported organic products worth \$ 515 million in financial year 2017-18, from \$ 370 million in 2016-17, say officials from Agricultural and Processed Food Products Export Development Authority (APEDA). In this situation Kerala can effectively utilize its favorable conditions and all the farmers are converted in to agricultural entrepreneurs. Their products can be effectively processed, packed, and marketed in the world market directly through this local branding process. The brand must be in the name of Kerala. Kerala's own spices and agricultural products that are vegetables and milk products are to be marketed.

## 2. FARM TOURISM ENTREPRENEURSHIP

Kerala's farms and paddies can be utilized for tourism purposes without harmful to the agricultural and eco system. These entrepreneurs can provide accommodation, farm visit, farm shops, and guided visits in farms, farm activities etc. The farmers are able to manage these activities with their regular activities and earn more money as an entrepreneur. There is a possibility of converting potential cropped areas of the state as tourist attractions with minimum intervention to transfer the benefits of tourism directly to the farmers. The various schemes underway are intended to prepare the Farms/Plantations of Kerala to receive tourists by presenting a positive image of the farm and of agriculture as a whole, in view of revitalizing the agriculture sector of Kerala through tourism.

## 3. CULTURAL ENTREPRENEURSHIP

Cultural Tourism is another tool for the localization of Kerala brand. It may involve: Costume festivals, folk performances, arts and crafts, music tourism etc. The entrepreneurs act as the managers for the cultural activities. It can be marketed all over the world by providing services at their destinations also. They are not only operators but the entrepreneurs must be the protector of culture and heritage. Kerala festivals like *onam*, *thrisoor Pooram* etc may be branded in world tourism. Kerala's own dance styles like *Kathakali*, *kooth*, *ottanthullal* etc. are tagged with the cultural entrepreneurship. Music shows and other stage shows are converted in to entrepreneurship through local branding.

## 3. RESTAURANT ENTREPRENEURSHIP

These entrepreneurs can brand the cuisine of Kerala that is its traditional food types and methods of preparation. The taste is world widely accepted branding method, so the starting up of Kerala branded

hotels and food hubs are the major attraction of this business. The Kerala branded restaurant has great scope all over the world.

#### 5. HEALTH CARE ENTREPRENEURSHIP

The Kerala youth are more graduated in the field of health care and auxiliary education. And Kerala has traditional Ayurvedha system, and traditional style of health care. This can be formed in the entrepreneurial frame work such as Hospitals, Nursing care services, Traditional treatment centers such as Ayurvedha, yoga etc.

#### 6. RETAIL ENTREPRENEURSHIP

Many of the Kerala people engaged in the activities of retail business as employees .their experience can be converted in retail entrepreneurship. The English knowing people in the state are large that's why they can be the best retailer among the world with this communication ability.

#### 7. INFORMATION TECHNOLOGY ENTREPRENEURSHIP

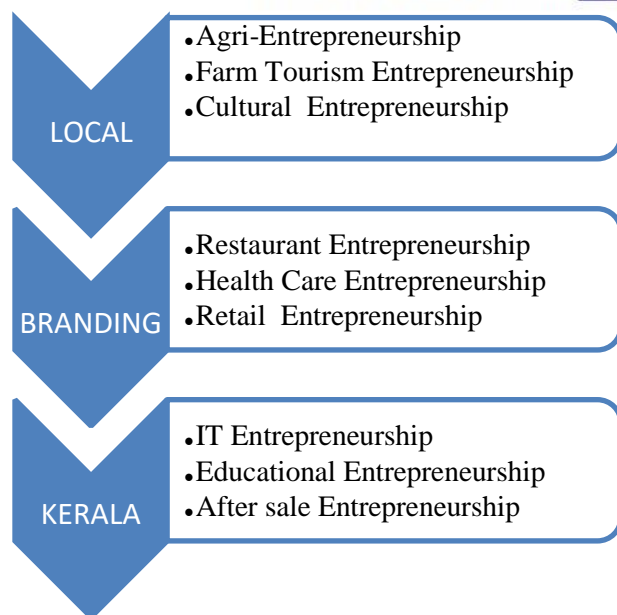
Many of the Kerala youth are specialized in IT Sector both hardware and software. This technical knowledge can be utilized for the marketing side of brand kerala.The network business and online business will be the major platform for the brand Kerala project. They may be step into entrepreneurs from employees.

#### 8. EDUCATIONAL ENTREPRENEURSHIP

Kerala brand can start educational institutions among the world which cover our own traditional styles and international styles. It may be teacher groups, mentor groups, motivators, special education teams, recourses groups etc.With the help of information technology can made educational software development.

#### 9. AFTER SALE ENTREPRENEURSHIP

The technical ability of Kerala's youth is now using in employment.. They can form entrepreneurial groups and work for major electrical and electronics companies as entrepreneur group. The government authorities must give financial support for these ventures and the youth can develop their own business and work on contract basis with the multinational companies.



## CONCLUSION

From the above study it is found that the Local Branding process of Kerala is essential element in the entrepreneurial development of the state. With the effective management and control is needed for attaining the same. The plus points which can be useful for the entrepreneurship development of the state are very much natural in the state. So the local branding of Kerala goods and services will protect the naturality of the state and ensure the speedy economic development of the state. The major areas which are discussed above will be act as catalyst in the economic development only if the government takes appropriate policies and procedures for localization of product and services.

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