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ANALYSIS AND INTERPRETATION ON ROLE OF SWADESHI GOODS ON DEVELOPMENT OF HARYANA REGION

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ABSTRACT

SWADESHI is a product designed by Indian traditional styles such as ayurveda, Herbs, and Naturopathy, among others. The word SWADESHI comes from Sanskrit. It is a combination, or 'SANDHI,' of two words: 'SWA' for self or own and 'DESH' for country. So, while SWADESH tends to mean "one's own country," SWADESHI is an adjective which means "of one's own country." In this research we found that people tend to prefer Swadeshi medicines the most as they are cheap and there are no side effects of ayurveda. Country like India where majority of population is under poverty Swadeshi is the best option for the people as well as for the economy. We gathered information from different respondents in

Haryana. SWADESHI products perform better. Support "ATMANIRBHAR BHARAT" and promote "MAKE IN INDIA"

Keywords: MAKE IN INDIA, SWADESHI, AYURVEDA.

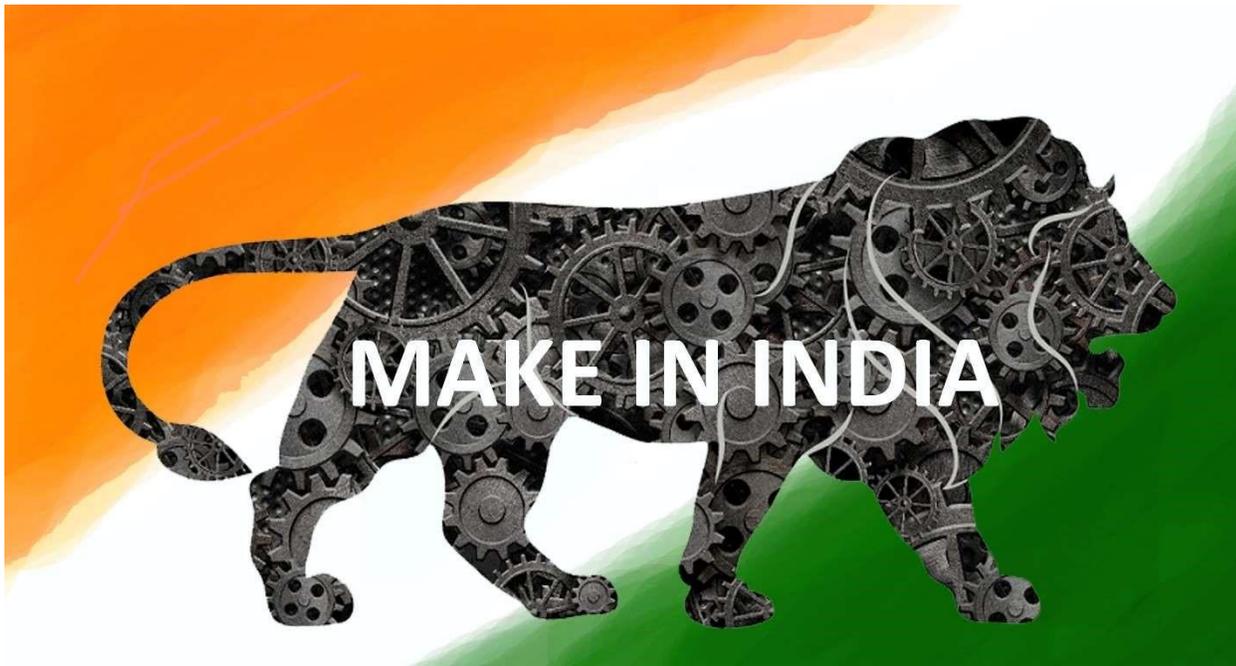
INTRODUCTION

Swadeshi products are those designed and made in your home nation by your businesses. Tata Group, Airtel, Amul, and Patanjali are some of the Indian companies who produce swadeshi goods. As the Indian economy expands, it is critical that we support it by purchasing as many swadeshi products as possible. This will benefit our local industries, which will help our economy grow even further. Citizens can help the country's economy by supporting local Indian manufacturers as they strive to build a strong and selfsufficient foundation.

History of Swadeshi Movement in India

The Swadeshi movement was part of the Indian independence campaign and led to the development of Indian nationalism. Before the BML Government's decision to partition Bengal was made public in December 1903, there was growing discontent among Indians. In response, it was formally launched on August 7, 1905, from Town Hall Calcutta, with the target of decreasing reliance on foreign goods in favor of local production. Mahatma Gandhi referred to it as the soul of swaraj (self-rule). After rich self-reliance, the movement grew in size and shape.

The Indian National Congress used this movement as a weapon in its freedom struggle, and on 15 August 1947, Pandit Nehru unfurled a hand-spun Khadi 'tricolor Ashok Chakra' Indian flag at 'Princess Park' near India Gate, New Delhi.



Advantages of buying swadeshi products

1. Increased job opportunities in country

Enhanced job opportunities are more likely if Indians encourage Swadeshi products or Indian brands. The more we consider buying Swadeshi items, the more beneficial our businesses become, and as a result, foreigners will begin to purchase them as well. As a result, business owners will need more employees, which will increase job opportunities.

2. Growth of the Economy

When you buy something in your home country from a foreign corporation, your government benefits as well. Nonetheless, the majority of the profit goes to the country whose products you buy. As a result, it contributes to their GDP growth.

For instance, if you purchase a phone from a Chinese manufacturer, the Indian government receives an 18% tax. The majority of the remaining funds are retained by the foreign corporation. If you buy something from an Indian brand, the majority of the proceeds will go to the Indian government or the Indian people, assisting in the growth of the Indian economy.

3. Other countries' competition

Supporting Indian firms will strengthen India's economy and backbone, allowing it to compete more effectively with foreign countries.

4. Patriotic Feeling

When you use an Indian product, you feel a strong sense of patriotism and happiness. Moreover, by buying Swadeshi products, individuals are supporting the people who work tirelessly and passionately to create the handcrafted items.



AATMA-NIRBHAR BHARAT

SWOT analysis of swadeshi products:

1. Strengths
 - a. Ayurvedic products
 - b. No side effects are there
2. Weakness
 - a. Less awareness
 - b. Time consuming
3. Opportunities
 - a. High purchasing power
 - b. Popularity in urban markets
4. Threats
 - a. Competitions from multinational companies
 - b. Good quality in less price



Charak

Health forever... Naturally

Development of Haryana from Swadeshi products

Haryana is a leading producer of swadeshi products such as khadi, soaps, detergents, and incense sticks (dhoops). As a result, Haryana has had a significant impact on the Indian economy. People prefer ayurvedic medicines and locally produced materials to imported goods. This state also manufactures swadeshi masalas such as turmeric and black pepper. One of the famous companies for ayurvedic medicine is Charak

Shri D.N. Shroff and Dr. S.N. Shroff established a modest beginning in 1947 with a grand vision to position ayurvedic and herbal medicines in India and internationally. After more than 74 years, the vision remains unchanged, albeit with renewed vigor.

At Charak, we make certain that the needs of our customers are met with a scientific, well-documented, evidence-based, and standardised formulation. Charak has grown into a major corporation with three factories: Silvassa (Daman), Samalkha (Haryana), and Baddi (H.P.).

Every product, made of natural ingredients with globally recognised benefits, has been made available for consumption only after years of thorough research and testing.

Personal care solutions are also included in the product line.

SIGNIFICANCE OF THE STUDY

- The study will help in understanding the importance of swadeshi products.
- The study will help in understanding the viewpoint of people for Swadeshi products
- The study will also highlight how swadeshi products influenced people lives..

OBJECTIVES OF STUDY

The following are the goals and objectives for conducting this survey that will aid in evaluating the results:

1. Determine the performance of SWADESHI products.
2. Determine the level of customer satisfaction
3. To understand why customers prefer SWADESHI products.
4. To learn what factors consumers consider when purchasing products.

5. To examine all of the factors that distinguish product quality.

METHODOLOGY

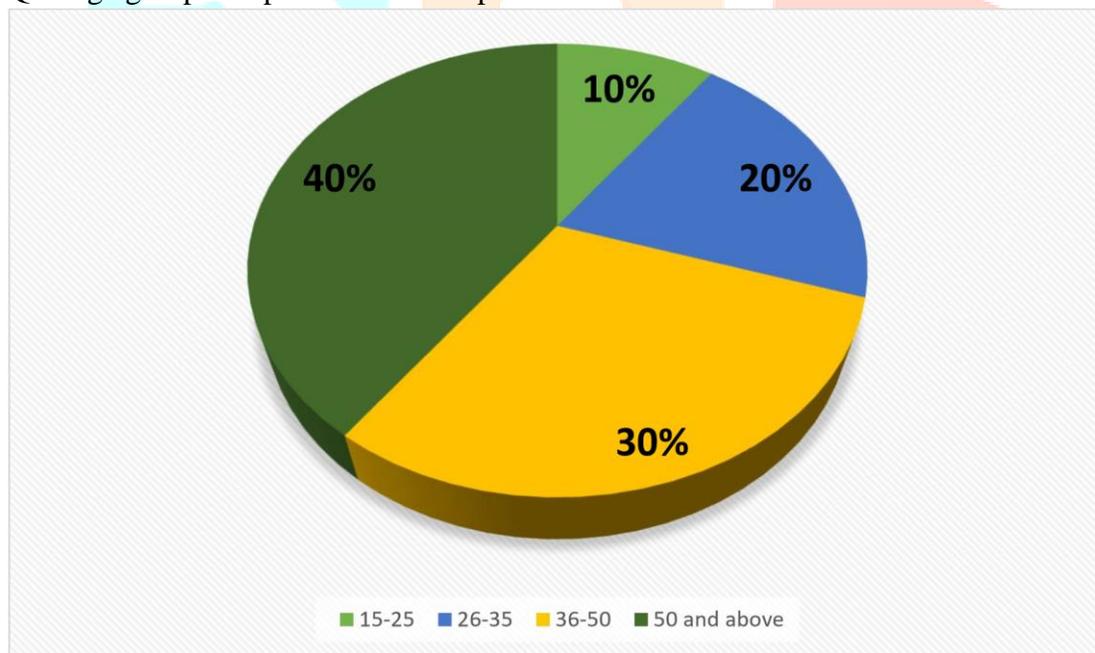
- 100 respondents of different age groups were selected from Haryana region and a questionnaire was administered to them in order to understand the value of Swadeshi products on their daily life and how it has helped them contribute more toward the economy of India.

DATA ANALYSIS

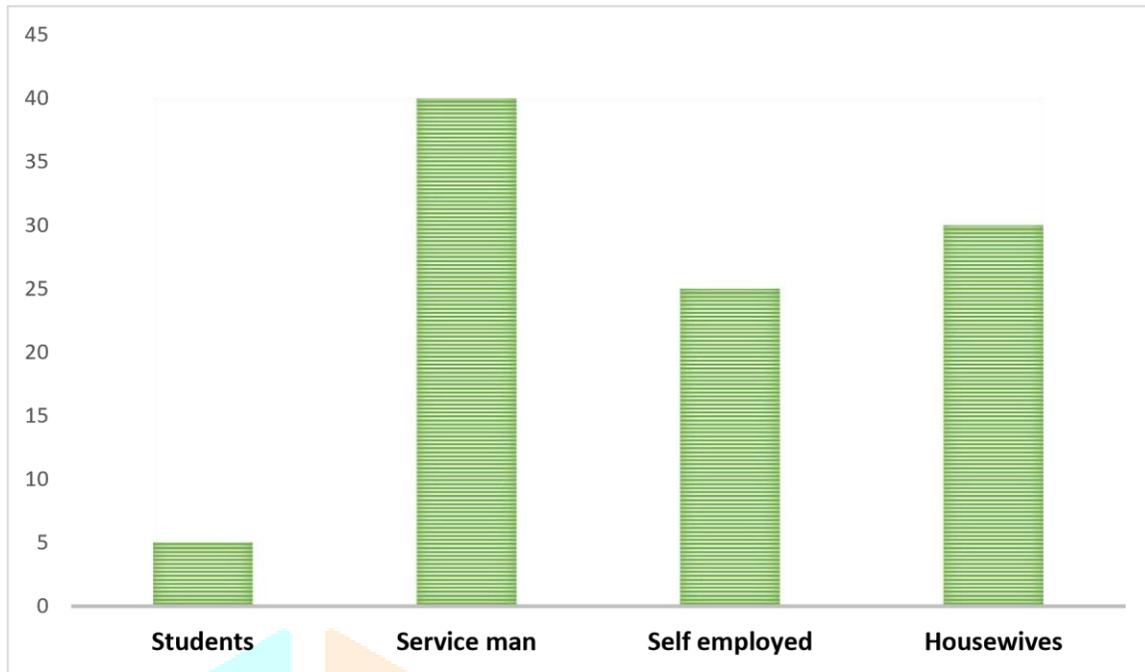
In this section we will be analyzing the data collected through the short survey by circulation of questionnaire to 100 respondents aged in the different age group from Haryana region to understand how often they prefer Swadeshi products?

On the basis of all the above questions we can conclude if it is going to benefit them or not. The data collected through questionnaire is presented in the form of bar graphs and pie-charts for easy representation and analysis.

Q1- Age group that prefer Swadeshi products most of the time?

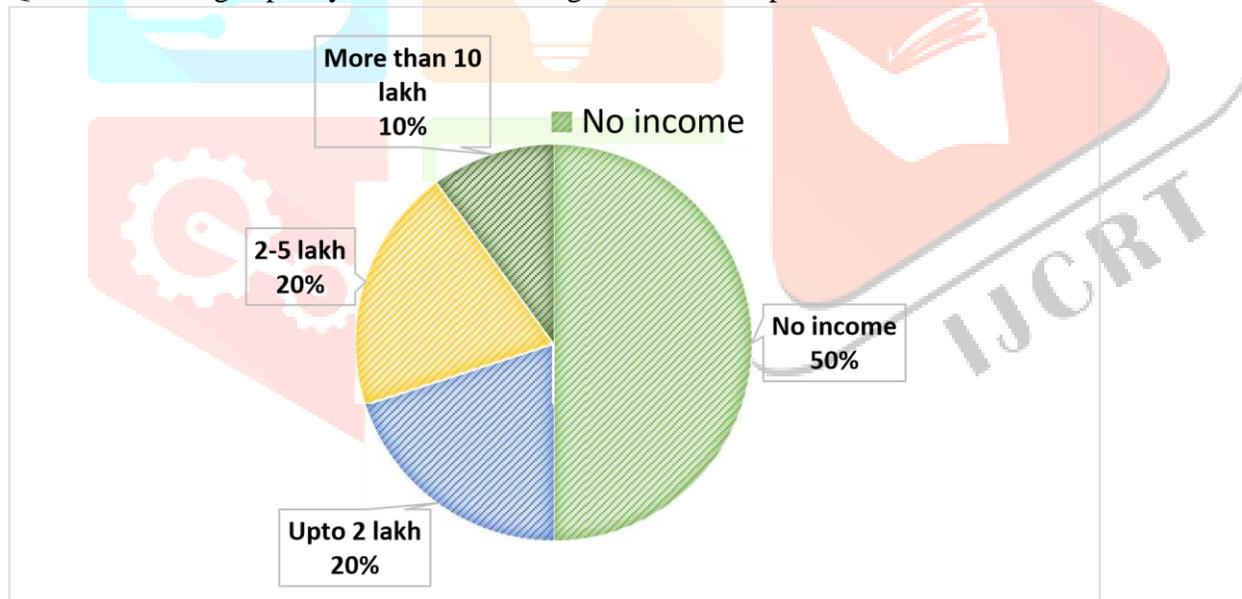


- 40% of the people above 50 years of age prefer Swadeshi products
 - 10% of the people 15-25 years of age do not prefer Swadeshi products
- Q2- Which profession of people prefer Swadeshi products?



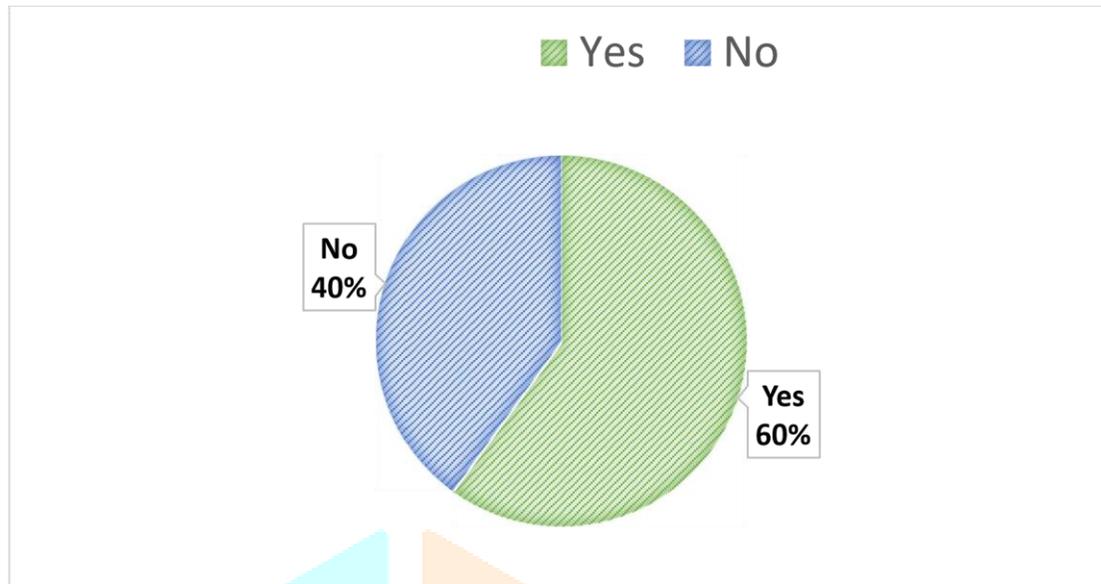
- Most of the Swadeshi product users are the service men
- Very few students use Swadeshi products

Q3- How earning capacity influence the usage of Swadeshi products?



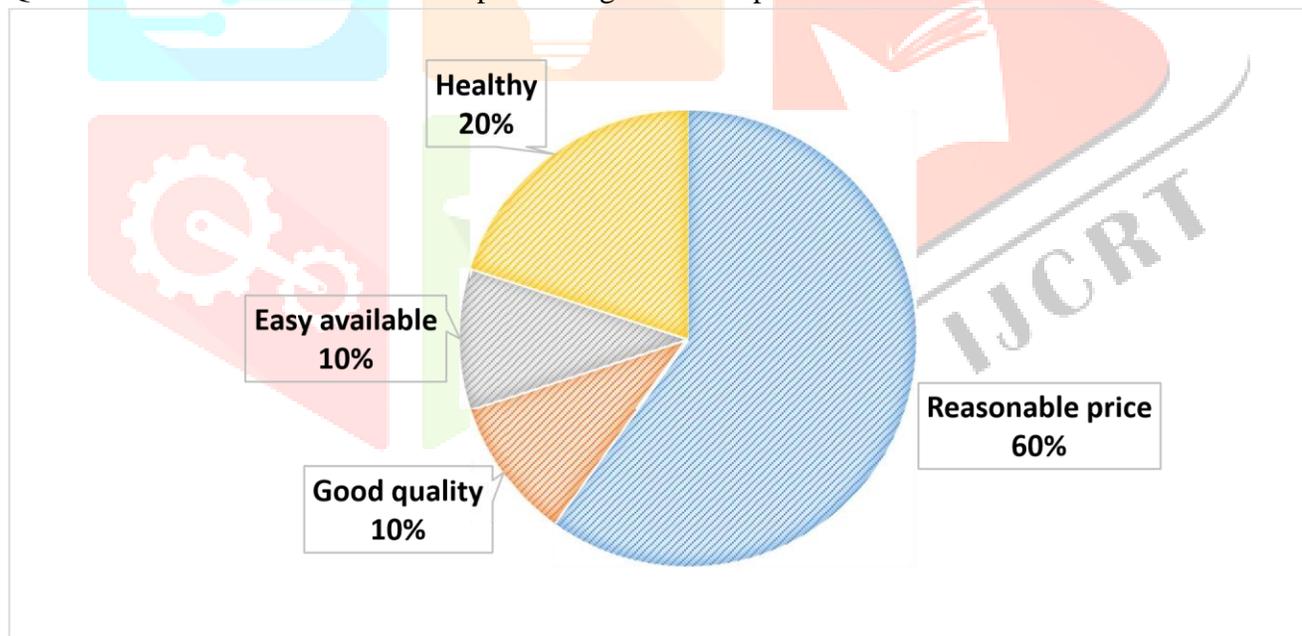
- 50% of people with no income use Swadeshi products more People with high income avoid using Swadeshi products

Q4- Are you aware of the benefits of using Swadeshi products?



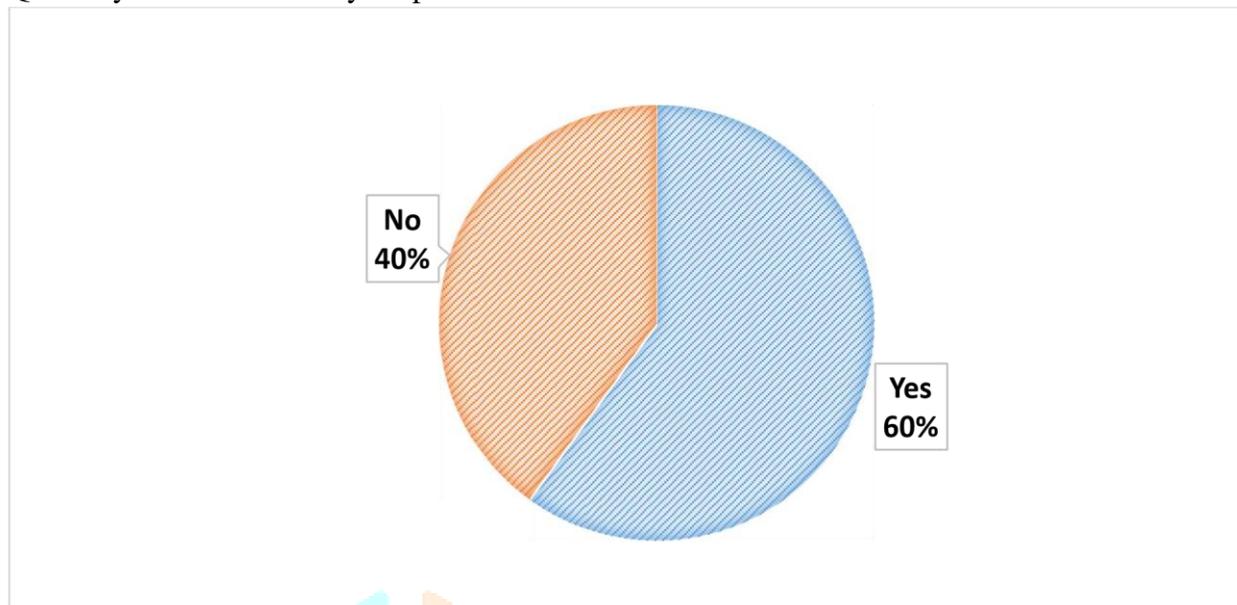
- Most of the people are aware of the benefits of Swadeshi products.

Q5-Which factor influence more for purchasing Swadeshi product?



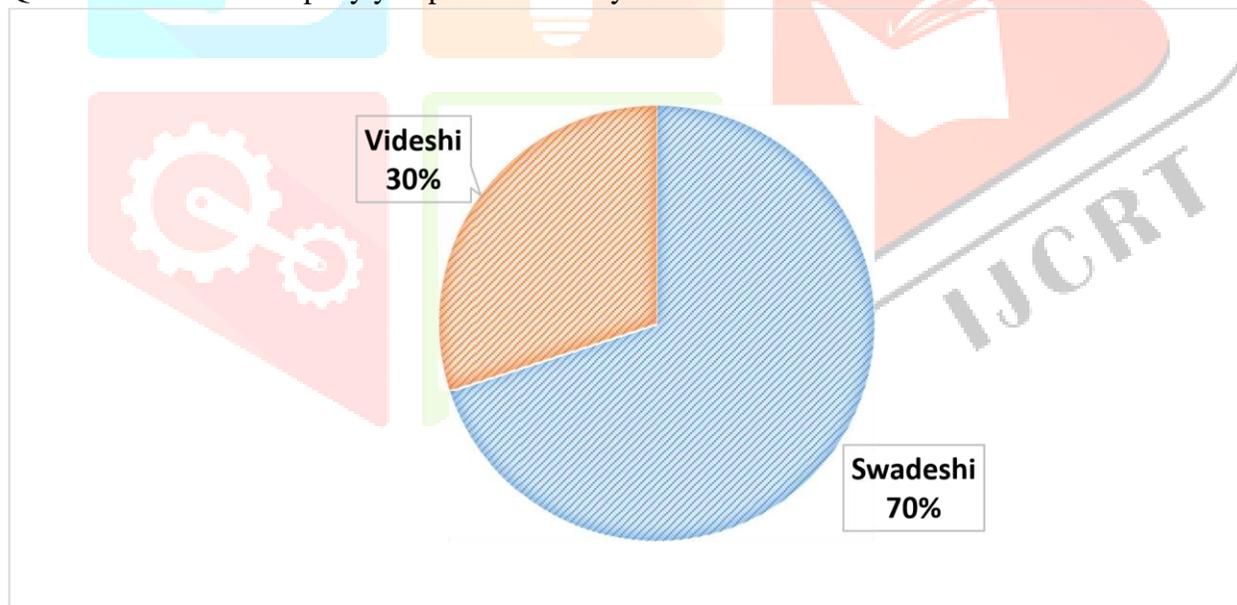
- Most of the people buy Swadeshi products and they are available at a reasonable price

Q6-Are you satisfied with your product and recommend to others?



- Most of the users are satisfied using Swadeshi products and are eager to recommend them to others.

Q7-Which kind of company you prefer basically for medicines?



- Most of the people use Swadeshi medicines basically ayurveda.

FINDINGS

- 40% of the people above 50 years of age prefer Swadeshi products □ Most of the Swadeshi product users are the service men.
- 50% of people with no income use Swadeshi products more.
- 60% people are aware of the benefits of Swadeshi products.
- 60% people buy Swadeshi products and they are available at a reasonable price
- 60% of the users are satisfied using Swadeshi products and are eager to recommend them to others.
- 70% of the people use Swadeshi medicines basically ayurveda.

CONCLUSION

- Swadeshi products are mostly preferred by senior age people
- Many people buy these products as they are available in very less price as compared to any foreign products.
- People with less income prefer these products due to their low prices.
- These products are less popular among the students or low aged people.
- Students prefer foreign brands more than Indian brands.

REFERENCES

- [Charak - International Herbal Healthcare & Pharmaceutical Company](#)
- [Know about Swadeshi Products and Swadeshi Companies \(khatabook.com\)](#)

