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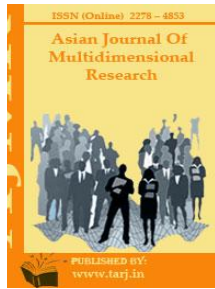
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## CONSEQUENCE OVERVIEW OF DEMONETIZATION MAJOR AFFECTED AND EFFECTED SEGMENTS IN INDIA - A STUDY

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### ABSTRACT

*Demonetization is the act of stripping a currency unit of its status as legal tender. It occurs whenever there is a change of national currency. The current form or forms of money is pulled from circulation and retired, often to be replaced with new notes or coins. Sometimes, a country completely replaces the old currency with new currency. On Nov. 8, 2016 Prime Minister Narendra Modi of India surprised investors and consumers by declaring that 86 percent of the nation's money stock would no longer be a medium of exchange or store of value. The move was intended to ferret out illegally garnered funds, and that the prime minister's action took aim at the national pastime of avoiding income taxes further this is a descriptive study bird eye view process. Money transaction process, positive and negative effects of demonization are taken for discussion. In this paper continually provide research frame work along with suggestion and conclusions. The move was called a 'death blow' to black marketers. On January 1978, The Janata Dal demonetized high currency notes of Rs 1000, Rs 5000 and Rs 10,000 in a second such historic move, again with a view to curb black money transactions. It was termed as "an Act to provide in the public interest for the Demonetization of certain high denomination bank notes and for matters connected there with or incidental thereto."*

**KEYWORDS:** *Demonetization, occurs whenever, Incidental thereto, illegally*

## **INTRODUCTION**

Demonetization is the act of stripping a currency unit of its status as legal tender. It occurs whenever there is a change of national currency. The current form or forms of money is pulled from circulation and retired, often to be replaced with new notes or coins. Sometimes, a country completely replaces the old currency with new currency. There are multiple reasons why nations demonetize their local units of currency: to combat inflation, to combat corruption and crime (counterfeiting, tax evasion), to discourage a cash-dependent economy, to facilitate trade.

## **EARLIER DEMONETIZATION MOVES:**

The move to demonetize currency has been done thrice in India. The first time it was done, was on January 11, 1946. The government announced that notes of Rs 500, Rs 1000 and Rs 10,000 will not be legal tender from January 12, 1946. The front page of Indian Express from that day reads that the move was made with an aim to curb black marketing. The move was called a 'death blow' to black marketers. On January 1978, The Janata Dal demonetized high currency notes of Rs 1000, Rs 5000 and Rs 10,000 in a second such historic move, again with a view to curb black money transactions. It was termed as "an Act to provide in the public interest for the demonetization of certain high denomination bank notes and for matters connected therewith or incidental thereto." On November 8, 2016 the Indian government decided to demonetize the 500- and 1000- rupee notes, the two biggest denominations in its currency system; these notes accounted for 86% of the country's circulating cash. With little warning, India's Prime Minister Narendra Modi announced to the citizenry on Nov. 8 that those notes were worthless, effective immediately – and they had until the end of the year to deposit or exchange them for newly introduced 2000 rupee and 500 rupee bills.

## **DEMONETISATION IN 2016**

On Nov. 8, 2016 Prime Minister Narendra Modi of India surprised investors and consumers by declaring that 86 percent of the nation's money stock would no longer be a medium of exchange or store of value. The move was intended to ferret out illegally garnered funds, and that the prime minister's action took aim at the national pastime of avoiding income taxes. Large bills of 1,000 rupees (\$15) and 500 rupees could only be exchanged at banks by providing documentation of how the wealth had been acquired.

## **RESEARCH FRAME WORK**

Statement of the Problem: Consequence Overview of Demonetization Major Affected and Effected Segments In India A Study.

## **OBJECTIVE OF THE STUDY:**

1. To find out the affected and effected areas consideration in the time of demonetization.
2. Understand the effects of demonetization

### **LIMITATION OF THE STUDY:**

1. Only the time stayed discussions are taken concern
2. Time concern

### **DATA COLLECTION METHODS:**

Purely it is the secondary data collection method is used. Newspapers and internet information's are recycled. Comparison analysis is taken care of this study.

### **WHY DEMONETIZATION IS A MASTERSTROKE BY MODI THE REASONS ARE,**

In a single master stroke, the government has attempted to tackle all three malaises plaguing the economy—a parallel economy, counterfeit currency and terror financing. With the latest move, it is reasonably clear that the economy stands to benefit on several fronts.

1. Boost deposit base and savings: Global agencies have pegged the size of the parallel economy in India at close to 23% as of 2007. On the basis of this, we estimate unaccounted cash in the economy to the tune of ₹4500 billion, of which a certain significant proportion will make its way to the banks, thus boosting deposit base as well as financial savings. The banks' deposit base is expected to receive a fillip of 0.5-1.4% of GDP
2. Improve monetary transmission and reduce lending rate: A rise in deposit base will allow banks to lower the blended cost of funds as higher CASA (current accounts, savings accounts) deposits help to replace the high cost of borrowing and lower overall cost of funds. The new regime of MCLR (Marginal Cost of Funds based Lending Rate) will immediately take into account the lower cost and will thereby lead to a decline in lending rates, which will boost economic activity in the medium term.
3. Financial inclusion via Jan Dhan: Over the last two years, while the number of Jan Dhan accounts has recorded a stellar growth, the share of these accounts in total deposit base of the banking system has remained under 1%. The demonetization drive of higher denominated notes should give a push to cash deposits in Jan Dhan accounts, of which close to 43% so far have remained dormant. In addition, the move will help to inculcate banking habits among the large unbanked population in the country.
4. Support government finances: With some part of unaccounted money making way into the formal channel, the government stands to benefit from higher income tax collections. This should help cushion the government's FY17 fiscal deficit target, especially post the shortfall in anticipated spectrum revenues.
5. Rise in GDP growth potential: While there are short-term implications for growth in cash-intensive sectors such as real estate, construction, and is likely to enhance the government's ability to tax discretionary household consumption in general, the long-term benefits for GDP growth should outweigh the short term transitional impact.

### **OUTPUT FROM THE GOVERNMENT:**

The government says that demonetization is a short term pain and long term gain. Short term pain refers to negative effects which are visible and being felt at present: (1) RBI in its statement on 13 December has estimated 0.5% downward trend in GDP from 7.6 % to 7.1%. Our GDP is Rs. 125 lakh crore

## AFFECTS OF DEMONETISATION

Demonetization has likely reduced the demand and adversely hit the prices in the real estatesector. Property prices are going to fall by not less than 10-15% due to the unexpected move ofdemonetization. The sudden ban on Rs 500 and Rs 1000 currency notes has resulted in asituation of limited or no cash in the market to be parked in real estate assets.



Demonetization may impact real estate sector in short-term' ... The impact would be more pronounced in the unorganized sector, according to the report, and the implementation of the Real Estate Regulatory Act should result in demand shifting to the organized sector. Prices would come down mostly for the luxury sector.

Buyers waiting for prices to fall: Demonetization hits real estate marketthishas subsequently translated into an abrupt fall in housing demand across all budget categories in the short term. In short, the move has taken the real estate sector by a storm, and it would take timefor all stakeholders in the sector – brokers, buyers, owners and developers - to assess itsrepercussions on their businesses and decisions. In particular, transactions in the premiumhousing sector and the residential land category – overtly dependent on the cash component -would come to a standstill in the short term. In the short term, buyers and sellers in the middle oftransactions might be impacted as cash component would be involved in such deals. There wouldbe intermittent delays in the execution of ongoing residential and commercial projects primarilyowing to the massive cash crunch and minimal trading in the economy. Mid-term Impact:Reduced inflation, better home ownership appetite, improved rental landscape With limitedmoney floating in the economy, the inflation rates are expected to fall in the next 2-3 quarters.Shares of listed developers have taken a beating since Mr. Modi's announcement. DLF Ltd.shares have fallen 19%, while Housing Development & Infrastructure Ltd. is down 15% andIndia bulls Real Estate Ltd. has shed 14% since the currency replacement.Supply of

properties posted by owner's dips by 11% we find an 11% drop in supply of new owner properties for sale, post demonetization. Further reinforcing the observation that some sellers, probably with high holding power, have deferred their decisions to sell. When you break this down at a budget-level, the data suggests that properties in the <50Lacs segment are less impacted with a 7% drop in supply volume; and properties >1cr have seen a 17% drop in supply volume. This corroborates with the fact that segments with low-cash are seeing much less drops in supply as compared to higher-budget segment where cash played a relatively larger role.

### **RENT/SALE DEMAND**

We have seen a shift in preference for about 7% buyers whose initial choice was to buy a property but are now looking for rental options after demonetization. These buyers are choosing to go for a rental solution in the interim period while they defer purchases for property as they wait and watch how the pricing/supply unfolds. The other interesting insight is that the ratio of rent seekers: buyers have changed in this period. This ratio was 1:1.1 earlier and is now 1:1.6; indicating that there is relatively more demand for rental segment in this period.

### **PRICES IN PRIMARY MARKET,**

There has been an insignificant 1% downside in primary market prices, ranging from a 5% dip in some cities to an actual 5% increase in some others. This is unsurprising given the intention of the builder community to hold prices. While there are several projects where developers are running schemes, there is no evidence of any structured fall in prices as yet. Our market intelligence suggests that transactions have fallen, even steeply, in several markets but whether that will lead to any fall in prices is not evident yet. It is noteworthy that in the last 2 years there has been a significant drop in transactions in the primary market; but that led to prices stagnating, but not falling.

### **AFFECTS OF DEMONETIZATION IN AGRICULTURE SECTOR:**

Cash is the primary mode of transaction in agriculture sector which contributes 15% to India's total output. Formal financing in many parts, especially Punjab, Uttar Pradesh, Odisha, Maharashtra, Gujarat and Kerala is significantly from cooperative banks, which are barred from exchange-deposit of demonetized currency.

Agriculture is impacted through the input-output channels as well as price and output feedback effects. Sale, transport, marketing and distribution of ready produce to wholesale centres or mandis, is dominantly cash-dependent. Disruptions, breaks in the supply chains feedback to farmers as sales fall, increased wastage of perishables, lower revenues that show up as trade dues instead of cash in hand and when credited into bank accounts with limited access affect the sector.

Currently, many of these networks are operating sub-optimally or altogether at a standstill, depending upon location, market links and other item-specific factors. The input side is equally affected as many payments/purchases, such as seeds, fertilizers, implements and tools, are outright in cash. Borrowing-financing operations of larger farmers and organized producers are also cut off or severely clipped.

The following are its effects:



1. Farmers were unable to purchase inputs like certified HYV seeds from market. They were using old seeds from the last year harvest and **not purchasing quality seeds from market**. This will adversely affect crop yields despite good monsoon this year.
2. Farmers suffered a setback due to nationwide cash crunch and a collapse in the demand for vegetables in wholesale markets. “Yes, **the prices in the wholesale markets have crashed**,” an agriculture ministry official admitted but said any reports of farmers discarding produce was “sporadic” and that the crisis would resolve soon.
3. Fruit and vegetable farmers were badly hit. They need cash on daily basis to purchase inputs like pesticides, fertilizers and hired labour for harvest and also to transport and sell at urban centres. Lack of cash with farmers leading to **less-than optimal use of inputs** resulted in lower yields, reduced sales, higher wastage and lower price realization.
4. The **small growers** and retail vegetable sellers are bearing the brunt, as they are with inventories of perishable commodities.
5. **Farm laborer** are not paid with their wages to currency shortage and postponing of work is happening as farmers don't are not able to pay for the laborers.
6. Worst off are the farmers who take **loans to buy** raw material for growing crops.
7. Failure to get a legitimate price on their produce, will push many farmers under **massive debts**, burdened by interests.
8. Small farmers are also suffering a cash-crunch due to demonetization, as many have crops lying around, but with **no buyers whatsoever**.
9. Formal financing in many parts, especially Punjab, Uttar Pradesh, Odisha, Maharashtra, Gujarat and Kerala is significantly from **cooperative banks**, which are barred from exchange-deposit of demonetized currency.
10. Agriculture was impacted through the input-output channels as well as price and output feedback effects. **Sale, transport, marketing and distribution** of ready produce to wholesale centres or mandis, is dominantly cash-dependent. Disruptions, breaks in the supply chains feedback to farmers as sales fall, increased wastage of perishables, lower revenues that show up as trade dues instead of cash in hand and when credited into bank accounts with limited access affect the sector.
11. A significant portion of the farmers depend on **bank credit for their cash needs**. Banks only grant new loans, if farmer repay their existing ones. Farmers are unable to withdraw the required cash from their accounts, not to talk about getting crop loans. Of the targeted Rs 18,000 crore crop loan for Rabi, banks have disbursed over Rs 1,500 crore in October. No significant amount was released as crop loans after November 8, when Rs 500 and Rs 1,000 notes became obsolete.

## CAUSES OF POOR PERFORMANCE

### LACK OF PAN CARD

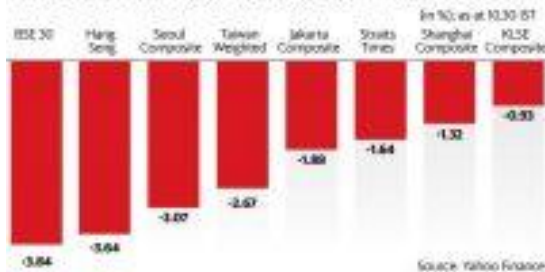
Only 20% of the population had PAN cards, which is necessary for bank transactions above Rs.50,000. The penetration of PAN cards in rural India is much lower than this, hence all the transactions above Rs.50,000 were badly affected as farmers are unable to transact through cash, which they used to do earlier for example in purchase of a power-tiller or to rig the bore well.

## LACK OF BANKS AND ATMS IN APMC MARKETS

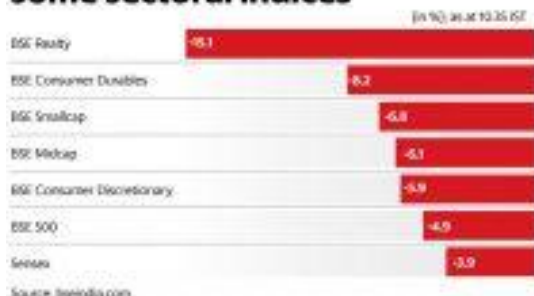
Most of the APMC markets (more than 50%) in the rural areas don't have banks and also ATMs. Even though, some markets had ATMs, they are not working, if they are working cash was unavailable. Farmers were ultimately **depending on illegal money lenders** and black marketers to cater to their transaction needs.

### The Impact of Demonetization on Stock Market:

#### Indian shares have fallen slightly more than other Asian markets



#### The real impact of the demonetisation process is seen in mid-and small sized stocks and some sectoral indices



The stock market in India have fallen a bit more in comparison with emerging Asian markets. The stock market has fallen by 3.8%, such fall is higher than other emerging Asian markets. The Sensex is compromising large companies which might be affected as much by the step of demonetization. Bombay Stock Exchange's mid and small caps indices have fallen by 6%. The significant impact of the demonetization will be in the unorganized sector which isn't reflected in the markets.

## EFFECTS OF DEMONETISATION

- The recent demonetization of Rs500/1000 notes and the push by Govt to reduce cash transactions and use digital payment methods has significantly boosted the sales of organized retail industry players like: Reliance Retail, Big Bazaar (Future Retail), Spencers, More, Auchan etc.
- From Thursday (24 Nov 2016) onwards, Big Bazaar announced that all its stores, along with FBB stores will be enabled to allow customers to withdraw uptoRs 2000 from their own bank accounts, using their Debit/ATM cards. On the first day of cash dispensation the company had around 50,000 transactions conducted, says Kishore Biyani, Chairman, Future Retail.

- Debit card usage has touched nearly 55 to 60 percent of retail sales in case of Big Bazaar/Future Retail, and it will be similar with other retailers. Axis Bank has been installing Point of Sale devices at a large number of smaller retailers across India, and even the small kirana shops are experiencing higher volume of credit card and debit card usage.
- The organized retail industry in India, which consists about 5% of total retail market, is estimated to touch 15% by 2025 — and the recent push by Govt to use digital payments could make the organized retail sector reach 20% of the total retail industry in India by year 2025. Reliance Retail is likely to be the largest and most dominant retail industry player in India by year 2020, leveraging the Jio platform and seamless payment interface from Jio.

### **POSITIVE IMPACT OF DEMONETIZATION ON ORGANIZED RETAIL INDUSTRY IN INDIA**

#### **Some effects of demonetization in India: The impact of demonetization on the retail market:**



The Indian retail section generates a lot of cash transactions, there might be a decrease in the sales and purchases for the next two quarters.

Moreover, the effect is felt more by the small traders and the unorganized retail section, as opposite to the organized retailers.

The impact can be seen on few sectors like jewels and automobile; undoubtedly it will take some time to recover. However, the use of plastic currency and online transactions will keep on releasing the money into the retail market.

#### **ON FMCG SECTOR**

FMCG firm Dabur on Monday said the demonetization of high value currency notes would have beneficial impact on organised players in the segment. However, on account of scarcity of cash available with customers and trade, the company foresees near term pressures on its business.

Dabur said it is focusing on modern retail, e-commerce and institutional sales and also encouraging its general trade retailers to adopt cashless payment systems.

Demonetization of high value currency note initiated by the government is a positive move for the economy and industry and will lead to better transparency and compliance in the medium to long run. This will be beneficial for organised FMCG players creating a level playing field, Dabur Ltd said a regulatory filing. Elaborating on the impact, the company said it will vary across channels and geographies and stress is highest for wholesalers and small town grocery

shops, who are facing a severe liquidity crisis and are destocking. The impact is likely to be positive on modern trade outlets and plastic enabled retailers who are likely to benefit from

this change; it said. However, on account of continuity of current uncertain situation it is difficult to quantify the impact for third quarter on the company at this point in time, Dabur said. However, it is temporary in nature and situation will improve with increase in availability of new currency.

In the meanwhile, we are focusing more on modern retail, e-commerce and institutional sales and also encouraging our general trade (GT) retailers to adopt cashless payment systems.

## **ENSURING TRANSFER OF INDIAN GOVERNMENT DIGITAL INDIA:**

The Digital India initiative seeks to lay emphasis on e-governance and transform India into a digitally empowered society. The program is projected at Rs 1, 13,000 crore which will prepare the country for knowledge-based transformation. This concept is base for green banking.

The Department of Electronics and Information Technology (deity) anticipates that this program will have a huge impact on the Ministry of Communication and IT. It is to ensure that government services are available to citizens electronically.

It will focus on providing high speed internet services to its citizens and make services available in real time for both online and mobile platform. Digital India also aims to transform ease of doing business in the country. Modi's government is focusing on providing broadband services in all villages of the country, tele-medicine and mobile healthcare services and making the governance more participative.

## **VISION OF DIGITAL INDIA INITIATIVE:**

Here is what the government of India aims to achieve through Digital India initiative.

- 1. Infrastructure:** The Digital India initiative has a vision to provide high speed internet services to its citizens in all gram panchayats. Bank accounts will be given priority at individual level. People will be provided with safe and secure cyber space in the country.
- 2. Governance and services:** Government services will be available online where citizens will be ensured easy access to it. Transactions will be made easy through electronic medium.
- 3. Digital empowerment of citizens:** This is one of the most important factor of the Digital India initiative to provide universal digital literacy and make digital sources easily accessible. The services are also provided in Indian languages for active participation.

## **9 MAJOR PROJECTS UNDER THE INITIATIVE:**

- 1. Manufacturing of electronics:** The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.
- 2. Provide public access to internet:** The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post

offices in the next two years. These post offices will become Multi-Service centres for the people.

- 3. Highways to have broadband services:** Government aims to lay national optical fibre network in all 2.5 lakh gram panchayats. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the government aims to provide nationwide information infrastructure
- 4. Easy access to mobile connectivity:** The government is taking steps to ensure that by 2018 all villages are covered through mobile connectivity. The aim is to increase network penetration and cover gaps in all 44,000 villages.
- 5. e-Governance:** The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data.
- 6. IT Training for Jobs:** The government aims to train around 1 crore students from small towns and villages for IT sector by 2020. Setting up of BPO sectors in North eastern states is also part of the agenda.
- 7. e-Kranti:** This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion.
- 8. Global Information:** Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens. MyGov.in is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality.
- 9. Early harvest programs:** Government plans to set up Wi-fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online.

#### **RESPONSE TO THE DIGITAL INDIA INITIATIVE FROM GLOBAL INVESTORS:**

Global investors like SundarPichai, Satya Nadella, Elon Musk have supported Modi's Digital India initiative. Microsoft CEO, Satya Nadella intends to become India's partner in the Digital India program. He said that his company will set up low cost broadband technology services to 5 lakh villages across the country.

#### **SUGGESTIONS AND RECOMMENDATIONS:**

Green banking education is must. Awareness programs can start from education sector, volunteers should identify to spread this concept to needy peoples. This implementation will help to understand more about demonization.

The influence of demonetization has been felt more in the rural sector. People in the rural areas having poor knowledge in digital transactions Also it is difficult to find banks in their vicinity. People in the urban sector are more aware about banking and almost everyone have their own bank accounts they mostly faced the difficulty of accessibility.

In rural area activities government can consternate

1. Proper awareness and guidance to the people about banking and making banks accessible to them.
2. Implementation of plastic card in Milk retailers and co-operative society also rural women empowerment systems etc...

#### **IN URBAN AREA,**

1. Free Wi-Fi areas will help 900 million Indian residents doing transactions in uninterrupted internet
2. Providing reward points for digital transactions.

#### **CONCLUSION**

The transparency and availability of pricing data, plus supply/demand data brings in, would enable buyers and sellers to take decisions more swiftly and with more confidence One of the key factors that would enable this would be the “price/data availability” to buyers/sellers alike. The downfall in Indian economic activity because of demonetization could last from 2 to 3 quarters. As a result, GDP growth rate in the quarters from September to December 2016 and January to March 2017 could be considerably lower than preceding years. Some growth observed in the first quarter 2017. The government says that demonetization is a short term pain and long term gain. Short term pain refers to negative effects and we expect the long term multiple profits also this is highly possible.

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## AGRICULTURE: A GATE OF INCLUSIVE GROWTH

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### ABSTRACT

*Agriculture plays a very important role in the life of an economy. It is the backbone of Indian economic system. Agriculture not only provides raw material and food but also employment opportunities to a very large proportion of population. Despite a strong growth linkage between agriculture and other economic sectors agriculture has not received the required attention during the five year plans period. The ignorance of agriculture and rapid growth of non-agriculture sectors has led to serious agrarian crisis and increased disparity between urban and rural incomes. There has been some revival in the recent period as agricultural GDP growth accelerated to about 3.6 per cent during 2007-08 to 2010-11 but is still below the 4.0 per cent target for the Eleventh Plan. Many factors have contributed to the slowdown in agricultural growth: inadequacies of outlay on agriculture, rural infrastructure (on which agricultural growth depends), increased competition for resources from other sectors/programmes such as rural development and poverty alleviation, and subsidies; lack of long-term government commitment required for agricultural development.*

**KEYWORDS:** *Agricultural outlay, Five year plans, GDP, Rural infrastructure etc.*

## INTRODUCTION

**Agriculture and five year plans:** The agriculture sector is a prominent part of the Indian economy. It supports more than sixty per cent of India's workforce, and occupies more than one third of the country's total geographical area. It is, accordingly, an important sector of the economy that has a direct bearing on overall growth, income levels and well being of the people. Changes in agricultural productivity over time in the country is good index of the progress made in this vital sector and the consequent fallout on the economy. The agriculture sector continues to be the single largest contributor to the Indian economy even though its contribution to GDP has declined since the country's independence in 1947. Agriculture is an essential link in the supply chain of the manufacturing sector, and plays an important role in the rural development of the nation. Some of the major agricultural crops produced in India are rice, coarse, cereals, pulses, oilseeds, sugarcane, cotton, and jute.

## PRE-REFORM PERIOD

**First Five-Year Plan (1951-56):** Agriculture has been a way of life and continues to be the single most important livelihood of the masses. Agriculture plays a very important role in the life of an economy. It is the backbone of Indian economic system. Agriculture not only provides raw material and food but also employment opportunities to a very large proportion of population. Agriculture, and its allied sectors, is unquestionably the largest livelihood provider in country, more so in the vast rural areas. It also contributes a significant figure to the Gross Domestic Product (GDP). Agricultural policy focus in India across decades has been on self-sufficiency and self-reliance in food grains production.

Agriculture was given the topmost priority in the first five-year plan. This plan was mainly directed towards increasing agricultural production and strengthening economic infrastructures like irrigation, transport and power after independence, there was an acute food grain shortage in the country and to solve this problem priority was given to increase production of food grains.

The abolition of zamindari system of country, the launching of the community development programme, growing more food grain campaign along with improvement in other related spheres like marketing, animal husbandry, fisheries, soil conservation and forestry were the notable features of the First five-year Plan. There was a remarkable increase in agricultural production during the first five year plan period.

The production of food grains increased from 54 million tons in 1950-51 to 65.8 million tons at the end of the Plan. Production of all agricultural commodities increased by 22.2 per cent to 32 per cent of the total outlay during the First Plan was to be spent on agriculture and irrigation. The targets set out for the Plan were almost achieved, and, even in some cases, exceeded. A good monsoon was helpful for the success of agriculture during the First Plan period.

**Second Five-Year Plan (1956-61):** In the second five year plan, emphasis was shifted from agriculture to industry and only about 21% of the actual plan expenditure was spent for agricultural development. The food production increased from 65.8 million tons to 79.7 million tons as against the fixed target of 80.5 million tons. There was a decline in the production of all crops except sugarcane, as a result of this unsatisfactory agricultural output; the country had to import food grains from abroad to overcome the food grain shortage. During the second plan, an inflationary situation started in the Indian economy.



**Third Five-Year Plan (1961-66):** The objective of the third five year plan was to achieve self-sufficiency in food grains and to increase the agricultural output to meet the requirements of industry and export- The plan accorded higher priority (20.5%) to agriculture and irrigation than to industrial development (20.1%). The third five year plan targeted to increase overall agricultural production by 30%, but the achievements were disappointing. The actual output of food grains was 88.4 million tons in 1964-65 and 72.3 million tons in 1965-66, caused due to the drought condition of 1965-66. The food grain production increased by 10% only as against the target of 30%. Consequently, the country has to import Rs. 1,100 cr. worth of food grains to meet the domestic demand.

**Three Annual Plans (1966-69):** During this plan period, a high priority was given to minor irrigation and this was followed by adoption of a high yielding variety (HYV) programme to increase agricultural production and productivity. Thus, this period is considered crucial for Indian agriculture as the green revolution took place during this plan period and the Union Government set up Agricultural Prices Commission to assure minimum support prices(MSP) to farmers and the Food Corporation of India(FCI) for maintaining buffer-stock to overcome fluctuation in the supplies of food grains and their prices. Due to implementation of high yielding variety programme, there was a recorded food grain production of 95.6 million tons in 1967-68 and 1968-69.

**Fourth Five-Year Plan (1969-74):** The Fourth five year plan had two objectives in the agricultural sector; (1) to provide the conditions necessary for a sustained increase of food production by about 5% p.a. over the decade 1969-78 and (2) to enable a large section of the rural population including small and marginal farmers, farmers in the dry areas and landless agricultural labourers to participate in the process of agricultural growth and share its benefit. The Green Revolution introduced during the annual plans had a good result and the farmers particularly in the wheat-producing belt were here interested to adopt high yielding variety programme cultivation. The actual food grain production was 104.7 million tons in 1973-74 as against the targeted increase of 129 million tons.

**Fifth Five-Year Plan (1974-79):** During the fifth five year Plan, Rs. 8080 cr. (approx. 21% of the plan outlay) was made for agricultural development and irrigation. This Plan accorded priority for the spread of H.Y.V. cultivation, double or multiple, greater use of fertilizer pesticides and insecticides to increase agricultural output. This Plan further provided special attention on; (i) small and marginal farmers, (ii) dry farming technique, (iii) evolving H.Y.V. seeds for other crops like paddy, (iv) social conservation measures on saline and alkaline soils and for desert land reclamation. During this fifth five year plan, the production of food grains increased substantially i.e. 232.5 million tons. But the output of paddy, pulses and oil-seeds, remained stagnant and caused considerable hardship for the common man of country.

**Sixth Five-Year Plan (1980-85):** The Sixth five-year plan recognized that the growth of the economy depends significantly on a rapid growth in agriculture and rural development. The main objective of this plan, therefore, was to increase agricultural production, generate employment and income opportunities in rural areas and strengthen the forces of modernization for achieving self-reliance. Further, the sixth plan aimed at accelerating the pace of the implementation of the land reforms and institution building for beneficiaries. The sixth plan aimed at 3.8% annual

growth in agricultural production. But, the actual growth-rate was 4.3 %. The Sixth Plan was officially held as a great success particularly due to its success on the agricultural front.

**Seventh Five-Year Plan (1985-90):** The Seventh five year plan aimed at an annual average increase of 4% in agricultural production. The Plan allocated Rs.39,770 cr. for agricultural sector which is 22% of the total plan outlay. The major programmes adopted during this plan were, national water-shed programme for rain-fed agriculture, a special rice production programme in the eastern region, social forestry and national oil-seed development project.

Unfortunately enough, the first 3 years of the Seventh five year plan were poor monsoon years. As a result, agricultural output received a set-back during these years. However, it increased sufficiently during the last 2 years for which the agricultural production recorded a commendable growth of 4.1% in the Seventh five year plan as against the target.

### POST-REFORM PERIOD

**Eight five-year plan (1992-97):** The basic objectives of the Eight Five-Year Plan were

- ❖ To consolidate the gains already achieved in agricultural productivity and production during the last forty years;
- ❖ To sustain agricultural productivity and production in order to meet the increased demands of the growing population of country;
- ❖ To increase the income of the farmers;
- ❖ To generate more-employment opportunities in the agricultural sector; and
- ❖ To step up agricultural exports.

22% of the total plan outlay amounting to Rs. 93,680 cr. was allotted for agriculture and irrigation. This Plan targets a growth rate of 4.1% p.a. for the agricultural sector.

**Ninth Five-Year Plan (1997-2002):** Given the objectives of removal of the poverty and unemployment and of ensuring food and nutritional security, attaining a high growth rate in agriculture in the Ninth five year plan and beyond is necessary. In order to achieve these objectives, the value of agricultural production is targeted to increase at annual rate of 4.5% in the ninth five year plan.

**Tenth Five-Year Plan (2002-2007):** Agriculture has been the core element of the tenth five year plan. Hence, fostering rapid and sustained agricultural development has been a priority agenda for this plan. The total allocation has been Rs. 58,933 cr. for agriculture and allied activities. The targeted annual growth rate in the value of agricultural production for the tenth five year plan 5.3%.

Broad features of the agricultural development under tenth five year plan include : sustainable development of land and water resources, improvement in the infrastructural facilities, dissemination of agricultural technology, attracting capital flow in agriculture sector, creating additional irrigation potential of 15.61 m. ha, boosting up agricultural diversification, improving agricultural marketing and pricing systems, liberalising agricultural trading, agri. industry and exports, encouraging contract farming and permitting leasing in and leasing out of agriculture lands. Thus, during different plan periods, the Government has accorded vital importance to the agricultural sector and has tried to increase the agricultural production and productivity through different policy measures.

(i) Special rice production programme, initiated by the Union Government in Assam, Bihar, Orissa, West Bengal and eastern Uttar Pradesh.(ii) National water-shed development programme which gives emphasis on dry land horticulture, firm forestry, optimal cropping system, and fodder production. Here, the objective is to develop areas under dry land agriculture which are characterized by high risk and low productivity.

### **OBJECTIVES OF STUDY:**

In this study trends and financing pattern of public expenditure on agriculture and their efficacy also will be examined and analysed. A comprehensive and analytical study of impact of public expenditure on agriculture and its key indicators is an important aspect of the proposed research. Important suggestions for increasing the productivity of public expenditure and attainment of fundamental objectives of economic planning, employment and sufficient growth rate of agriculture is part of said study.

The overall objectives of proposed research are as follows-

- 1- A comprehensive study of role of public expenditure on agriculture in achieving the objectives of various five year plans as well as yearly plans.
- 2- Analyzing the trend of public expenditure on agriculture in various Five Year plans;
- 3- A comprehensive study of Impact of public expenditure on Indian economy;

### **RESEARCH METHODOLOGY:**

Proposed research is an economic, analytical and comprehensive study based on secondary data covering whole of India. In this study, the relevant data will be taken and used from various Government and reliable non Government publications. Various books of renowned authors, journals, magazines, news papers, research papers and thesis are also utilized for data purpose. In this proposed research, for the purpose of analyzing the data statistical tools and techniques like average, mean, percentage, index numbers, correlation and standard deviation will be used according to the requirement.

### **RESEARCH DESIGN:**

Descriptive research studies are concerned with describing the characteristics of a particular individual, or of a group or organization.

the research design in case of descriptive studies is a comparative design throwing light on all points narrated above and must be prepared keeping in view the objectives of the study and the resources available. In the present study the researcher has used descriptive research design.

### **TECHNIQUES AND DATA COLLECTION:**

In the present study the researcher wants to make an assessment of the plan performance of the country. The study is based entirely on secondary data. The important sources of such data are

- i. Five Year Plans and Annual Plans of India
- ii. Annual Budgets of the Government of India;
- iii. Various reports of the India State Planning Board: and
- iv. The Reserve Bank of India Bulletins.
- v. Reports of Planning Commission of India

The data collected from the above sources have been tabulated and cross-tabulated so as to make it suitable for analyzing the problem at hand. A serious lacuna in the plan documents is the incomplete nature of the information on the financing of the plans.

### 1 Expenditure on Agriculture during Five year plans:

Five Year Plan and Period	Agriculture and allied Sectors	Irrigation and flood control	Total (Rs. Cr.)
First FYP (1951-56)	289.90	197.50	487.5
Second FYP(1956-61)	549.00	430.50	979.5
Third FYP(1961-66)	1088.90	664.70	1753.6
Annual plan(1966-69)	1107.10	471.00	1578.10
Fourth FYP(1969-74)	2120.40	1354.10	3475.50
Fifth FYP(1974-79)	4864.90	3876.50	8741.4
Annual plan 1979-80	1996.50	1287.90	3284.40
Sixth FYP(1980-85)	6623.50	10929.90	17553.40
Seventh FYP(1985-90)	12792.60	16589.90	29382.50
Annual plan 1990-92	3850.50	4231.90	8082.40
Eight FYP(1992-97)	24895.70	31398.87	56294.57
Ninth FYP(1997-02)	42462	55420	47982
Tenth FYP(2002-07)	-	-	58,933
Eleventh FYP(2007-12)	-	-	62437

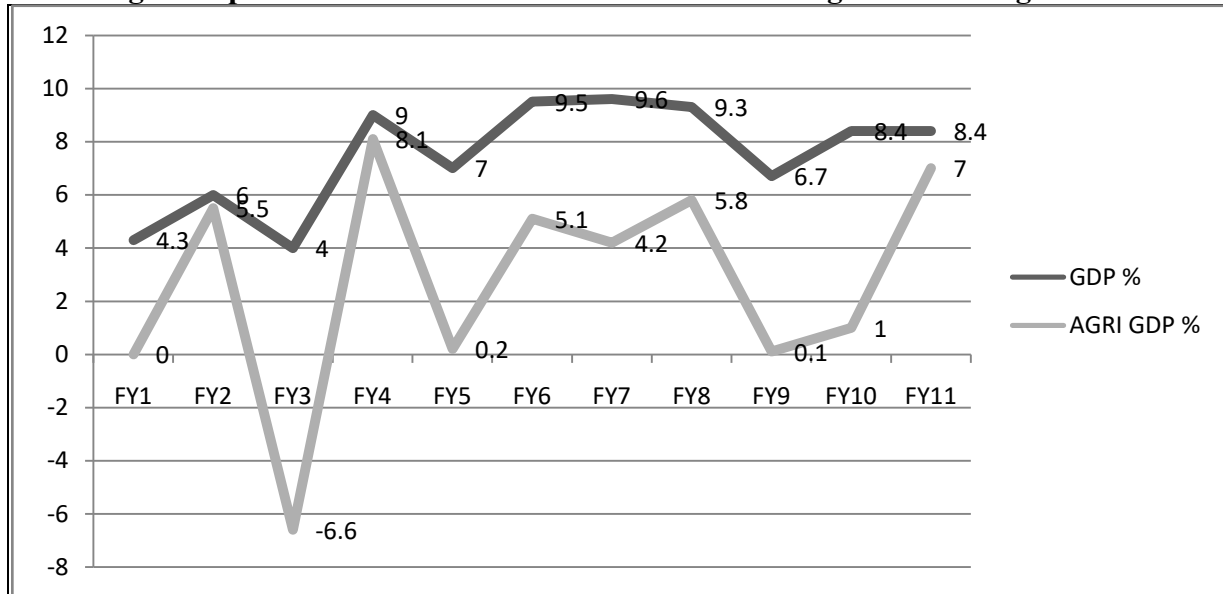
Source: Planning Commission

### Growth of GDP and Agri .GDP during five year plans (in percentage)

FY Plan	GDP %	AGRI GDP %
FYP-1	4.3	0.0
FYP-2	6.0	5.5
FYP-3	4.0	-6.6
FYP-4	9.0	8.1
FYP-5	7.0	0.2
FYP-6	9.5	5.1
FYP-7	9.6	4.2
FYP-8	9.3	5.8
FYP-9	6.7	0.1
FYP-10	8.4	1.0
FYP		

Source: Planning Commission

**The figure explains the correlation between India's GDP growth and Agri GDP**



Correlation Factor: 0.65 which shows that the GDP and agri GDP has high correlation in the development of India

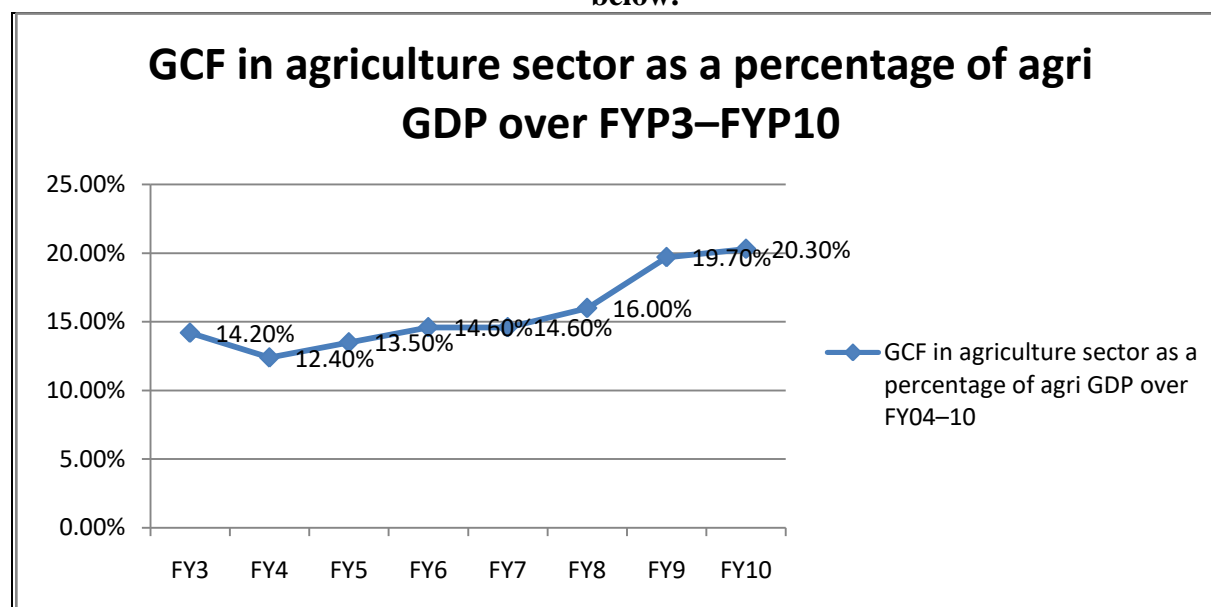
Source: Central Statistics Office, Press Information Bureau, India, 2012

### Gross Capital Formation in Agriculture Sector

Capital formation is one of the basic factors for increasing output. This is all the more important in agriculture where we are faced with the task of increasing output to keep pace with the increase in population against the odds of the vagaries of monsoon. Gross capital formation in the public sector is mainly due to irrigation projects undertaken by the Departmental Commercial Undertakings. There is a minor contribution by the Non-Departmental Commercial Undertaking on account of development of irrigation, horticulture, livestock and development of State Farms. Expenditure made by the Ministry of Agriculture, Rural Development etc. on Crop, Husbandry, Soil and Water Conservation, preservation of wild life and other agricultural programmes leading to tangible or non-tangible assets, is not accounted as capital formation in agriculture, but included as capital formation under Public Administration.

Capital formation in the Private Corporate Sector generated mainly due to plantation activities is estimated by collecting the data from the Tea, Coffee and Rubber Boards etc. In the Household Sector, capital formation is due to construction activities such as digging of wells/tube-wells, construction of godowns and farm houses etc. which is estimated by using results of the All India Debt and Investment Survey (AIDIS) conducted once in 10 years. Increment in Livestock is estimated by extrapolating the results of Livestock Censuses conducted once in 5 years. As regards forestry, most of the forests are owned by the government and the capital formation is compiled from the budget documents. For the fishing activity, GFCF is estimated as net addition to capital stock comprising mechanized & non-mechanized fishing boats, fishing gears etc., by using the results of Indian Livestock Census (ILC).

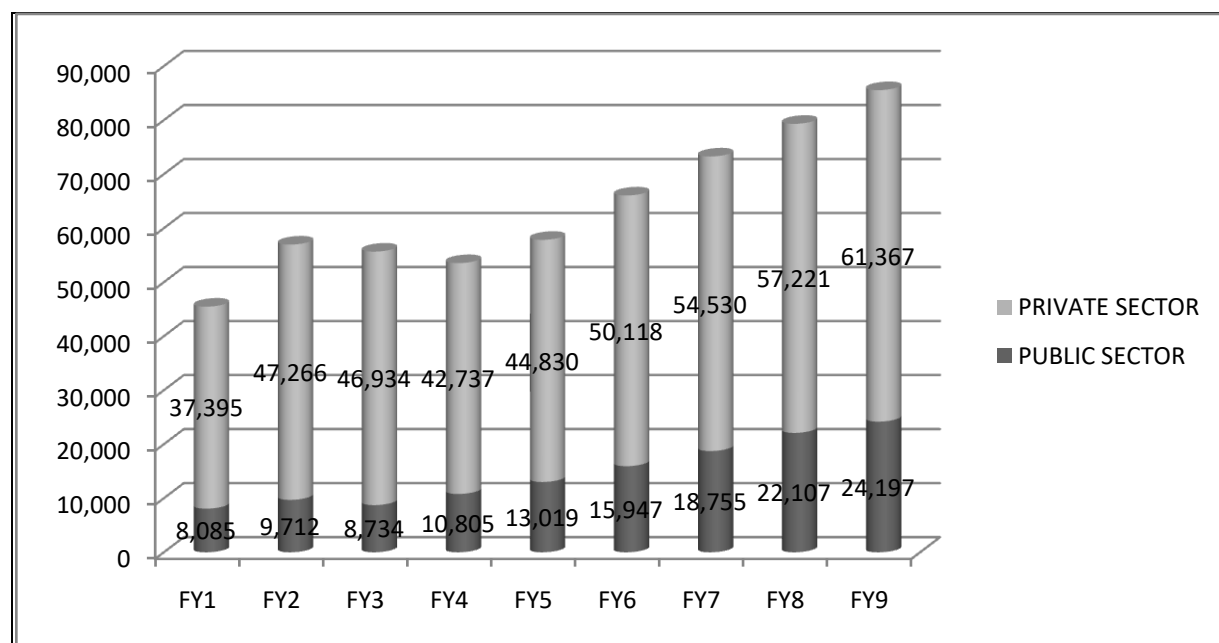
Gross Capital Formation (GCF) performance during five year plans is shown in Figure below.



#### Breakdown of public and private sector investments in agriculture (FY01–09)

FIVE YEAR PLAN	PUBLIC SECTOR	PRIVATE SECTOR	TOTAL
FYP-1	8,085	37,395	45480
FYP-2	9,712	47,266	56978
FYP-3	8,734	46,934	55668
FYP-4	10,805	42,737	53542
FYP-5	13,019	44,830	57849
FYP-6	15,947	50,118	66065
FYP-7	18,755	54,530	73285
FYP-8	22,107	57,221	79328
FYP-9	24,197	61,367	85564

In terms of gross capital formation (GCF), investment in agriculture as a percentage of GDP in agriculture and allied services increased considerably over 1999–08. The share of public sector GCF in the total GCF increased from 17 per cent in FY01 to 28 per cent in FY09. GCF as a percentage of Agri GDP (a key investment indicator) increased considerably in the 11th Five Year Plan (2007–12). Over 2007–10, GCF increased to 19.7 per cent of Agri GDP.



**Agriculture growth performance during five year plans:** In order to provide a snapshot of the five Plan performance long-run data on growth of output by sub-sector and also rates of growth of input use and productivity are presented in table given below. For the purpose the data has been divided in following (i) Pre-Green Revolution (1951–52 to 1967–68); (ii) Green Revolution proper (1968–69 to 1980–81); (iii) Wider technology coverage (1981–82 to 1990–91) when focus shifted from intensification of Green Revolution in best areas to its spread to new areas; (iv) Early liberalization period (1991–92 to 1996–97) when relative prices became an additional focus, both because agriculture was expected to gain from reduced trade protection to industry and also with Minimum Support Prices (MSP) used for active growth promotion rather than just passive price support. The other three periods in the table are subsequent Plan periods: (v) Ninth Plan (1997–98 to 2001–02); and (vi) Tenth Plan (2002–03 to 2006–07). For each of these periods, the average of annual growth rates is presented for each variable chosen.

	Pre-Green Revolution	Green Revolution	Wider Coverage	Early Liberalization	Ninth Plan	Tenth Plan
<b>I. Value of Output (2004–05 prices)</b>	1951/52 to 1967/68	1968/69 to 1980/81	1981/82 to 1990/91	1991/92 to 1996/97	1997/98 to 2001/02	2002/03 to 2006/07
Cereals	4.2	3.4	3.5	2.4	1.5	1
Pulses	3	0.7	3.4	0.8	0.3	1.8
Oilseeds	3.2	1.8	7.4	4.4	-2.5	7.4
Sugars	3.3	4.1	4.2	2.4	9.4	1.7
Fibers	4.4	2.5	5.3	6.5	-5.6	11.5
Non-horticulture	3.2	2.7	3	2.1	1.7	2.1

crops						
Horticulture	2.6	4.2	3.1	5.7	3.8	2.6
All Crops	3	3	3	3.1	2.3	2.1
Livestock	1	3.3	4.8	4	3.6	3.6
Crops and Livestock	2.5	3	3.3	3.3	2.6	2.5
Fishing	4.7	3.1	5.7	7.1	2.7	1.3
Forestry	1.7	-0.2	0.3	0.3	2.7	1.3
Agriculture and allied	2.3	2.4	3	3.1	2.6	2.4
<b>II. Value of Intermediate Inputs (2004-05 prices)</b>						
Seed	1.5	1.1	2.3	1.6	-0.6	1.4
Feed of livestock	1.9	4	0.1	0.9	3.9	0.7
Organic manure	0	1.3	0.7	0.5	1.6	2.9
Fertilizers and pesticides	18.2	9.3	8.7	2	3.9	4.8
Diesel oil	26	13.1	8.7	4.3	5.1	5.1
Electricity	18.5	15.2	12.9	14.4	-4.1	2.6
All inputs crops and livestock	2.4	4.5	2.2	1.9	3	2.5
Inputs for fishing	4.6	3.3	5.4	6.5	2.7	1.5
Inputs for forestry	1.7	-0.2	0.1	0.3	2.6	1.3
All inputs Agriculture and allied	2.3	3.9	2.1	1.9	3	2.4
<b>III. Gross Value Added (2004-05 prices)</b>						
Crops and Livestock	2.7	2.7	3.7	3.7	2.5	2.5
Fishing	4.7	3	5.8	7.2	2.7	3.6
Forestry	1.7	-0.2	0.4	0.3	2.8	1.3
Agriculture and allied	2.5	2.4	3.5	3.7	2.5	2.4
<b>IV. Factor Inputs into Agriculture</b>						
Land (Gross cropped area)	1.3	0.4	0.8	0.3	-0.1	0.6
Labour	1.8	1.1	0.5	2.3	0.3	0.5
Net Fixed Capital Stock	2.3	3.6	2.8	3.1	3.4	4.7
Of which: Public	-	-	3.9	2	1.4	2.3
Private	-	-	1.4	4.3	5.1	6.6



The agriculture sector has given employment to more than fifty per cent of India's population. Although, its share in GDP has declined from more than 30% in FY 01 to nearly 15% in FY 10 this is primarily a consequence of India's progression from an agrarian economy to an industry and service based economy. Further, there has also been low public investment on agriculture (including investment on irrigation), and lower crop diversification practices (area under fruits and vegetables) adopted by farmers.

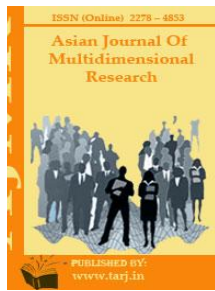
## CONCLUSION

Despite a strong growth linkage between agriculture and other economic sectors agriculture has not received the required attention during the five year plans period. The ignorance of agriculture and rapid growth of non-agriculture sectors has led to serious agrarian crisis and increased disparity between urban and rural incomes. There has been some revival in the recent period as agricultural GDP growth accelerated to about 3.6 per cent during 2007-08 to 2010-11 but is still below the 4.0 per cent target for the Eleventh Plan. Many factors have contributed to the slowdown in agricultural growth: inadequacies of outlay on agriculture, rural infrastructure (on which agricultural growth depends), increased competition for resources from other sectors/programmes such as rural development and poverty alleviation, and subsidies; lack of long-term government commitment required for agricultural development. To get agriculture back on broader development agenda, substantial increase outlay in agriculture research and development, Irrigation, rural infrastructure, post-harvest and market infrastructure including storage and processing, reforms in laws related to land, Mandies and marketing of agricultural products, promotion of farmers' organization/groups, Self Help Groups, etc., and appropriate agricultural price and food procurement and distribution policy are needed. In addition, pricing of inputs such as electricity, irrigation water, and fertilizer needs rationalization are required. Farm subsidies should be rationalized and better targeted to benefit the poor. These subsidies are justified as they benefit not only producers but the society at large. Agricultural price policy has played an important role in Indian agriculture but is facing some challenges. The price support policy(MSP) should follow the strategy of technological change which requires more emphasis on non-price factors. Issues related to distributional aspects of agricultural credit including better access to small and marginal farmers, decline in rural branches, declining share of direct credit and significant regional and inter-class inequalities need to be addressed. Moreover, there is a need to follow multi-dimensional model of organization and management, which requires integration of agri-input, agri-production, and agro-processing and marketing segments of the

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## PORTRAYAL OF WOMEN IN INDIAN TELEVISION ADVERTISING: A CASE STUDY OF THREE DECADES

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### ABSTRACT

*The portrayal of women in media has been changing across the globe over the last few decades. Though women empowerment is one of the biggest challenges the nation is facing today, the way women are being presented in the media is an equally important issue that needs to be addressed. Television advertising is one of the powerful mediums that connect masses around the world. Portrayal of women impacts the mindsets and value system of the society, and has been gradually changing over the decades. This research paper presents an overview of women centric television commercials of different decades and traces the transformation in the portrayal of women in television advertisements. It also throws light on the varied perceptions of audiences, impact of such advertisements on their mindsets and the way media representation of women influences the public opinion formation. Thus, representation and participation of women in advertising is a significant concern. Over the years, there has been a shift in the roles played by women in advertisements. The representation has been shifted from being just the “perfect housewives” to career oriented modern women. This paper analyses the various roles played by women in Indian television advertisements over the decades and to what extent it impacts on the audience’s perception.*

**KEYWORDS:** *Women Empowerment, Portrayal of Women, Perceptions of Audience, Advertisements, Society*

## **INTRODUCTION**

Advertising is rightly considered as an integral part of mass media that represents various sections of the society and helps to shape attitudes and influences our decision making. The basic purpose of advertising is to inform and persuade customers and create a positive image of the products. In fact, it does not just attempt to sell products but in some way or the other, establishes notions about reality, people and relationships. Television advertising is a great tool of communication that carries a visual appeal that is fascinating for a lot many viewers. It often creates an idea of a beautiful social reality to sell products and services. If we talk about depiction of women in television advertising, stereotyping of women has been a major issue. Women have been depicted differently in various advertisements. Indian television advertisements reflect gender bias. From the very beginning, females have been portrayed as the perfect homemakers, an object of attraction to publicize products, or have been limited to domestic and beauty products' commercials. The cosmetic products for instance, present an ideal flawless woman with no wrinkles, scars or blemishes. Such advertisements create a fake reality where women are objectified and projected falsely just to grab customer's attention. On the other hand, men have been portrayed as the dominant, powerful and earning members of the family where a female's role is limited to household chores. It shows a female's place in the social hierarchy. Media somewhat portrays the social reality and we subconsciously cultivate our values and beliefs on the basis of what we see in the media. Thus, representation and participation of women in advertising is a significant concern. Over the years, there has been a shift in the roles played by women in advertisements. The representation has been shifted from being just the "perfect housewives" to career oriented modern women.

This paper analyses the various roles played by women in Indian television advertisements over the decades and to what extent it impacts on the audience's perception.

## **HYPOTHESIS**

The hypotheses of this paper are:

1. Indian television advertisements present women in biased and stereotypical roles.
2. Television advertisements have witnessed a positive shift in the portrayal of status and character of Indian women.

## **REVIEW OF LITERATURE**

The image of women in advertising has been one of the major issues of concern across the globe. A remarkable amount of work has been done on the depiction of women in advertisements. **Yanni (1990)** writes, "Advertising representations of women in patriarchal societies reflect their undervalued or inferior status." Frith and Mueller in their book '**Advertising and Societies: Global Issues**' argues that women are still the ones primarily shown in ads for household products having to do with laundry, cooking and so forth, also, women's voices are seldom used

as announcers in TV commercials because advertisers believe that women's voices lack authority." Advertisements have a strong impact on the opinion making of viewers. Vanessa Lengert in her book '**Women in Advertising**' explains, "Advertisements are aimed at specific audiences, and the message is designed to fit the audience; these messages play on or even create the fears, needs, or desires of specific group of people."

Courtenoy and Whipple in the book '**Social Communication in Advertising: Persons, Products and Images of Well-being**' mentions about the limited depiction of women in advertisements as housewives, mothers and sex objects. The book further talks about the era of eighties when most of the global advertising was directed towards women as consumers in house ignored their role in the workplace. **Gaye Tuchman (1979)** argued that such representations are demeaning and offensive to women in the society. It also states that "Advertisers often claim they are simply responding to the consumer demand in advertising."

Even though, women play a variety of roles in reality, television marketing world portray them in limited roles which presents a false picture. Moreover, cosmetic industry manipulates the image representation of women and is far from reality. **Goon and Craven (2003)** state that, "terms such as 'fair', 'perfect', 'natural', 'white', 'luminous', 'even', 'beautiful' are frequently promised by the ad and stand in contrast to depictions such as 'dark', 'dull', 'brown', 'blemished', and 'problem'." Such false representation of women in media leads to construction of the beauty myth that needs to be broken soon.

## **METHODOLOGY**

This research includes an amalgamation of qualitative and quantitative approach. Firstly, to analyze the role of women in advertisements, three decades were chosen, 1980s to 1990, 1991 to 2000 and 2000 to current era. Accordingly, three advertisements from each era were selected to study the depiction of female characters. Further, a survey was conducted to find out audience's perception towards representation of women in Indian television advertisements. For the purpose, the area of study chosen was Delhi, NCR and Faridabad region. The sample size for the same was 60. The findings were summed up in pie charts and bar graphs.

## **SAMPLE DESIGN**

<b>Distribution Pattern</b>	<b>Total number respondents</b>
<b>Age</b>	
<b>15-25 years</b>	20
<b>26-40 years</b>	20
<b>41 onwards</b>	20
<b>Sex</b>	
<b>Male</b>	29
<b>Female</b>	31

## **STUDY OF THREE DECADES**

- **1980-1990**

### **NIRMA WASHING POWDER**



(Source: <https://youtu.be/CbNTcvzrpBY>)

Nirma Washing Powder, one of the most popular advertisements of the eighties era features women mostly in traditional roles in the advertisements. Here, women are shown happily washing off the stains from the clothes with ‘Nirma Washing Powder.’ The advertisement features a background score that includes female names showcasing how every woman is happy with the product. Women of different cultures are shown in their traditional attires.

The advertisement also features a man with two girls dancing with him in shiny and bright clothes, a mother washing clothes with her daughter standing next to her. The four female leads *Hema*, *Rekha*, *Jaya* and *Sushma* are depicted in the roles of mothers, wives or homemakers. As the advertisement portrays, it seems like washing clothes is a women’s duty. Since washing powder is a domestic product, the advertisement is women centric. It basically represents a common picture of traditional Indian women.

### **MAGGI- 2 MINUTE NOODLES**



(Source: <http://theviewpaper.net/welcoming-maggi-the-return-of-a-dear-old-friend/>)

The commercial of 'Maggi', the 2 minutes noodles was highly popular among kids of the 80s. No one can ever forget the popular slogan, '*fast to cook , good to eat.*' The advertisement shows kids playing and enjoying their day while their mother is busy in the kitchen doing the household work and taking care of her children. Kids come running to her and tell her they are hungry and she prepares Maggi noodles for them. The depiction of women here too is limited to the boundaries of home.

### LIRIL BEAUTY SOAP



(Source: <http://8ate.blogspot.in/2010/11/first-two-liril-girls.html?m=1>)

With that infectious smile and charming persona, Liril girl of 80s, Karen Lunel swept away audience's feet. She totally complimented the logo of the brand, 'Come alive with freshness.' In the advertisement, she is seen in a green bikini, taking shower in the cold waterfalls. A sensuous female character was depicted in the advertisement. It appealed to the audience at an altogether different level. The depiction was nowhere vulgar, but it truly presented women in a different sensuous and attractive way. Such portrayal was aimed to grab customer's eyeballs. The advertisement and its background score were highly popular among the masses. The voice over-compared the freshness and softness of lime with the female lead. Here, a women was not shown as a traditional Indian household lady but was used as a symbol of lust, in a way. Adman Alyque Padamsee, the co-creator of the commercial expressed in an interview, "People enjoyed seeing her which is why she stood out."

• **1990-2000**

**PRESTIGE PRESSURE COOKER**



(Source: <https://youtu.be/CxLJd1ZaYas>)

The advertisement begins with a scene where a couple walks into a store to buy a pressure cooker. The shopkeeper asks what they want, and the wife whispers something to her husband. When the husband informs that they want to buy a pressure cooker, the shopkeeper questions him, “How much do you love your wife?” He then further briefs the couple about various pressure cookers in his shop and tells them to buy prestige pressure cooker as it is safer than the other ones. The voice over “*Jo biwi se kare pyaar, woh prestige se kaise kare inkaar*” reinforces the idea that a woman's ultimate role is in the kitchen. Why can't a man use kitchen utensils? The commercial presents a biased status of women in Indian society. Here, she does not even directly communicate with the shopkeeper. It conveys the dependent and passive character of women. Also, it features men as superior to women.

**ZANDU BALM**



(Source: [http://www.swasthyashopee.com/products/brands-zandu/zandu-ayurveda/zandu-balm-\(8-ml\)/pid-4423019.aspx](http://www.swasthyashopee.com/products/brands-zandu/zandu-ayurveda/zandu-balm-(8-ml)/pid-4423019.aspx))

The nineties advertisement of ‘Zandu Balm’ features a female lead who is busy doing her household work. She is shown stressed out and tired. Her daughter notices this and gives her



‘Zandu Balm.’ She applies it on her mother’s forehead to get some relief from the pain. The voice-over says, “*dher sara pyar, thoda sa zandu balm, sardi zukham se zatpat aaram.*” This commercial features the woman as a typical Indian housewife in traditional attire, taking care of the domestic chores. Again, such representations of women mark their boundaries where an Indian women in limited to playing stereotypical roles only.

### **CAMLIN PERMANENT MARKER**



(Source: <https://youtu.be/CKthceSGlyM>)

Camlin Permanent Markers’ advertisement starts with a village scene where an ill man loses his life. The villagers express their grief and the older women of the village tries to remove the vermillion and red ‘*bindi*’ from his wife’s forehead as these are considered to be symbols of a married Indian women. However, they fail to do so. To everyone’s surprise, her husband regains his consciousness and it is revealed that the red ‘*bindi*’ was made from ‘Camlin Permanent Marker.’ The marker saves a woman's ‘*suhag*’ as it shows here. The commercial carries humor content but at the same time it is important to observe the status of Indian women in our society. It shows how a widow is expected to live a colourless life in India.

- **2000-CURRENT**

### **TITAN RAGA #breaks the bias**



(Source: <https://youtu.be/hNqwBTCslMw>)

This advertisement begins with a group of people working in the office preparing a promotion list. Meanwhile one of them picks up the recommended promotion list and mentions about 'Kiran' who has been recommended by a senior person 'Rajat'. The group starts discussing how *Rajat* and *Kiran* are seen spending time with each other, meaning to say *Kiran's* recommendation is just on the basis of her relationship with *Rajat*. They further discuss how *Rajat* includes *Kiran* in all of his projects and they together make a great team. They are always seen together not only in office but also on weekends. Later they call *Kiran* inside and everyone gets surprised to see *Kiran*, as *Kiran* actually turns out to be a male.

This advertisement breaks the gender bias and ends up with giving us a moral that we should change our perspective towards a women's success because she is unstoppable. If given a chance she can do everything and can leave the men behind at a point of success. The commercial marks a positive shift in the portrayal of women in advertisements.

### SURF EXCEL



(Source: <https://www.surfexcel.in/laundry-products/surf-excel-matic-top-load-2/>)

The advertisement shows two kids repairing a cycle. One of them gets dirty and returns home. He wants to get his T-shirt clean but his grandfather insists to wait for his mother. The boy is so eager to clean his T-shirt that he decides to call his mom. They make a video call to her and ask how to clean stains from clothes. His mother is shown as a modern working woman. She tells them how to do it. The advertisement portrays women doing multi-tasking. She is shown as a hard working person at home as well as in office. She is portrayed as a strong and career oriented lady who knows her responsibilities well both at home and at workplace. The commercial does not restrict women to household jobs. It tells us that women aren't just born to stay in the four walls of house. In fact, they can work outside and can earn for their family as well.

**HERO HONDA**



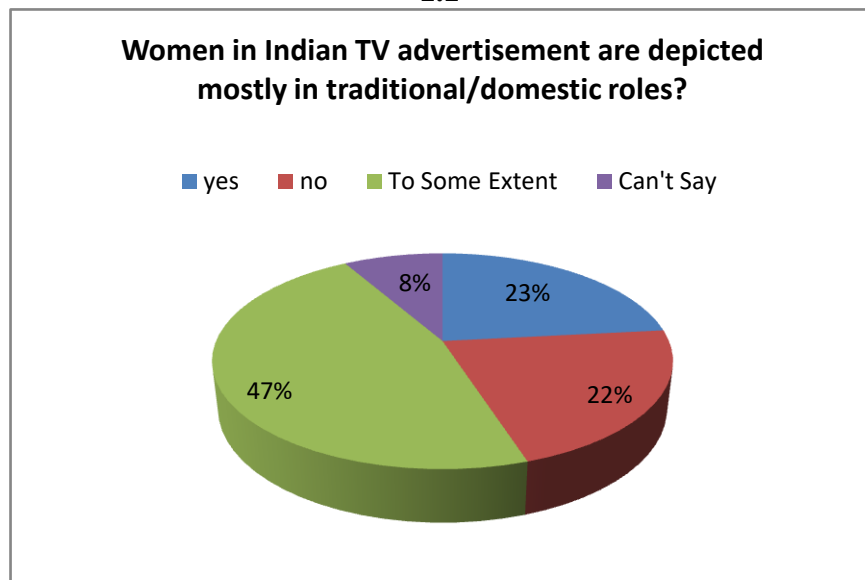
(Source: <http://thyview.com/photoshoots/view/677>)

This advertisement starts with a scene where a boy asks permission to go out and he is not questioned by anyone in the house. Meanwhile his sister picks up her scooty’s key and is about to step out of the house when her mother and brother enquires her? The female lead is played by none other than, Bollywood actor Priyanka Chopra. She is shown as a confident girl who does not bother about what the society and people has to say. The tagline of the advertisement “*Why should boys have all the fun?*” breaks the gender bias in society. It portrays girls in a confident, independent and ambitious role that is not in any way inferior to men of the house.

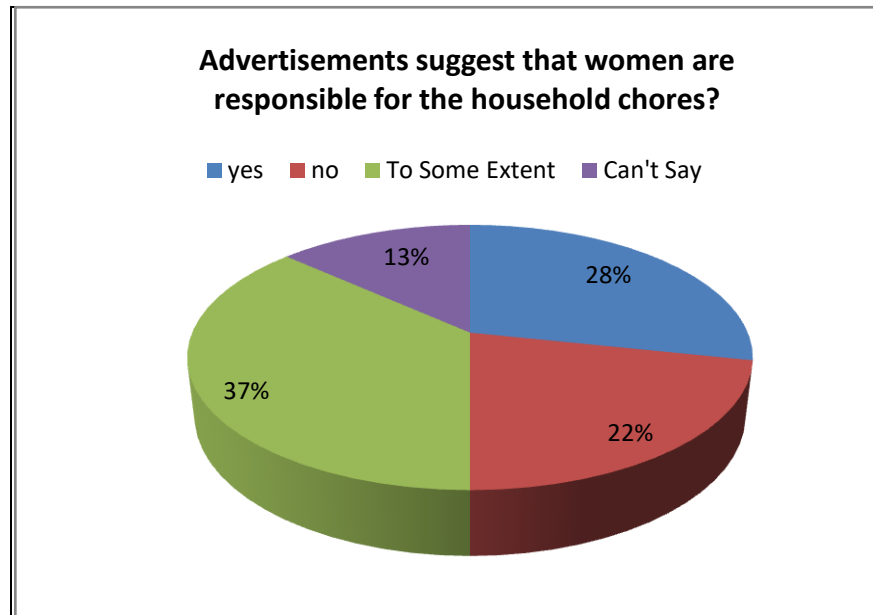
**DATA COLLECTION AND FINDINGS: Based on Questions**

**1. IMAGES OF WOMEN IN ADVERTISEMENTS**

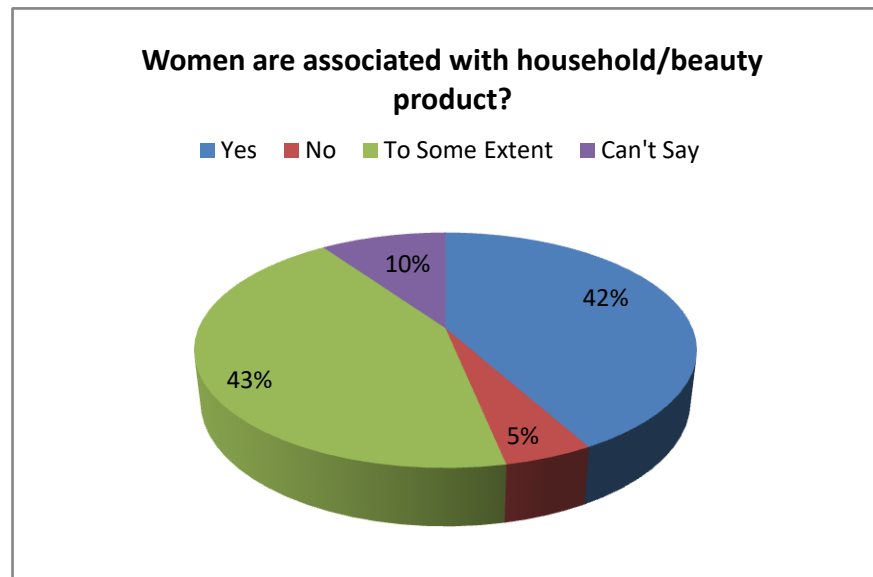
**1.1**



1.2



1.3



**Being Homemakers and advertising limited products**

Advertisements like that of 'Nirma Washing Powder', 'Camlin Marker', 'Zandu Balm', 'Liril' beauty soap suggest that from the early times, women have been shown doing domestic and household chores. The survey shows 47% of the audience believes that women are mostly depicted in domestic roles. Advertisements often show them in limited roles of homemakers, mothers, wives and housekeepers. More than 40% of the viewers believe that women are mostly

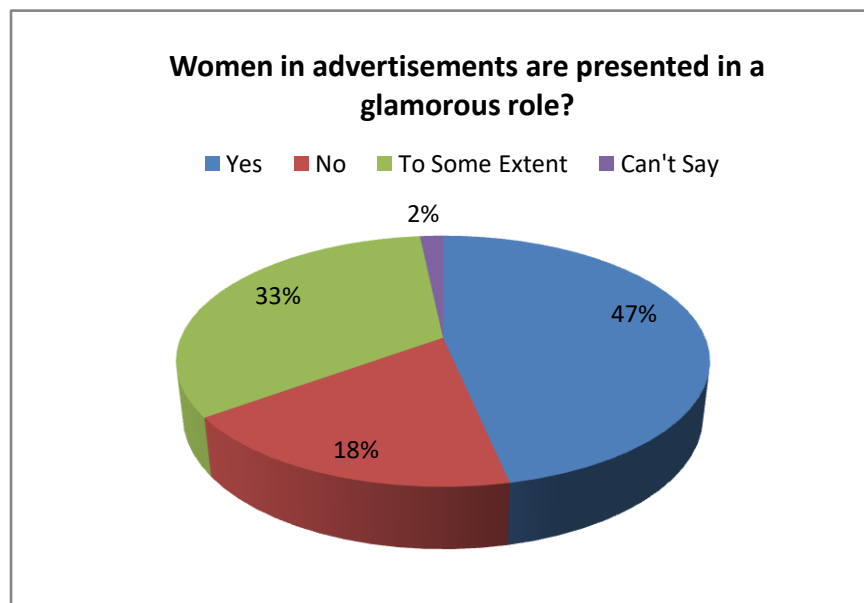
associated with beauty and cosmetic products' advertisements. It reinforces the traditional position of women in society.

## **2. EROTIC REPRESENTATION OF WOMEN IN ADS**

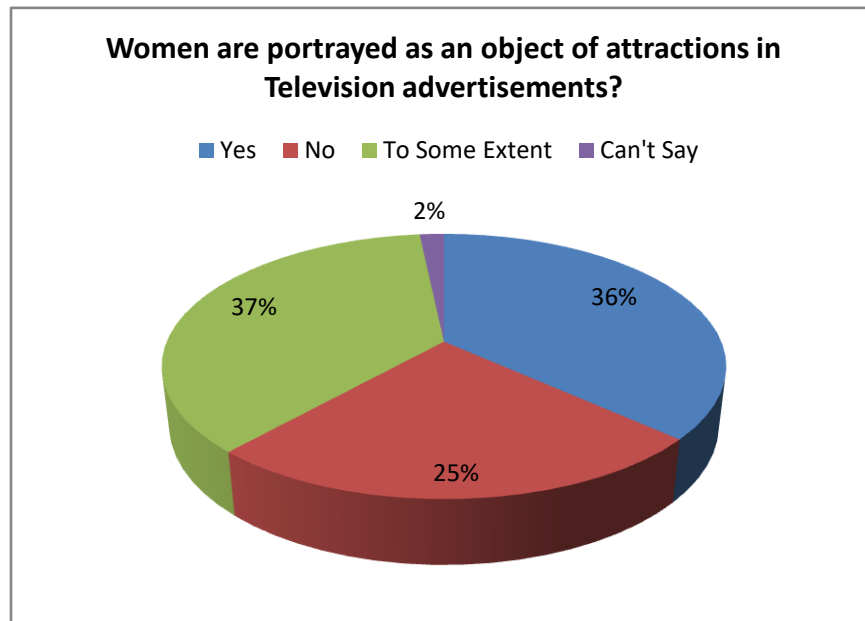


(Source: <http://www.digitaljournal.com/article/307354> & <http://andywibbels.com/unilevers-six-buyer-personas-for-axe-body-spray/>)

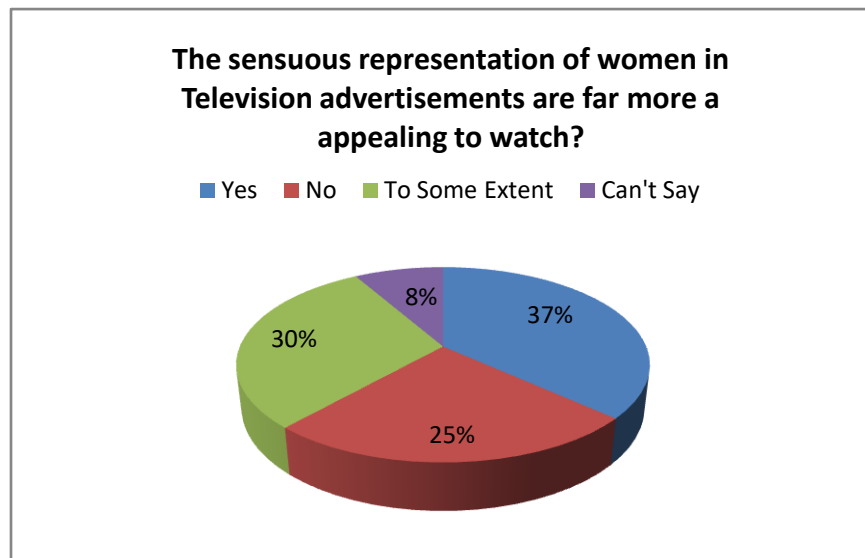
### **2.1**



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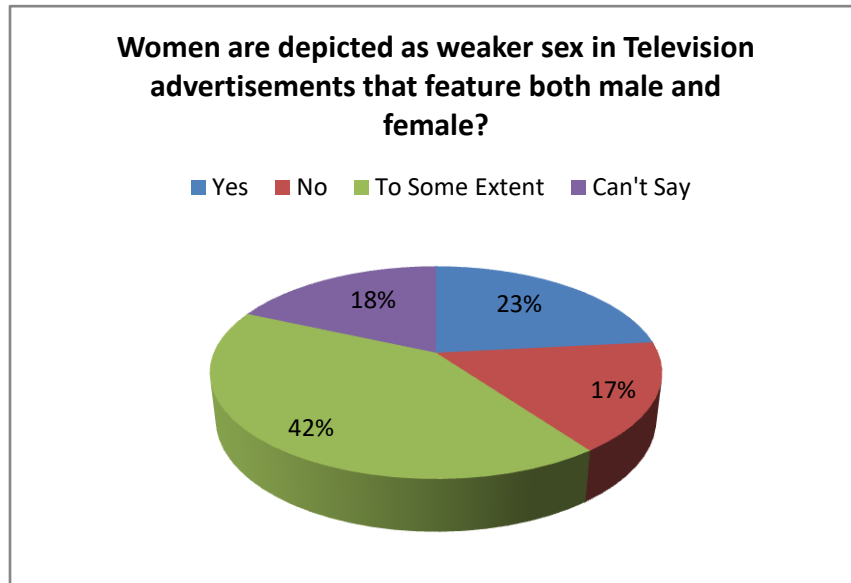


In commercials like ‘Nirma’ beauty soap, ‘Liril’, ‘Vico Turmeric Cream’, ‘Axe Deodorant’, ‘Slice’ juice, ‘Zatak talc’, ‘Lux Cozy’ etc, women are subjected to media’s attention and are presented in glamorous roles to garner attention of the customers. 47% of audience agrees with the statement that women are often presented in glamorous roles. Advertisement of ‘Amul Macho Undergarment’ (2007) portrayed women in one of the most objective ways. The ad was later banned by the Advertising Council. It is important to note that 37% find such sensuous representation of women far more appealing to watch. There is nothing wrong in presenting

women in bold roles but advertisers often focus mainly on the attractive models rather than the product itself, for its marketing. This portrays the incorrect picture of women in media.

### **3. GENDER BASED ROLES IN ADVERTISEMENTS**

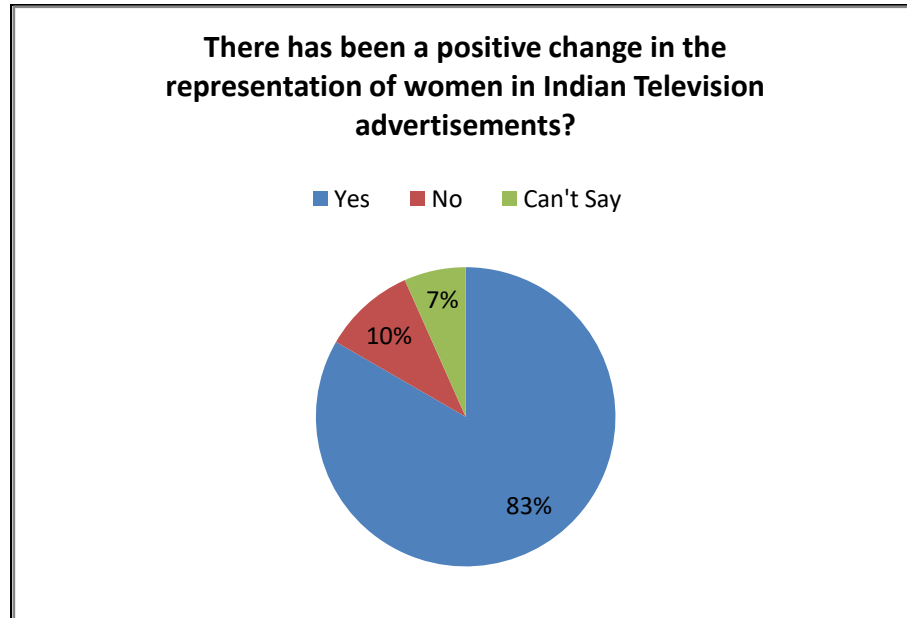
#### **3.1**



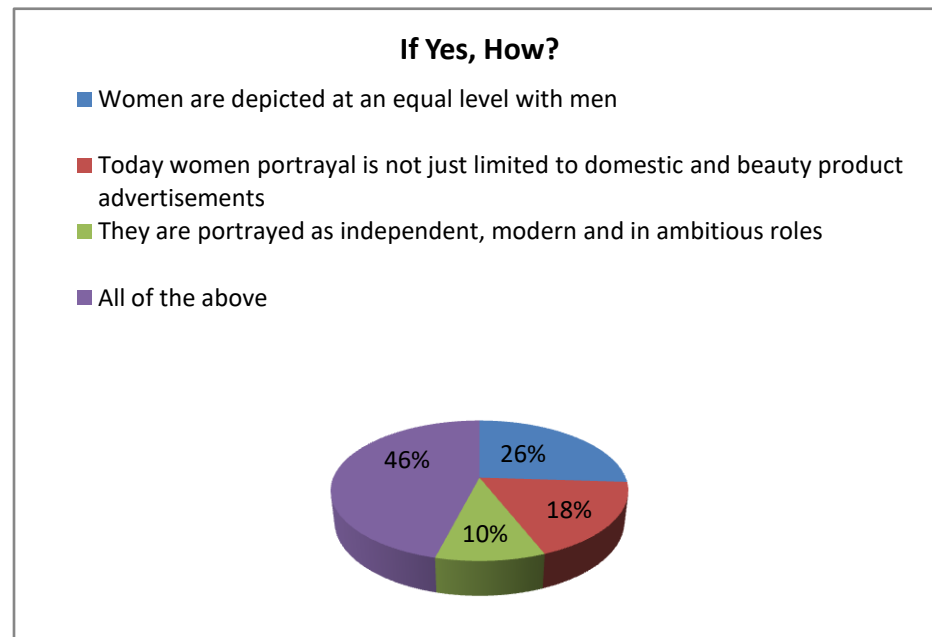
The survey shows 42% of viewers feel that women are featured as the 'weaker sex' in advertisements, to some extent. Commercials of 'MDH Masala', 'MTR', 'Tide' washing powder, 'Rin Supreme', 'Camlin Marker' etc show that a lot of times, advertisements show that the male community dominates the work front while the females of the house take responsibility of the household. However, 17% viewers do not agree with the same. In any case, media should not confine women to restricted roles and occupations. It reinforces the patriarchal thinking of Indian society and represents gender inequality in advertisements.

## 4. CHANGING STATUS OF WOMEN

### 4.1



### 4.2



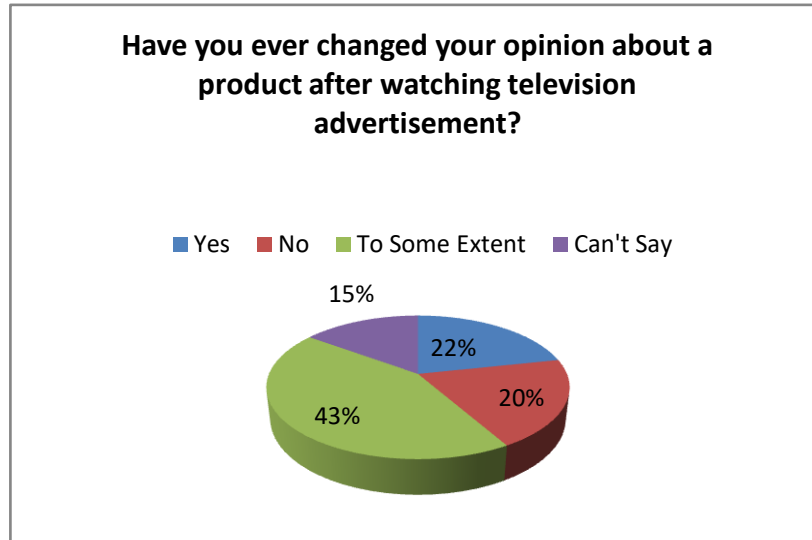
Over the years, it has been observed that television advertising have witnessed a positive shift in portrayal of women in India. As per the survey, 83% people agree with this. Today, women are not just confined to household walls. They are showcased in bold and independent roles.



Advertisers are trying to break the gender bias. Advertisements like Surf Excel, Titan Raga have come up with advertising campaigns which are breaking the stereotypes.

## **5. INFLUENCE ON AUDIENCE'S MINDSETS**

### **5.1**



The survey conducted shows that an advertisement does have an effect on the mindset and decision making of the customers. 43% audience believe that to some extent, advertising affects their viewpoints about the product. However, these decisions are also shaped by their own requirements, values, belief systems and thought process. As every individual is guided by his/her own perception, the impact of advertisements also differs from person to person.

## **CONCLUSION**

The research paper tries to explore advertising patterns of different eras to analyze gender representations. The analysis shows how television advertisements of eighties portrayed women mostly in traditional roles whereas; in nineties they were considered mostly as eye-catching element. The advertisers and the audiences also prefer such women centric advertisements. The survey indicates that about 53% viewers prefer advertisements which feature women. In addition to this, advertising in the eighties era also presented a patriarchal picture of Indian society where females have limited roles to play with minimum dialogues. Females were mainly preferred to feature in beauty and cosmetic brands. The notions related to pictorial presentation of females in nineties remained more or less same. As per the survey, 37% viewers find such sensuous image of women more appealing to watch. However, the study further indicates that the images of woman in television advertising have witnessed a positive shift after nineties. The 21<sup>st</sup> century Indian advertisements like 'Bournvita', 'Surf Excel', 'Titan Raga', 'Amazon' features women as protagonists. They were also shown in modern and progressive characters that are no more limited only to domestic and beauty product advertisements. Advertisements now are considered

as a powerful communication tool that influences an individual's decision making process. A customer's buying behavior is highly guided by the advertisements. We somewhere form an opinion of what we see in the media which is why representing the correct picture of women in advertising is very important. In nut shell we can say that women in the world of advertising have come a long way. They have carved their own place in the male dominated world. From a place where they were considered a second class citizen to women centric advertisement, it's a long story to tell. Reasons behind this paradigm shift can be attributed to Globalization, increase in the literacy rate and influence of the western society in India. But still there is a scope for growth. Still there are certain sections where females are used a prop in television advertising. In order to curb this practice we recommend a strong advertising body which can come up with stern actions against the violators of advertising ethics.

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## PROSPECTS OF INDIA'S RELATIONS WITH THE GULF COOPERATION COUNCIL IN THE TWENTY FIRST CENTURY

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### ABSTRACT

*The paper review the prospects and challenges of India- GCC relation in the context of recent developments in the international arena. Economic ties have been the backbone of India-GCC ties and it continues to flourish. Political differences over regional international issues have not been an impediment in the India-GCC economic ties. The paper conclude that it is necessary to develop political warmth to have cooperation in the development activities as well. The Gulf Cooperation Council (GCC) was formed in 1981 consisting of six Gulf monarchies Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates (UAE). The economic dimension of India's Gulf policy has become more pronounced in recent years. . Considering these facts into account, the present-day trade arrangement between India and the GCC on the basis of term contracts would increasingly have to give way to substantial relationships based on investments and joint ventures in each other's energy, industry, infrastructure and services sectors. The relations did not improve much due to India's reluctance to condemn the Soviet invasion of Afghanistan and its neutrality in the Arab-Persian conflict that started in 1979. The Arab-Persian conflict that led to the formation of GCC was primarily an economic cooperation.*

**KEYWORDS:** *Neglecting, Monarchies Bahrain, Increasingly, Infrastructure, Materialized*

## INTRODUCTION

The Prime Minister Narendra Modi's recent visit to the United Arab Emirates has brought into focus India's changing role in the Middle East and in particular in GCC countries. The international community in the West has been obsessed with New Delhi's ties with Tehran, while neglecting India's much more substantive relations with the Arab Gulf States and Israel.

India's intention to secure energy supplies and maintain economic relations with the six member GCC States has reciprocated by the Look East policy of the Arab Gulf and that carved out a substantive relationship. The Gulf Cooperation Council (GCC) was formed in 1981 consisting of six Gulf monarchies Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates (UAE). The economic dimension of India's Gulf policy has become more pronounced in recent years. The relationship developed between the GCC and India is mutually beneficial that India is looking for large infrastructure investments from the Gulf other than oil, whereas the Gulf States are interested in human resources from India in order to develop sectors as varied as information technology, construction, transportation and services.

Energy being the driving force behind the GCC-India relations, with the former supply 40-45 per cent of India's petroleum. At the same time Indians are the largest expatriate community in the GCC countries and India receives remittances worth of \$6 billion annually from its Gulf expatriates.

The present paper review the prospects and challenges of India-GCC relations in the context of India's new foreign and economic policy along with its energy policy. Oil is the second largest source of energy after coal in India, constituting about 36 percent of its national energy basket. Considering these facts into account, the present-day trade arrangement between India and the GCC on the basis of term contracts would increasingly have to give way to substantial relationships based on investments and joint ventures in each other's energy, industry, infrastructure and services sectors.

## HISTORICAL BACKGROUND OF INDIA- GCC RELATIONS

Indians had trade relations with the Arab world for thousands of years dating back to the third millennium B.C. Seaborne trade developed due to conflict between Persians and Romans. India's glorious agriculture and economic history, Arab enterprises and spread of Islamic ideologies promoted the connectivity between the two regions leading to migration and inter-marriage between Indians and Arabs.

The British rulers materialized these socio-economic bonds and used it as a political and military tool. The Arabia was ruled by British from India, initially from Calcutta and later from New Delhi. In 18<sup>th</sup> Century the British established protectorates as part of business along the Gulf coast, that evolved later as GCC states. The Indian rupee that was used in the GCC countries during medieval times, continued to use until the 1960's, before great oil boom (Samir Pradhan, 2010).

Relationship between the two regions got an unprecedented boost in the 20<sup>th</sup> Century with oil exploration in the Middle East and corresponding trade along with labor migration from India. During 1940s Indian laborers started playing key roles in the development of GCC states with

equality in payment.<sup>1</sup>By the end of 20<sup>th</sup> Century Indians filled the job market in the GCC region due to shortage of skilled and unskilled Arab manpower.

The partition of India left Modern India a little disfavor in the Arab region who preferred the Pakistanis, and even supporting Pakistan in India-Pakistan conflicts. In due course Pakistan provided military and police support to the GCC states. India's foreign policy during the period was mostly focused on Pakistan, China and other South Asian countries.

India's economic, foreign and military policies during the period was based on socialist principles along with import substitution encircling the Soviet Union. India's increased reliance on Soviet arms and ties with the Soviet bloc reinforced the India-Pakistan war that further aggravated the gap with the pro-western Arab states (Zakir Hussain, 2012). The relations did not improve much due to India's reluctance to condemn the Soviet invasion of Afghanistan and its neutrality in the Arab-Persian conflict that started in 1979. The Arab-Persian conflict that led to the formation of GCC was primarily an economic cooperation.

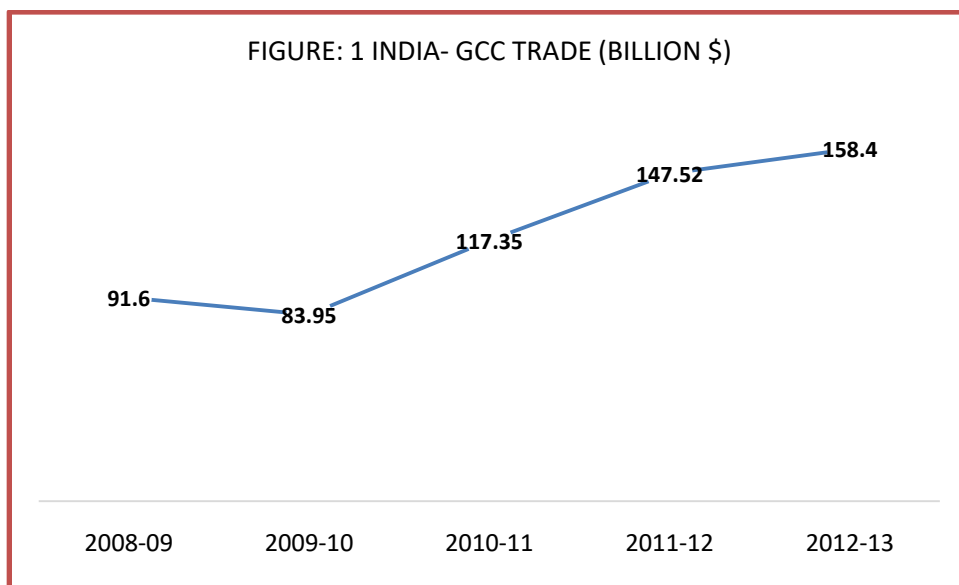
The gap between the two regions did not stand long due to oil boom and corresponding economic development in the GCC that attracted large migration of Indian workers to Arab states in 1970s and 80s. Correspondingly the trade between the two regions flourished where India imported oil from GCC states in place of export of Indian products. The 1990s saw the development of a warm relationship between two regions due to two fundamental reasons, the first being the dissolution of Soviet Union and the end of cold war, reflected in India's foreign policy along with that of the GCC states. The second catalyst is the economic reforms in India whereby globalization and liberalization become the corner stone of Indian markets attracting large foreign investments. Huge import of oil from the GCC to meet the energy requirements of India as a giant economy along with the large migration of skilled manpower to GCC countries (along with unskilled labor) for its economic modernization led to the development of a new era in the relationship between the two regions. Total Indian expatriate population in the GCC are around 6 million of which approximately 2 million alone in UAE (Ginu and Khurshid, 2010).

India shares the GCC's interest in secure and open lines of communication from the other end of the import-export equation. The stability of the Arabian Gulf and its related lines of communication is also important to India due to the large Indian diaspora in the GCC states and their physical security. Like the GCC, India also opposed to Iran's pursuit of nuclear weapons and at the same time continues to maintain relationship on multiple levels with Tehran, including political, economic, and military (Ahmad Talmiz, 2013). Other interests of India's involvement in the Gulf include counteracting Pakistan's involvement in the region and compete and hedge against China. India's counter-terrorism goals also got acclaim from the GCC states.

## **RECENT DEVELOPMENTS IN THE RELATIONSHIP**

Recent years have witnessed booming trade relations between the two parties through comparative advantage. In exchange of import of hydrocarbons including oil, gas and capital investment from GCC, India is gaining through its migrant workforce in the form of foreign exchange as well as a market for its consumer goods. India has granted Most Favored Nation status to all the GCC countries and the two parties also signed a Framework Agreement for Economic Cooperation in 2004.

GCC oil export to India constitutes approximately 40-45 percent of India's petroleum imports; which will climb to 60 percent when combined with oil from Iraq and Iran. India is the fourth largest energy consumer in the world and its energy requirements are expected to rise in the future; Saudi Arabia alone supplies almost 20 percent of India's petroleum imports. India is the sixth largest LNG importer in the world; Qatar is the key Gulf supplier of LNG to India (Raja Mohan, 2009). Total GCC exports to India have increased in recent years compared to the West. Trade is the most substantial link between India and the UAE, its largest GCC trading partner and India in turn is UAE's largest trading partner, even exceeding the U.S. and the China; bilateral trade in 2010-2011 was 68 billion dollars. Saudi Arabia is the other large GCC trading partner of India; currently India is the Kingdom's fourth largest trading partner globally (Economist Intelligence Unit, 2009). The trade relation with GCC is as shown in Figure: 1 and 2, wherein the trade increases from USD 91.6 billion in 2008-09 to USD 158.4 billion in 2012-13.

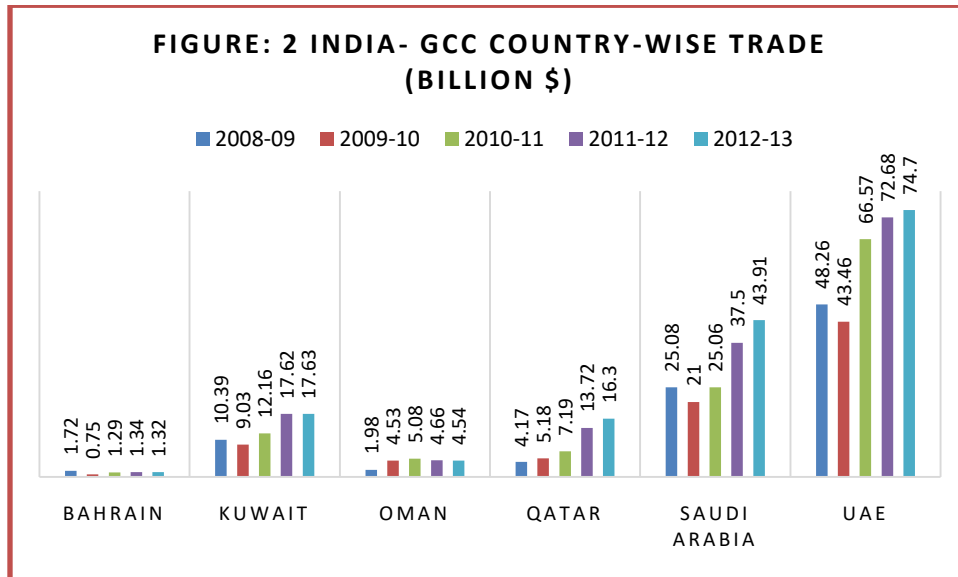


*Source: Department of Commerce, Ministry of Commerce and Industry, Government of India*

There are huge projects in the pipeline with GCC such as the Dolphin project. Potential to increase natural gas exports to India through the Strait of Hormuz is the Dolphin Project; which is a plan for subsea natural gas pipeline from Oman to India, carry gas from the UAE and eventually even Qatar. These gas exports could pass west to east through India's own domestic pipelines and will be re-exported further east throughout Asia.

Petroleum products represent an important element in the trade relationship between India and the GCC and at the same time India is the largest exporter of food to the GCC among its South Asian neighbors. But foreign direct investment from GCC to India has not grown the way trade has expanded, in particular in the infrastructure sector. India's oil import from GCC is shown in Figure: 3, wherein oil imports increased from USD 19,958 million in 2006-07 to USD 63,001 million in 2012-13. Indians form the largest expatriate population in the GCC states. The percentage of foreign expatriates in the labor force varies from a low of 24 percent in Bahrain to a high of 92 percent in Qatar; Indians compose almost as much of the expatriate labor pool as all

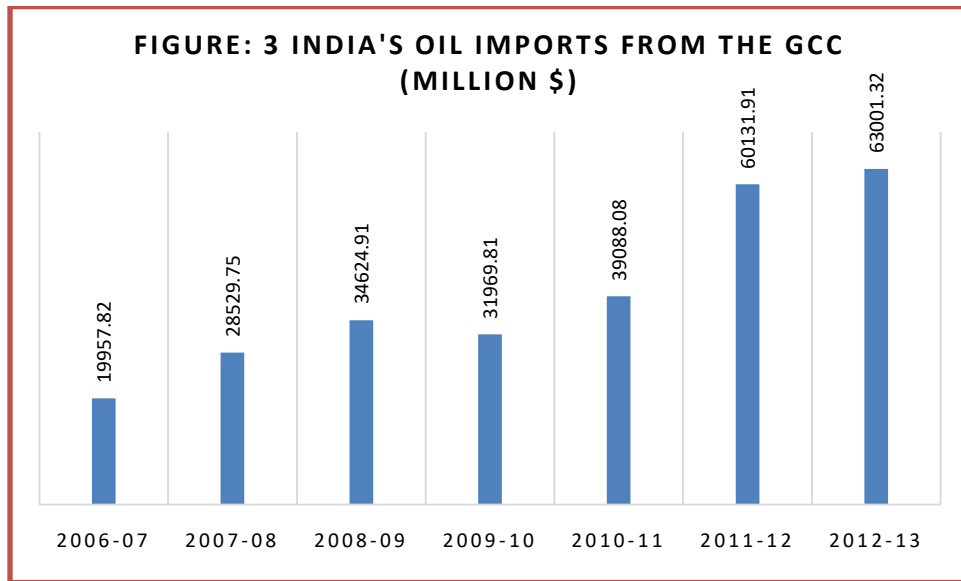
other foreign laborers combined. The composition of Indian expatriates has both expanded and diversified over time. Unlike the seventies and eighties when over 90 percent of Indians were blue collar workers, today over 35 percent of Indians in the GCC are white collar specializing in service industries (Benjamin, 2013). The increasing number of educated workers among Indian expatriates is contributing to fundamental changes in the social and economic fabric of the Gulf at the behest of GCC governments that wish to transform from petroleum based to knowledge based economies. Development of information technology, health care and medical sciences, research and development, pharmaceutical industries, higher education, etc. are correlated to the increasing number of Indian white collar workers. This vibrant workforce constitute an important element of future relations for both India and GCC.



Source: Department of Commerce, Ministry of Commerce and Industry, Government of India

The Bollywood movies and other Indian cultural phenomena that one finds in the Gulf are in large part popular due to the presence of the expatriate population. While the Gulf has been a lucrative market for Indian manufactured goods like textiles, spices, food products, and even electrical goods, the information technology and other white collar sectors have far more transformational potential (Nader Habibi, 2011). GCC higher education alone could be dramatically improved and altered over time with the continued influence of Indian educators, scientists, technology workers, and so on (BinodKhadria, 2002). As economic relations expand with the Gulf and other countries in or near the Indian Ocean, many political-military concepts from the Raj era will resurface, albeit shaped to the contemporary environment.

After India's adoption of a Look West policy in 2005 oriented towards West Asia and focused on the Gulf, the GCC countries adopted their Look East policy oriented towards their Asian partners. India's prominent role is exemplified by the fact that it is the fourth country granted by the GCC "dialog partner" status after the U.S., the EU, and Japan (Harsh Pant, 2009). To illustrate how much political relations have improved since India was seen in the Gulf through the dark lens of the Cold War and Pakistani relations, two GCC members, the UAE and Oman, both support India's bid for permanent membership on an expanded UN Security Council.



*Source: Department of Commerce, Ministry of Commerce and Industry, Government of India*

The Indian Navy has been the primary service provider in the region, and involved in planning and debate for a greater military role if contingencies arise. Indian military cooperation with the Gulf has expanded to match its increased defense interests in the region. India has been training UAE military personnel in various disciplines at its training centers for years. In similar fashion, India's relationship with Oman also included training for both officers and enlisted men and it progressively enlarged. Qatar has increased military relations with India in the form of a defense agreement. In 2007, the two countries reportedly agreed to jointly produce unspecified military equipment (Benjamin, 2013). India has military relations with all the GCC states, but notably Indian military relations with GCC countries are bilateral rather than collective. India's political-military relationships with the GCC reflect in part its concerns over transnational terrorism, particularly in the form of Islamic extremism. India prefers to see the Gulf evolve towards political and religious moderation which would mirror India's world view favoring responsive, democratic regimes and simultaneously minimize Gulf support for Islamic fundamentalism. GCC now view India as large free market with a Gross National Product exceeding a trillion dollars, a population exceeding a billion, a burgeoning military expeditionary capability, and the most influential knowledge community in Asia, other than the geographical proximity. Recent developments occurred in the relationship between India and individual GCC countries are as follows.

### **SAUDI ARABIA**

India- Saudi Arabia relations are affected over the years by the legacy of the Cold War, regional political issues, differences in ideological orientation, and differing interests. The situation changed after the 9/11 attacks in the US and Saudi Arabia began to realize the importance of engaging with major Asian countries such as India and China (Prasanta Kumar Pradhan, 2013). The visit of King Abdullah to India in 2006 was a landmark event and it laid the foundation for a stronger relationship. Then Prime Minister Manmohan Singh's visit to Saudi Arabia in 2010 further strengthened the mutual understanding and it emerged as a strategic relationship.



## **OMAN**

India's relationship with Oman is very cordial with strong historical ties ranging from political, security and economic arenas and Oman is one of the few Muslim countries that did not oppose India in the international fora on the Kashmir issue. Then Prime Minister, Manmohan Singh, visited Oman in 2008, a memorandum of understanding (MoU) was signed for establishing a Joint Investment Fund with a seed capital of US\$ 100 million. In 2003, both the countries started annual strategic consultative group meetings to deliberate on mutual bilateral, regional and international issues; it lead to robust cooperation in defense and security matters.

## **QATAR**

India and Qatar have taken a number of initiatives to strengthen their bilateral relations in recent years. Prime Minister Manmohan Singh's visit in 2008 lead to the signing of an agreement in the field of defense, security and law enforcement matters. The previous Qatari Emir, Sheikh Hamad bin Khalifa Al Thani, visited India in 2012 and signed agreements in the fields such as oil and gas, education, legal affairs, banking, etc. Qatar is supportive of India's candidature for the UN Security Council, and on Kashmir issue, it supports the resolution of conflict through bilateral dialogue. It also maintained neutrality on India's nuclear issues.

## **KUWAIT**

India enjoyed a warm relationship with Kuwait and India has been one of the first countries to recognize the independence of Kuwait. However, the relationship suffered badly during the Iraqi war, and has improved since then with the visit of Vice-President, Hamid Ansari to Kuwait in 2009. Both the countries signed agreements on education, culture, and science and technology.

## **UAE**

Relationship with UAE was growing steadily in political, economic and security fields. Frequent exchange of visits at the ministerial level keeps taking place and both countries have signed a number of agreements covering security, defense, economy, work force, culture, etc. India and the UAE signed a defense cooperation agreement in 2003 and former Minister of External Affairs, Pranab Mukherjee's visit in 2008 led to 'long-term' defense relationship based on possible joint development and manufacture of sophisticated military hardware (AtulAneja, 2008). Former President PratibhaPatil visited the UAE in 2012. However, there has been no prime ministerial visit to the UAE since 1981 and that lacunae is filled-in with the visit of NaredraModi. UAE too supports India's candidature for membership of the UN Security Council.

## **BAHRAIN**

India and Bahrain maintained friendly relations over the years and is becoming stronger day by day. Both the countries signed several bilateral treaties covering diverse issues like Information and Communication Technology (ICT), extradition treaty, manpower agreement, investment promotion and so on. Bahrain supports India's permanent membership in the UN Security Council.

## EMERGING SCENARIO

The global energy market is experiencing astonishing changes due to technological innovation, especially in US (shale oil) which has delivered unanticipated impact in demand, supply and prices. However, the GCC countries, the principal global producers of hydrocarbons, are investing heavily in the oil sector, led by Saudi Arabia (\$150 billion), and followed by UAE (\$76 billion) and Qatar (\$41 billion). These investments will cover oil (42 percent), gas (34 percent) and power (24 percent). These investments are taking place at a time when the GCC countries are committed to greater economic, political and security integration, while diversifying their international engagements by pursuing strategic 'Look-East' policy (Talmiz Ahmad, 2013).

In the present scenario, simple buyer-seller arrangement between India and the GCC would increasingly have to give way to substantial relationships based on investments and joint ventures in each other's energy, industry, infrastructure and services sectors.

Prime Minister, Narendra Modi's recent visit to the UAE, followed by the visits of External Affairs Minister and Finance Minister underlined India's continuing stakes in GCC which is facing significant changes. India would like to see a stable balance of power to emerge in the Arab region driven with multiple fault-lines. This is seen in India's cautious policies during the Arab-Persian disputes, Arab spring and after in the region.

Prime Minister's visit to the UAE was his initial attempt at engaging the Arab world. The Government's initiative comes after a strategic Neighborhood First policy, followed by engagement with Big Powers, Central Asian nations, and Act East policy.

His visit to the UAE, a key GCC player, is a test on India's diplomatic skills in the Arab region in the phase of support for India's probable inclusion in the expanded UN Security Council. India's strategic relation in the West Asia is a triangle one, with Iran, Israel, and the GCC countries forming the three angles. Over the years India could maintain warm relations with all of them even during hard situations and has built considerable stakes in these countries.

Even though Arab Spring and the thread of Islamic State in the regions act as a dampener in India's Arab regional policy, the pragmatic and pro-active leadership of the UAE, fastest growing economy in the Middle East, has drawn the attention of Prime Minister Modi (Shashwat Tiwari, 2015). One of the priority for India is attracting investment from countries like UAE and is highlighted in the joint statement, with the announcement of an investment fund worth billions of dollars, for the development of infrastructure in India.

Another important objective is the continuing fight against terrorism and in his speech, Modi emphasized this making the same oblique reference to Pakistan without an explicit mention. In this respect, the announcement that bilateral relations with the UAE would be upgraded to a comprehensive strategic partnership is a major strategic move. The two countries even agreed to conduct joint defense exercises and enter into joint ventures for the manufacture of defense equipment.

India's energy and economic security is intertwined with the GCC countries and therefore, at the security domain, India should step up cooperation with the regional powers such as UAE (Shashwat Tiwari, 2015). The United States, major security provider to the GCC countries

is slowly disengage from the region as it is moving towards self-sufficiency in oil and gas. For India, its future energy security is intimately tied with energy supplies from the GCC countries and hence protecting energy supplies will be one of the highest foreign policy priorities. Greater security and defense cooperation with the UAE will enhance India's security role in the region that will synergies with India's greater defense ties with the U.S in recent times. Prime Minister's visit has opened doors for closer engagement with Arab region, specifically GCC at a time of significant global geo-strategic shifts.

## INDIA'S EMERGING FOREIGN POLICY

The transformation of India's foreign policy from an 'internationalist' one to a 'nationalist' one have begun after Jawaharlal Nehru and V.K. Krishna Menon. In the post-Cold War era, our internationalism was confined to regional and other groupings, most of them connected to economic ties; and concern about the international issues was encircled mostly around protection of the environment and global warming (Sreenivasan, 2015). Substantial changes have happened in the Asian eco-political arena over the last couple of decades, from the rise of China and India as major economic powers and shifts in energy supply increasingly directed towards the GCC have changed foreign policy of these countries (Imran Khan, 2015).

Prime Minister Modi has now visited over 25 countries in a short time and the inroads he has made have been impressive ranging from revitalizing India's ties with smaller states in our immediate neighborhood to engaging the world's major powers. For more details on this refer Figure: 4 and Appendix Figure: 1 for multilateral meetings. The major feature of India's foreign policy has now become more proactive focused on actively shaping and driving events as against reacting to them. One of the major question arise in this regard is the meaning of pro-active policy when compared to the traditional policy based on non-alignment that is mostly reactive. Present policies are said to be based on clear priorities on an integrated view of regions, and a more vigorous effort directed at confidently pursuing multiple relationships simultaneously and making a global impact. The new policy is composed of five major innovations as outlined below (Parameswaran, 2015).

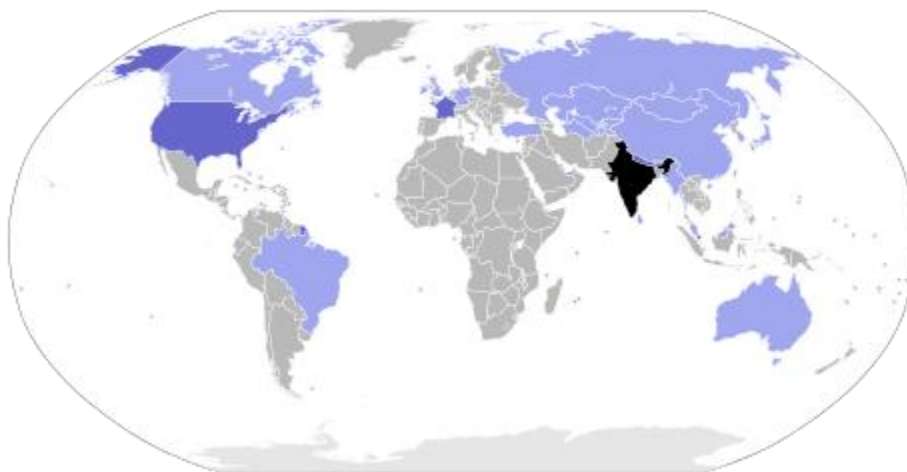
- Narratives: Government is developing a narrative as part of transition to making India a leading power and it will strengthen India's position for permanent membership in the UN Security Council.
- New lexicon and imagery: It is from 'Look East' to 'Act East' policy or the image of a 'first responder' in humanitarian assistance and disaster relief, has been critical in signaling and driving foreign policy change.
- Soft power: Use of soft power in foreign policy is as evidenced by the International Day of Yoga and its link to the country's cultural heritage.
- Indian diaspora: While achievements of diaspora have been appreciated earlier the government has now taken a new initiative of directly engaging with the overseas Indians.
- Linking diplomacy and national development efforts: The government is attempting to link these two to leverage its international relationships to bring resources, technology and best practices for further development such as the Make in India initiative.

In this scenario we have to read India's growing relationship with GCC which is more satisfyingly expanding for both the parties in absolute terms as well as when compared to India's

relations with other regional group of countries. The changing dynamics of this relationship has gone much beyond energy security and traditional trade and commerce to the rich diaspora factor. We cannot even neglect the ongoing massive infrastructure development schemes with the involvement of the Indians living in the GCC countries (Rashid Hassan, 2015).

It is well-known that the diaspora factor and the growing economic interaction have resulted in an ever growing flight connectivity between India and the GCC countries; contributing almost 50 percent of the total flight connections between India and the rest of the world. Besides the rich diaspora, as we have discussed earlier the energy security was a key factor in growing relations between India and the GCC.

**Figure: 4 Prime Minister Modi’s Foreign Visits**



	1 Visit
	2 Visits

Source:

[https://en.wikipedia.org/wiki/List\\_of\\_prime\\_ministerial\\_trips\\_made\\_by\\_Narendra\\_Modi](https://en.wikipedia.org/wiki/List_of_prime_ministerial_trips_made_by_Narendra_Modi)

In this connection we should not forget India’s relations with Iran and Israel. India’s policy towards the Middle East has often been viewed through the prism of India–Iran relations; even though its engagement with the UAE and other GCC countries has gained momentum in the past. The Iranian government’s decision to renege on some oil supply commitments, which follows India’s decision to vote against Tehran at the International Atomic Energy Agency, has spurred New Delhi to diversify suppliers.

A SWOT analysis of India-GCC relations is as outlined in Figure: 5.

**CONCLUSION**

Economic ties have been the backbone of India - GCC ties and it continue to flourish even today. The increasing interdependence of trade and commerce in a globalized world brings with it prospects of further interaction between the two giants including political and military ties. India’s economic growth, industrialization and growing population has increased dependence on oil supply from Gulf<sup>2</sup>. For the GCC, India is a large consumer of oil and a large economy in the world. So, for them India can be a long-term partner in trade and business. The investment scenario does not look very impressive but it has a lot of potential for the future. India has not been able to attract investments from the surplus funds of the Gulf region, though India has been making efforts to attract Gulf investments to India. For the GCC countries, India is important for their diversification moves by which they intend to move beyond to reduce their dependence on the oil industry only. For these endeavors of the GCC countries, India would be an important and reliable partner.

**Figure: 5 SWOT Analysis of India – GCC Relations**

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Emergence of India as a large free market</li> <li>• Strategic geographic proximity</li> <li>• Indian diaspora in the region</li> <li>• Growth of Indian economy and potential for outpacing China’s growth</li> <li>• India’s military strength in the region</li> </ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>• Falling oil prices and consequent developments in the GCC countries</li> <li>• Future unstable governments in India (without ultimate majority in Parliament) and consequent sustenance of foreign policy</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Indian attempt for permanent membership in the UN Security Council</li> <li>• Potential US disengagement from the Middle East due to its self-sufficiency in the energy front.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Islamic State and terrorist threads along with regional political instability (such as in Syria, Iraq, etc.)</li> <li>• Worsening of India-Pakistan relationship and Kashmir issues</li> <li>• India’s relationship with Iran and Israel</li> </ul>

The ‘Look East Policy’ of the GCC is an important testimony to the growing India-GCC economic relationship. In order to diversify their economic engagements the GCC economies have started focusing towards the rising economies of the Asian continent.

The presence of large number of Indian expatriate workers forms a natural link between the two. Today, around 6.5 million Indians are working and living in the region. The GCC governments also acknowledge the contribution of Indian workers to the development of their countries. Indian workers are generally appreciated as sincere and hardworking and are preferred over other nationals. From the foregone discussion we can conclude that both India and GCC cannot neglect the bounding importance of maintaining the relationship between each other due to the following reasons.

- i. Emergence of India as a large free market with a GDP of three trillion dollars, population of 1.2 billion, military growing, geographic proximity, and most influential knowledge community in Asia.

- ii. India as the fourth largest energy consumer in the world and its appetite for energy continues to increase as its middle income class grows in an unprecedented manner.
- iii. The role played by the Indian diaspora in GCC countries will be acknowledged further in the closer ties between the two regions.
- iv. India need the support of Arab countries for its permanent membership in the UN Security Council along with a strategic solution for the Kashmir issue (and maintaining its relationship with Pakistan), which force India to maintain closer ties with the GCC.
- v. US move towards the so called self-sufficiency in the oil front through technological innovation in the form of shale oil and gas as reflected in the fall in oil prices, which will necessitate GCC to refocus in their policies towards East Asian countries, especially those are in proximity such as India.
- vi. The latest events happened encircling the Iran nuclear issue and its potential changing diplomatic relations with the Western powers may soon lead to the reappearance of Iranian oil in the global market, force GCC to retain its traditional trade partners and will be reflected in their foreign policies.
- vii. The post 9/11 attacks and events including Islamic State threats further accentuate the Look East policy of the GCC countries.

Political differences over regional and international issues have not been an impediment in the India-GCC economic ties. The rising threats of terrorism, maritime piracy, arms smuggling, drug peddling, criminal elements, money laundering, etc. are several pressing issues, which demand cooperation at the highest level as both India and the GCC countries have been affected by them. It is also necessary to develop political warmth to have cooperation in the developmental activities as well. GCC countries like Oman, the UAE, Bahrain and Qatar support India's candidature for the permanent membership of the UN Security Council. For obvious geographical reasons, strengthening defense cooperation with the GCC countries serves many purposes for India. Along with maintaining peace and friendship, both India and the GCC can enter into a durable security cooperation, which would help India deal with multiple security threats it is facing.

## NOTES

1. Saudi Arabian King Abdulaziz insisted that Indians and Arabs in oil companies should be paid equal salaries and wages.
2. Iran, till recently, was the second largest oil supplier to India after Saudi Arabia.

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**Appendix Figure:1 Multilateral Meetings scheduled for Prime Minister Modi**

Group	Year				
	2014	2015	2016	2017	2018
<b>BRICS</b>	14–16 July,  Fortaleza	8–9 July,  Ufa	2016, <sup>[b]</sup>  New Delhi	2017,  China	2018,  South Africa
<b>G-20</b>	15–16 November,  Brisbane	15–16 November,  Antalya	September 4–5,  Hangzhou	TBD,  TBD	TBD,  New Delhi

<b>EAS (ASEAN)</b>	11–14 November,  Naypyidaw	21–22 November,  Kuala Lumpur	TBD,  Vientiane		
<b>SCO</b>	11–12 September, <sup>[a] [c]</sup>  Dushanbe	9–10 July,  Ufa			
<b>IBSA</b>		2015, <sup>[b]</sup>  New Delhi		2017  Brazil	
<b>India- Africa</b>		29–30 October, <sup>[b]</sup>  New Delhi		2017, Africa	
<b>SAARC</b>	26–27 November,  Kathmandu		2016,  Islamabad		
<p> = <i>Future event</i>;  = <i>No summit</i></p> <p><sup>a</sup> SushmaSwaraj attended in the Prime Minister's place. • <sup>b</sup> India will host these summits. •</p> <p><sup>c</sup> India was not full member.</p>					



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