ROLE OF CULTURE IN NATION BRANDING: INDIAN CONTEXT

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ABSTRACT
The micro concept of branding is enhanced and used it for branding a whole nation, which highlight different attribute of a contrary. This concept is adopted by different countries in different dimensions. The mainly identified approaches were economic, political and cultural approach. Cultural and traditional approach outperforms other approaches in development and establishment of strong soft power and national brand. Such strategies are also used by Indian government. The articles analyses the current unstructured framework for national branding and create ways for developing a structured framework of national branding.

KEY WORDS: Branding, National branding, Culture, Tradition.

REFERENCES


