

# भारत के आर्थिक सशक्तिकरण में स्टार्टअप और उद्यमिता की भूमिका



डॉ. मंजुलता पाठक  
श्रीमती अंचल रामटेक  
श्रीमती मंजुलता यादव

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संपादक

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नित्या प्रकाशन

## पहला संस्करण 2024

प्रकाशक की लिखित अनुमति के बिना किसी भी रूप में इस पुस्तक या उसके किसी भाग को पुनः प्रस्तुत नहीं किया जा सकता है।

प्रकाशक की अस्वीकृति : इस पुस्तक को प्रकाशित करते समय हर बात का उचित ध्यान रखा गया है। लेकिन लेखक, प्रकाशक, प्रिंटर द्वारा हुई गलती के लिए वह किसी भी तरह से जिम्मेदार नहीं है। यह अनजाने में हुई ही हो सकती है।

किसी भी टिप्पणी या सुझाव को लेखक और सार्वजनिक डोमेन सहित किसी अन्य स्थान पर नहीं भेजा जाना चाहिए।

कॉपीराइट © डॉ. मंजुलता पाठक

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# **Advertisement and Marketing Outcomes in Peak Success to any Business**

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## **Introduction:-**

Distinctively worthwhile marketing is a do-or-die-break necessity for most businesses. It's unfeasible for you to be fortunate without good sales and marketing tactics, which bring money in the door, whereas advertisement plays a vital role in our day-to-day lives. It precisely determines how we live our routine lives and its impact on our practical thinking and attitude toward life and our surroundings. Marketing and advertisement show us the primed form of behavior in undeniable situations. A business uses its resources to produce a product for which the end user yearns. The business in general the one that comes up with what is required at a price that can meet the expenses using minimum cost. It needs market study to find out what is required and to bring the product to the notice of the customer time and again requires advertising. In simpler terms, Marketing is identifying the needs of consumers and Advertising is the practice of promoting. Further, we will discover more about how these play a crucial role in any business.

## **Research Methodology: Outcomes Based Advertising and Marketing: Small Business Vs Large Business**

It is a holistic approach that involves budget optimization, performance excellence, and continuous fine-tuning of ad delivery strategies. This approach is different from traditional performance marketing, which often focuses on releasing fees upon campaign success. It also allows advertisers to harness enhanced performance and reduced costs, but often overlooks individual advertiser outcomes. This approach is particularly useful in industries like eCommerce and B2B SaaS, where lower costs are often achieved.

Small shops are vital lifelines in communities, serving millions of low-income consumers and suppliers. They act as points of sale for airtime and cash in cash out agents, often for multiple

operators and financial institutions. Shopkeepers establish personal relationships with customers, making them a place to socialize and discuss life matters. Small shopkeepers using social media for advertising and marketing to enhance their consumer personal profile. Consumer are often make videos/reels and upload on their personal Ids of Social Media. They usually not paying any Taxes. They usually earns more than of assumed profits.



**Source By: IRFSTREET SHOPKEEPER(SMALL BUSINESS)**

A marketing strategy in Large Business plan to reach potential customers and convert them into customers, focusing on a company's value proposition and unique brand messaging. It aims to communicate a sustainable competitive advantage over rivals. Advertising strategies, which include introducing new products, boosting sales, and engaging customers, are used to build brand awareness and drive sales. Traditional and Digital Marketing channels are used, with a tailored strategy tailored to a company's specific needs.



Source By 5 Most Successful Business Strategies/

#### **Nature Of Advertisement and Marketing:-**

Marketing is added to make people aware of the product and services. Firstly you need to understand who your customers are to foresee their desires and needs. You need to interact with them in every way, why the customer needs them, and what you can provide. You need to outsource what people say or demand which is influenced by the advertising.

Advertisement is a psychological essence that is very complex and interesting, here the discussion is to introduce some strategies that professional experts experience and take you through how they can help your business to boom. We generally visualize how it affects us in our regular being, and we have become habitual of technical, scientific and advertising uses that capably.

The compulsion of advertising is growing day by day, A notable amount of money is spent on advertisements and different types of advertisement campaigns attract companies huge profits. Moreover, on the market front, product advertisement comes first and is a necessity in business which lines up the commercial growth and is becoming expensive.

#### **Beginning with the sketch of Advertisement and Marketing through the following:**

1. Advertising is a market mechanism that circulates particulars about the product intended for huge customers at the same instance using various channels.
2. Marketing requires advertising messages through abundant mediums i.e. Media, Television, magazines, the Internet, E-mail, Telemarketing, Voice Messages, and so on.
3. Advertisements propose to sell and generate the urge for the precise product, eventually leading the product to a brand.
4. It is an epic challenge for advertisers to lay out a message that gives an edge in a busy world where customers are becoming selective and skilled through ads.

#### **Scope of Advertising and Marketing:**



Business success hinges on successful marketing based on advertising services and tools simultaneously. Advertising is repeatedly regarded as a mode of a company's product and services. The scope of advertising is to make contact and target growing customers. It lends a hand in gathering information to customers regarding the product. Advertising is certainly part of Marketing both are equally responsible for generating any business so it makes sense that advertising is requisite to get faster returns to any brand for future sales, Whereas the marketing tasks are meant to build long-term relationships for the time ahead.

#### **Forethoughts of Marketing Experts:-**

1. How to scrutinize the market environment and customer needs.
2. Perception of market research based on the budget for the smooth ongoing process.
3. Packaging and product costing are crucial parts of any plan.
4. Advertisement to build clientele and focus on promoting to reach the market and reach the customer with a positive message.
5. Go for the constructive distribution method and create an effective marketing strategy to navigate ever-lasting successful results.

Advertisement and marketing plans drag all the segments of establishing the business showing how to put entire planning into huge outcomes in the future.

#### **Marketing Interpretation through Advertising:-**

Marketing indicates mainly Advertising and Selling. Any business will be more fortunate if looking at the entire perspective by the time taken to scrutinize the products and services in the competitive market. Here, the advertisement plays a major role when the producer must communicate to the intended buyer. Any small business can advantageously compete in your chosen market, whereas larger businesses need more effort to meet the challenges and be more unique in their business ideas.

#### **Concepts and Strategies of Marketing Experts:-**

- **How to scan the marketing environment**

Producers should not only know the product. They must also be aware of the competitive domain and trends to evaluate the business in the market.

- **Perception of Market Research**

Market research is necessary for all existing companies. There are so many research strategies that can be adapted to fit the needs and the allocated budget of every company. Production and development must be an underway process along with packaging and price be taken care.

- **Choose the Constructive Distribution Method**

In a sound economy, successfully getting your product and services to the buyers can be the major reason for the success and failure of any business.

#### **.Advertising to fabricate the customer base**

Producers need to focus on promotion and advertisement to meet the target market. Any business needs to be creative while making public relations to get potential customers.

- **Establishing a successful and effective for everlasting success**

A marketing strategy draws all the features to describe how to organize into a harmonious planning document that will become the layout of the marketing favourable outcome.

**Unique Business idea leads to Selling Approach :-**

Instinctively well-organized research marks guaranteed success and left behind the competitors. The extremity of ongoing business stands out from the mass crowd by the uniqueness that can extend from packaging and distribution methods. Every entrepreneur needs to emphasize something different or better for their business to grow in the deciding period. To be in a competitive market regulating your business design has enough plead to an adequate number of customers.

**Conclusion:-**

Focusing on an effective market itself, a business owner needs to emphasize what is unique and different to be served to the customer. The best way is to convey the uniqueness in a short and precise statement. Preferably every owner should research and try out the ideas against the real world.

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## परिचय

स्टार्टअप इंडिया भारत सरकार की एक महत्वपूर्ण पहल है जिसका उद्देश्य नवाचार और उद्यमिता के लिए एक मजबूत इकोसिस्टम का निर्माण करना है इस विचार को ध्यान में रखते हुए राजा भोज शासकीय महाविद्यालय मंडीदीप में भारत के आर्थिक सशक्तिकरण में स्टार्टअप एवं उद्यमिता की भूमिका पर एक दिवसीय अंतरराष्ट्रीय शोध वेबीनार का आयोजन कर बेरोजगारी की ज्वलंत समस्या के समाधान की दिशा में सफल प्रयास किया साथ ही शोध पत्रों के प्रकाशन का लाभ उद्यमिता एवं कौशल विकास की मानसिकता को सुदृढ़ करने में मदद करेगा। प्रकाशित पुस्तक स्टार्टअप के विचार को विकसित करने, नवाचार में रुचि विकसित करने, संसाधनों से संबंधित जानकारी प्रदान करने एवं भविष्य में उद्यमिता के क्षेत्र में प्रवेश की पहल करने वालों का मार्गदर्शन करने में मदद करेगी।



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