

“Higher Education”- A need for branding the Nation

Ms. Hemlatta Rajput

Dr.ArchanaTomar

When we look at the success of the big corporate brands like Audi, Burberry, Google and 3M than we can say that their strategies for innovation and branding can give us new ways for our higher education. We are so concerned with the scenario that we have a good strategic position in the world economy but this position will gives us results only if we are able to adopt the world standard for quality of our higher education. Why we as authors encourage this question because now a days our institutions are producing good numbers of engineers, doctors, and scientist and other area experts but we still fail to produce good number of innovators for our world economic strategic position in the market. Not only this we fail to develop nation as brand for technology and new invention. Therefore, the role of higher education is really a question mark. This is area where we think in a new dimension and try to produce and develop new methods and standards for the higher education institute in India. The focus of the paper is design the various strategies for Indian higher education from various multinational brands.

Introduction:

When we think about the country like India than one thing will come to our mind that it is the second largest democracy of the world. We are still struggling for the poverty free and unemployment free India. Still India has not achieved 100% literacy for its citizens. If we look at the society we are still bound by various rules and rituals of our multicultural aspects. When we talk about the Image of India at the global level than various questions come to our mind like... How does the world outside the borders of our country, view India? What is the image that could possibly be conjuring up in the minds of people outside India, which includes Non-Resident Indians?, People at the world level consider India as the nation of villages and it is known for its diversity in terms of income, culture, religion and languages. Generally we hear from the various corner of the world that India was mainly popular for its colourful culture and its variety, not only this forty-two percent of the nation lives below the international poverty line. Almost 500 million people who live in poverty in India outnumber the entire U.S. population. country were considered as that in rich India poor Indian are living where only 10% of population holding nations 80% of wealth, where majority rights are given to the male member and women were considered as just one of the member who just serve the family its economic contribution will be welcome by the family if she is able to manage her both the task at the home level as well as at the business level. In this scenario we have to think about the branding the nation for its strength and ability in economic, social and political sector of the country

Therefore, the focus of the paper is that How the image of country will be affected by the education at large to generate a nation as a brand, where nation will achieve a position through its education system to perform well in the economic, social and even at the political sector and this we can identify with the help of various big brands at the international level that how they pursue their strategy not just for enhancing their sale but to maintain their brand all over the world. Here in this paper authors are also trying to focus on the implementation of the various strategy in the higher education so that we can create or generate our nation as one of the brand at the international level in terms of economy, society, and even in terms of politics also.

What is brand?

Brands are different from products in a way that brands are “what the consumers buy”, while products are “what concern/companies make”. Brand is an accumulation of emotional and functional associations. Brand is a promise that the product will perform as per customer’s expectations. It shapes customer’s expectations about the product. Brands usually have a trademark which protects them from use by others. A brand gives particular information about the organization, goods or service, differentiating it from others in marketplace. Brand carries an assurance about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company represents and what are it’s offerings.

What is Nation branding ?

Nation branding concerns a country’s whole image, covering political, economic, historical and cultural dimensions. The concept is at the nation level, multidimensional and context-dependent. The nation image may have little impact on the consumer and has no link with the product offer. People may like or dislike a country for all kinds of reasons that may or may not affect their purchase decisions. On the contrary, product-country image, as a kind of secondary association, is part of the product brand and closely linked with a specific product or product category. It has an immediate effect on people’s minds and directly affects their purchase decisions.

In the global marketplace, the nation brand should ideally act as a national umbrella brand, seeking to differentiate the country’s products from international competitors, but the mechanism of its success operates at the micro-level of individual customer psychology. Nation branding should address the image and message to further a country’s political, social and economic gains and create competitive advantage. The challenge of nation branding relates to how the separate purchasing decisions of a variety of customers across a vast spectrum of unrelated needs and intentions can be consistently aggregated to create a harmonious and coherent value chain throughout a nation. Nation branding involves promoting a nation’s image to an international audience. Like product branding, nation branding has all types of techniques, technology and media at its disposal. However, it also faces a number of unique challenges.

How higher education is a need of branding the nation? :

The role of education creating the nation as brand or we can say that branding the nation is most important and particularly the higher education of any country directly make an impact on it. The reason is that education is only weapon by which any country can achieve its social and economic aim for the country because system of education develop the citizen of country and make them productive and responsible for the nation and this population ultimately work for the nation when talked regarding the higher education is that part of whole education system which makes an individual innovative , productive , and risk taker for the future challenges if higher education design in such a way that they can develop students more innovative and productive than it directly make an impact on the economic, social and political system of the nation.

Now we are at the stage of the demographic dividend and this dividend we can get in terms of branding the nation in terms of its productivity, innovation, economy, culture, religion and political aspect at the world level and this can be done by only higher education of India.

The process of branding the nation :

Yes it is the process because if we want out come in terms of branding the nation we have to follow the process and this process include certain strategy which we are trying to adopt from the various international brand like Audi, Burberry,3M, and Google and so on

AUDI: The merger of the four companies under the logo of four rings

Audi is a German automobile manufacturer that designs, engineers, produces, markets and distributes luxury automobiles. Audi oversees worldwide operations from its headquarters in Ingolstadt, Bavaria, Germany. Audi-branded vehicles are produced in nine production facilities worldwide.

The company name is based on the Latin translation of the surname of the founder, August Horch. "Horch", meaning "listen" in German, becomes "audi" in Latin. The four rings of the Audi logo each represent one of four car companies that banded together to create Audi's predecessor company, Auto Union. Audi's slogan is VorsprungdurchTechnik, meaning "Advancement through Technology". However, since 2007 Audi USA has used the slogan

"Truth in Engineering".^[12] Audi is a member of the "German Big 3" luxury automakers, along with BMW and Mercedes-Benz, which are the three best-selling luxury automakers in the world.

On 29 June, 1932 Audiwerke, Horchwerke and Zschopauer Motorenwerke/ DMW merged on the initiative of the state bank of Saxony to form Auto Union AG., A purchase and leasing agreement was concluded at the same time with Wanderer for the takeover of its motor vehicle division. The new company's head offices were in Chemnitz. Following the merger, Auto union AG was the second – largest motor vehicle manufacturer in Germany. The company emblem consisted of four interlocking rings, intended to symbolise the inseparable unity of the four founder companies. The Audi, DKW and Horch and Wanderer brand names were retained. Each of the four brands was assigned a specific market segment within the group DKW – motorcycles and small cars Wanderer – Midsize cars ; Audi – car in the deluxe midsize segment; and Horch – luxury cars at the top end of the market.

Now The Audi Group delivered a total of 1,751,007 (1,634,312) cars to customers in the past fiscal year. The core brand Audi increased its total number of units delivered by 8.3 percent to 1,575,480 (1,455,123) vehicles – a new all-time record for the Company. The brand with the four rings is especially noted for its unmistakable design, innovative technologies and high quality standards. This is expressed by the brand essence "Vorsprung durch Technik," which comprises the brand values sportiness, progressiveness and sophistication.

BURBERRY:

Burberry is a global luxury brand with a distinctive British identity. Over the decades, the brand has built a reputation for craftsmanship, innovation and design. Since the invention of gabardine by Thomas Burberry more than 150 years ago, outerwear has been at the core of the business, and remains so today – best expressed through the iconic Burberry trench coat.

The story begins back in 1856 when 21-year-old when Thomas Burberry, former draper's apprentice, opened his own store in Hampshire, England. In 1890 he invented the world's first waterproof cloth water-resistant gabardine fabric, adapted from the coat he originally had designed for British soldiers to wear in the trenches, from which the style derives its name. This material was strong, lightweight, and breathable and could stand up to the typical British weather. Since the trench became a popular garment during and after the First and

Second World Wars, the company decided to modernise the brand and market approach, which bore the new marks of sporting leisure.

The brand positioning is done wisely. By invoking characteristics symbolic of all British things - elegance, innovation and creative talent - Burberry has cultivated cultural capital and generated economic success, boosting overall brand value.

In order to attract younger customers, the company launched new product lines, brand extensions with pricing acceptable for this target group. By engaging celebrities the likes of Emma Watson, Rosie Huntington-Whitely and Eddie Redmayne or Stella Tennant and Kate Moss as faces, Burberry communicated its modern and fashion-oriented side.

Brand

- Authentic British heritage, a rich association with history and culture – royalty, explorers, VIPs.
- Globally recognised icons, including the trench coat, trademark check and Equestrian Knight Device.
- Key attributes of craftsmanship, innovation and design.
- Appeal across genders and generations.
- Brand values of Protect, Explore, Inspire.

Business

- Products created in keeping with brand attributes to appeal to luxury consumers: primary categories include women's and men's apparel and accessories and Beauty.

- Brand engagement driven by innovative use of digital, social and traditional media to connect audiences globally with the brand with emphasis on the millennial consumer.
- Owned distribution network consisting of:
 - offline: 497 directly operated stores and concessions operating in 32 countries;
 - online: burberry.com digital platform active in 11 languages; and
 - ongoing initiatives to integrate online and offline to create a seamless and consistent brand experience, however and wherever the consumer chooses to engage with the Burberry brand.

- Third-party distribution network includes 70 franchise stores in an additional 28 countries and approximately 1,400 wholesale department and specialty store doors in over 80 countries.
- Consumer touch-points aligned with the goal of communicating pure brand message.
- Functional infrastructure to support execution from conception to consumer.

Channel mix: Burberry sells its products to the end consumer through both retail (including digital) and wholesale channels. For 2013/14, retail accounted for 70% of revenue and wholesale 27%. Burberry also has licensing agreements in Japan and globally, leveraging the local and technical expertise of its licence partners.

Regional mix: Burberry operates in three regions. For 2013/14, Asia Pacific represented 39% of retail/wholesale revenue, Europe, Middle East, India and Africa (EMEIA) 36% and Americas 25%.

Product mix: Burberry has a diversified product offering across apparel, accessories and Beauty and by gender. For 2013/14, accessories represented 36% of retail/wholesale revenue, womens 30%, mens 23%, childrens 4% and Beauty 7%.

3M :

Five businessmen founded 3M in Two Harbors, Minnesota, in 1902. Originally a mining venture, the goal was to mine corundum, but this failed because the mine's mineral holdings were anorthosite, which had no commercial value. Co-founder John Dwan solicited funds in exchange for stock and Edgar Ober and Lucius Ordway took over the company in 1905. The company moved to Duluth and began research and producing sandpaper products. William L. McKnight, later a key executive, joined the company in 1907, and A. G. Bush joined in 1909. 3M finally became financially stable in 1916 and was able to pay dividends.

The company moved to St. Paul, where it remained for 52 years before outgrowing the campus and moving to its current headquarters at 3M Centre in Maplewood, Minnesota. The new Maplewood campus is 475 acres (1.92 km²) and has over 50 buildings, including an Innovation Centre that displays products 3M has taken to market.

The company began by mining stone from quarries for use in grinding wheels. Struggling with quality and marketing of its products, management supported its workers to innovate

and develop new products, which became its core business. Twelve years after its inception, 3M developed its first exclusive product: Three-M-ite cloth. Other innovations in this era included masking tape, waterproof sandpaper, and Scotch brand tapes. By 1929, 3M had made its first moves toward international expansion by forming Durex to conduct business in Europe. The same year, the company's stock was first traded over the counter and in 1946 listed on the New York Stock Exchange (NYSE). The company is currently a component of the Dow Jones Industrial Average and of the S&P 500.

Accepting the mistake and finding the ways :

My discovery was a solution waiting for a problem to solve-----**Spencer Silver** retired
At 3M we're a bunch of ideas. We never throw an idea away because you never know when someone else may need it.-----

Everyone knows what Post-it® notes are: They are those great little self-stick notepapers. Most people have Post-it® Notes. Most people use them. Most people love them. But Post-it® Notes were not a planned product.

No one got the idea and then stayed up nights to invent it. A man named Spencer Silver was working in the 3M research laboratories in 1970 trying to find a strong adhesive. Silver developed a new adhesive, but it was even weaker than what 3M already manufactured. It stuck to objects, but could easily be lifted off. It was super weak instead of super strong.

No one knew what to do with the stuff, but Silver didn't discard it. Then one Sunday four years later, another 3M scientist named Arthur Fry was singing in the church's choir. He used markers to keep his place in the hymnal, but they kept falling out of the book. Remembering Silver's adhesive, Fry used some to coat his markers. Success! With the weak adhesive, the markers stayed in place, yet lifted off without damaging the pages. 3M began distributing Post-it ® Notes nationwide in 1980 -- ten years after Silver developed the super weak adhesive. Today they are one of the most popular office products available.

McKnight, Carlton—who later succeeded McKnight as 3M's president—was a “management by walking around” leader who didn't stay at his desk. He could blend the talents of the nontechnical, the collegetrained and the “idea” people who operated on the Fringes of policy and practice.

For its first 35 years, 3M's definition of research was “product development” not “pure” or “fundamental” research as research scientists define it. To the leaders of 3M, research meant growth and, according to early company records, every dollar invested in research and

development (R&D) from 1926 to the early 1950s had a strong “multiplier effect.” Each dollar invested returned \$28 in gross sales. Even so, Carlton said, there were broader research horizons to explore. What about pure research that focused on products not even imagined yet? Thanks to Carlton’s sponsorship, 3M created its first Central Research Laboratory in 1937 with a twofold purpose: to supplement activities of 3M’s division labs that worked on product refinements and to explore independent, long range scientific problems beyond the ken of any division. The Carlton Society, which even today recognizes 3M technical employees for career achievements, is named after Richard Carlton

Sharing both knowledge and problems generate synergy:

“Technical people at 3M work very hard at being a community around the world,” said Nicholson. “They feel a strong need to share both their knowledge and their problems. There’s a lot of synergism. This is one of the key ingredients for innovation.”

By the millennium, 3M had world-class expertise in about 30 technologies and excellent grounding in about 100 more. By operating in dozens of markets and believing in the importance of sharing these technologies, 3M has a competitive advantage that few other companies enjoy.

The 15 Percent Rule, inspired by 3M inventor Dick Drew decades earlier in 3M’s life, lost none of its power as the company matured. In fact, the stories told and re-told inside 3M have “institutionalized” this so-called rule. It encourages technical people to devote 15 percent of their time to projects of their own choosing.

GOOGLE:

Google is an American multinational corporation specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. Most of its profits are derived from AdWords, an online advertising service that places advertising near the list of search results.

Google was founded by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University. Together they own about 14 percent of its shares but control 56 percent of the stockholder voting power through supervoting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering followed on August 19, 2004. Its mission statement from the outset was "to organize the world's information and make it universally accessible and useful," and its unofficial

slogan was "Don't be evil." In 2004, Google moved to its new headquarters in Mountain View, California, nicknamed the Googleplex.

Google's success depends on the continuing day-to-day involvement of cofounders Brin and Page. Googleware and the lucrative Google ad system are a reflection of their genius and foresight. Going forward, it is the founders' focus, leadership, and grand ambition that are the most important ingredients in Google's long-term success. With them at the helm, Google is likely to remain a popular search engine that people connect to both electronically and emotionally. Nevertheless, suspicion of Google will increase as it grows in size and records more of our online behavior, and there will be calls, eventually, for federal regulation. Another problem is that Google profits from fraudulent clicks on its text ads, a challenge it has yet to bring under control.

Google is free to users. The billions of dollars in money and profits that flow from it are a by-product of the company's concentrated efforts at innovation, rather than a yardstick used internally to measure success or to determine whether a project is worthy of exploration. Unlike most companies, where executives and product managers try to think of ways to make money and then create products, Google is a place where technologists think first of ways to solve problems; only later, if ever, do they worry about how to "monetize" them. Dedicated teams of engineers are encouraged to dream up entirely new ideas to make the search engine operate faster and better. One reason the company has no need for marketing is that its culture fosters a laserlike focus on serving the best interests of Google users. They, in turn, become its best advocates.

How they hire:

Googlers solve complex problems everyday in the name of our core mission to organize the world's information and make it universally accessible to our users. Google are looking for smart, team-oriented people who can get things done. When you interview at Google, you'll likely interview with four or five Googlers. They're looking for four things:

Leadership

We'll want to know how you've flexed different muscles in different situations in order to mobilize a team. This might be by asserting a leadership role at work or with an organization, or by helping a team succeed when you weren't officially appointed as the leader.

Role-Related Knowledge

We're looking for people who have a variety of strengths and passions, not just isolated skill sets. We also want to make sure that you have the experience and the background that will set you up for success in your role. For engineering candidates in particular, we'll be looking to check out your coding skills and technical areas of expertise.

How You Think

We're less concerned about grades and transcripts and more interested in how you think. We're likely to ask you some role-related questions that provide insight into how you solve problems. Show us how you would tackle the problem presented--don't get hung up on nailing the "right" answer.

Googlyness

We want to get a feel for what makes you, well, you. We also want to make sure this is a place you'll thrive, so we'll be looking for signs around your comfort with ambiguity, your bias to action and your collaborative nature.

Learning outcomes from these brands for the Indian higher education:

From these brands our higher education can develop the concept of merger of curriculum and institution

- 1. Develop synergy:** In the higher education we have to develop the synergy by combining the following essential element of the higher education
 - By Institution: Here institute means all the type of institute like educational, corporate, as well as non-government organisation etc...** For developing the synergetic impact out of the output we have to develop the synergy in the institution system it means allowing the system that one system will collaborate with the other system so that they can generate new solution and identify various problem related to the society , economy as well as other peripherals of the society. For example here the institute belongs to different discipline make collaboration for solving the problem of the society. In short collaboration horizontally as well as vertically both will be allowed.

- **By Faculty:**For developing or generating the synergetic impact even collaboration and sharing will be allowed and make a system so that faculty from different discipline share their views and think in a different way by maintaining the effort to identify the solution for different problem. Even they make research and invention as one of the system in which collaboration of different faculty will be need.
- **By curriculum:** In terms of curriculum efforts will be made in such a way that curriculum prepared by keeping in mind the problem faced by the society at large in present or in future and for the curriculum will be designed by taking the various discipline essence and develop the curriculum in such a way so that it will generate new solution for the upcoming problems as well as it is capable of identifying the future problem related to the other area or society. In short here we develop curriculum with help of various problem faced by our society for example we are recently facing the problem that how to manage a viral infection like swine flu in near future so that no one will suffer through it and for this issue we can develop various curriculum component from various disciplines.
- **By sharing knowledge and problems:** it is most important that to develop the synergetic effect we have to not only share our knowledge but we have to share our problem which we are facing in our day to day work or life so that directly or indirectly learn about the knowledge but we can develop the system in such a way that it can solve our present problem as well as it is capable of solving the future unknown problem.

2. **Accepting the mistake: Invite and welcome new approach**

- **From faculty:**This is most important approach for the education system that we have to develop the system in such a way that the system take care not only successful project or efforts of the faculty but it will take care of the various project develop through mistake because we don't know that where mistake becomes the solution for particular problem this we have seen in **3M's brand Post-it** which was developed not intentionally but by mistake and now a days it has huge market in the office stationary but this was possible because they have developed the system in that even mistakes are well come and wait for the problem when mistake becomes the solution for particular problem.
- **From students:**In the same way we have to accept the students with all difference and try to develop them because we never know who will become a problem solver

for the society we have to take care and develop all the aspect of the students and accept their mistakes in such a way that it may be a successful solution for the future problem. For example: it is proved that all over the world a unique solution for different problem will be given by generally school drop outs and academically week students so we have to develop a system where we take care of our all the students in such a way that these students will also become an inseparable part of our society and they can also participate in the problem solving process.

3. Try to find out the ways where outcomes of mistakes becomes the solution for some problems:

This is the most important task of the higher education that they have to not only accepted the mistake but they have to identify problem at the different level otherwise just accepting the problem will not be useful in the long run we have to be continuously develop the system in such a way that it will identify the problem at the local , national and international level:

Local problem: this local level problem can be identified by continuous field visits, organising various social programme and participating in the social function and challenges.

National problem: this type of problem generally identify through media , interaction and collaboration at the national institute

International problem: this type of problem required continuous rigours efforts from both the side at the institute level even at the individual level from faculty even from the students side here also media and other electronic system will be helpful

4. Approach problem oriented rather than money oriented:

This is most important that if we want to develop a solution for the problem than focus should be on solution which solves the problem rather than on money making that how much turn over will be generated out of this solution this is the philosophy we have observed from the google and 3m Google generally focus on the problems rather than money oriented aspect and same thing will be observed in case of Audi and BURBERRY

5. Competition welcome at the individual level with individual himself or herself rather than institutional level or at the process level with other individual:

This is the most important strategy which will be implemented by the higher education in this higher education welcome competition at the individual level where one individual compete with his or her performance but when one individually

compete directly or indirectly with the other individual try to strongly condemn or oppose for such type of competition because this behaviour not only harm the quality process of the organisation but it generates hurdles for the overall organisation performance sooner of later.

Conclusion:

This paper has given strategies for the Indian higher education institute on the basis of more the 100 years old successful brand's practices that how they generated the successful product for the society and how they become a problem solver and innovative in terms of various present and future problems of the society. So that higher education provides a system, process and outcome which can develop the nation as a one of the respectful brand for the world at large.

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