



RESEARCH ARTICLE

## A Brief Study on the Role of National Education Policy in Building Strategy, Branding and Marketing Management

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### ABSTRACT

The New Education Policy, introduced by the Indian government, serves as the cornerstone for reforming and modernizing the country's educational system. The field of education continually evolves to meet the dynamic needs of the modern world. This policy seeks to revolutionize India's educational landscape, prioritizing inclusivity, skill-oriented learning, and holistic development. The National Education Policy (NEP) forms a comprehensive foundation for advancing education in India. Adopted in July 2020, its primary aim is to transform the nation's educational system by emphasizing holistic development, competency-based education, and a flexible curriculum. This study anticipates the impact of the new education policy on strategy development and examines how various organizations will formulate strategies, enhance branding, and manage marketing to outperform competitors and establish market leadership. Additionally, the study explores the ways in which organizations can leverage the New Education Policy in marketing, highlighting its benefits across diverse sectors.

**Keywords:** New education policy, Strategy development, Branding, Marketing management, Market analysis, Career-oriented

### INTRODUCTION

The field of education is ever-evolving, adapting to the changing needs and demands of the modern world. In 2020, the Indian government unveiled a comprehensive education policy known as the New Education Policy (Delhi, 2022). The policy is a major overhaul of the Indian education system; it aims to transform the education system from a focus on rote learning to a focus on holistic and multidisciplinary education (Delhi, 2022). This policy aims to revolutionize the country's education landscape, emphasizing inclusivity, skill-oriented learning, and holistic development. Examining how the new education policy also strongly emphasizes skill development and entrepreneurship is imperative. The purpose of the new education policy, announced on July 29, 2020, is to bring about various reforms in school education as well as higher education, including technical education, as a new educational

strategy enables a fresh viewpoint, updated tactics, and a more pertinent strategy to address the changing demands of students and society. We must first study the National Education Policy (NEP) to understand how a new education policy will impact strategy, building brands, and marketing management.

The various points of the Indian National Education Policy (Ministry of Education, 2020), as

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well as the activities intended to put them into practice, must be understood to fully grasp this.

All educational levels, from kindergarten to grade 12, are open to everyone. Ensuring all kids aged three to six receive high-quality early care and education follows.

- The new curriculum's pedagogical framework (5 + 3 + 3 + 4) comes next. No distinction should be made between academic and vocational streams in terms of curriculum, extracurricular activities, or art and science. This means students can now learn according to their needs; for example, a commerce student can learn marketing subjects with computer science (Python) for better analytics, etc.
- Establishing a mission for basic reading and numeracy at the national level is a key initiative. The promotion of multilingualism and the Indian language is crucial. Instruction will be given in children's mother tongues or regional languages up until at least grade 5, and preferably up until grade 8. Institutions would benefit from this, as local staff will help promote their brands in local markets.
- During any given year, the next point evaluations reform board exams on a maximum of two occasions: once for the main test and once for optional improvement.
- The construction of a brand-new national testing institution named PARAKH (Performance Assessment Review and Analysis of Knowledge for Holistic Development). With a focus on socially and economically disadvantaged people, equitable and inclusive education is provided.
- A dedicated fund for promoting gender equality and special economic zones for poor regions and organizations is a noteworthy inclusion.
- A thorough and open hiring process for educators and performance evaluations based on merit are emphasized.
- Ensuring that all resources are accessible through school complex clusters is another vital aspect.
- Preparing for the state school standards authority is part of the reform strategy.
- The Gross Enrollment Ratio (GER) in higher education increases by 50% when students are exposed to vocational education throughout the school and higher education system.
- Comprehensive, multidisciplinary land education with a variety of access and exit points is encouraged.
- NTA will conduct common entrance tests for HEI admissions.
- Creation of a bank of credit for the economy is part of the economic reforms.
- Establishing universities that offer transdisciplinary education and research is a significant initiative.
- National Research Foundation formation is aimed at fostering research and development.
- The "Light up Tight" rule is introduced as part of the regulatory framework.
- A single, very effective umbrella organization for advancing the higher education market is proposed.
- To raise the Gross Enrollment Ratio, open and distance learning will be expanded, recognizing the globalization of education.
- Professional education will be taught to combine a component of higher education, offering four-year integrated bachelor's degrees in education with a focus on teaching.
- Creating a nationwide mentoring mission is a step towards educational support.
- A place for unrestricted discussion of technological use is provided through the National Education Technology Forum.
- 100% literacy among adults and children is an overarching goal.
- Higher education's commercialization will be resisted by a number of mechanisms with checks and balances.

- Similar audit and disclosure requirements will apply to all educational institutions, as well as “not-for-profit” organizations.
- Together, the federal government and the state will raise public spending on education so that it accounts for at least 6% of GDP.
- The Central Advisory Board of Education should be strengthened to promote coordination and a unified emphasis on high-quality education.

After learning about National Education policies (Ministry of Education, 2020), we should understand their effects or how to use them to construct strategy. First, students will gain the analytical thinking and problem-solving skills necessary for successful strategic planning as a result of the NEP (AVANSE FINANCIAL SERVICES). National Education Policies emphasize holistic and multidisciplinary education. The new educational policy’s emphasis on skill development will aid students in developing the technical abilities required to implement strategic plans. Additionally, the new education policies supporting entrepreneurship will create a more dynamic and innovative business climate, giving companies the chance to build fresh, cutting-edge strategies to help them compete successfully in international markets.

Let’s examine the value of the new educational policies or their contribution to branding. Building a competitive advantage to increase student enrollment and collaborations with the corporate sector through branding is a strategic tool (Ng, 2016). The National Educational Policy emphasizes comprehensive and multidisciplinary education and will aid students in developing the originality and creativity necessary for successful branding. A more competitive and dynamic business environment will result from the new education policy’s emphasis on skill development, which will also help students develop the technical skills needed to implement branding campaigns. It will also encourage entrepreneurship and help businesses build stronger brands to compete effectively and efficiently (AVANSE FINANCIAL SERVICES).

Now, what is the function of the National Education Policy in marketing management, such as National Education Policy will help in focusing on holistic and multidisciplinary education and will aid students in developing the analytical and problem-solving abilities necessary for successful marketing management (Delhi, 2022). The new education policy prioritizes skill development, which will also assist students in developing the technical skills required to implement a marketing campaign. It also promotes entrepreneurship, creating a more dynamic, competitive business environment that puts a focus on businesses developing more advanced marketing strategies to compete effectively. In India, a National Education Policy has the potential to have a significant impact on strategy, branding, and marketing management by fostering the development of more productive and skilled workers who can assist companies in building strong brands and efficient marketing campaigns.

### **Why I Have Selected This Topic?**

The national education policy is poised to have a significant impact on various sectors. Education, being the root cause or cure for every issue or problem, constitutes a complex system. Any decision made on one component at one level of education brings about changes in other sectors, including finance, the primary sector, the secondary sector, and the tertiary sector. All of these sectors are either directly or indirectly dependent on the education sector. The impact on the education industry will consequently affect other industries as well (GLOBAL, 2021).

For example, the positive impact of education will extend to other sectors, as the implementation of new ways of learning and working will enhance the skills and thinking of students. This, in turn, will lead to a better workforce for organizations. The National Education Policy is a relatively new topic in the market, and limited research has been conducted on the impact of the National Education Policy on building

strategy, name recognition, goodwill, or marketing management. That's why I have chosen this topic.

## OBJECTIVES

The National Education Policy fosters critical thinking, creativity, technical skills, and an entrepreneurial mindset (Delhi, 2022) to educate people on the challenges of contemporary strategy creation, branding, and marketing management. The NEP seeks to contribute to the creation of a workforce capable of leading successful company strategies, effective branding campaigns, and innovative marketing management techniques in a rapidly changing business environment.

### The Scope

The national education policy seeks to comprehensively overhaul India's educational system, from pre-primary to higher education. It emphasizes offering inclusive and egalitarian education, supporting multidisciplinary and holistic learning, and encouraging students' critical thinking and creativity (Ministry of Education, 2020). The plan also aims to advance teacher training and professional development, encourage the use of technology in the classroom, and promote vocational education. All of these aspects will have an impact on how various institutions construct strategies, manage brands, and handle marketing (Delhi, 2022).

Advantages of the New Education Policy in Strategy, Building Brands, and Marketing Management for Organizations:

The national education policy can provide a standardized curriculum and educational framework that helps develop a skilled workforce (Ministry of Education, 2020). This standardization can lead to a more consistent and reliable pool of talent for businesses to draw from, contributing to stronger branding, strategy, and marketing management.

National education policies play a crucial role in today's globalized world, determining the direction of

a nation's educational system. These regulations act as a roadmap, offering a clear picture of the objectives and anticipated results for education. National education policies help prepare students for the possibilities and challenges they will encounter in the years to come by anticipating future demands and trends. Below are some of the advantages of the national education policy in strategy, brand building for an organization, and marketing management:

***Education that is multidisciplinary:*** Students who receive such an education are better able to comprehend the complexity of the corporate world (Pathak, 2023). Additionally, they exhibit greater creativity and innovation, which aids in generating strategies, establishing brands, managing marketing, and addressing real-world problems.

Access to education is being improved; regardless of background, all Indians are to have better access to education under the National Education Policy (Ministry of Education, 2020). For the benefit of businesses, this will result in a workforce with higher skill levels.

***Focus on internationalization:*** The National Education Policy aims to support collaborations and partnerships between Indian higher education institutions and foreign institutions, facilitate faculty and student exchange programs, support collaborative research projects, and raise educational standards by implementing international best practices (Ministry of Education, 2020).

***Innovation and creativity:*** A policy that encourages critical thinking and creativity in the classroom helps to create an innovative culture within the company by motivating staff to come up with fresh concepts and approaches.

***No division of streams:*** Disciplines won't be completely separated. There won't be a clear distinction between the disciplines of the arts, sciences, academics, careers, extracurricular activities, or

extracurricular activities. Because of this, students can also learn different subjects (Delhi, 2022).

**Support for R&D:** The National Education Policy offers R&D (research and development) support. This will support the innovation and competitiveness of Indian businesses (Ugandhar, 2022).

**Enhanced collaborations with business:** The National Education Policy promotes collaborations between educational institutions and businesses. This will enable businesses to access the most recent information and build the competencies necessary for success.

**Focus on soft skills:** Collaboration, communication, and problem-solving are examples of soft skills (India Today, 2022) that are highly valued according to the National Education Policy (NEP). Hiring employees with these skills will benefit employers because they are essential for success in the workplace.

**Regulatory compliance:** Complying with any regulations or requirements in the education industry requires knowledge of the National Education Policy (Ministry of Education, 2020). The company's plans and marketing initiatives will continue to be compliant with laws and moral guidelines if they are kept up to date with policy changes.

**Building brand:** The National Education Policy also emphasizes the use of technology in education, which can assist organizations in standing out from the competition and developing a more contemporary and tech-savvy brand image (Team).

**Marketing education:** Students will receive sufficient marketing training and be able to engage in education marketing, which is a form of advertising that involves educating potential customers about a product or market to influence their purchase behavior (Team). Additionally, it can aid businesses in market research, service customization for potential clients, and value proposition marketing (Team).

## LITERATURE REVIEW

The higher education sector holds significant importance for the majority of nations, contributing to the generation of a skilled workforce, fostering innovation and development, and attracting international students, investors, and employees. The National Education Policy (NEP) represents a reform for India (Delhi, 2022). Despite its significance, the NEP is a relatively new topic with limited research. The relationship between marketing positioning and the branding of educational policies is intricate and multifaceted. While educational institutions have the opportunity to influence policy and leverage it, they must also be aware of the risks and challenges associated with such endeavors. Education policies have a substantial impact on the labor market and the demand for specific skills.

For instance, policies that prioritize education may result in an increased demand for employees with technical skills in professions like engineering and computer science. Conversely, policies that do not prioritize education can lead to a shortage of skilled workers, restraining economic growth. Development policies that do not ensure equal access to education can contribute to income inequality and enduring social and economic disparities.

Considering the long-term effects of policy decisions on the economy and society is vital for policymakers, as education policy plays a crucial role in determining the labor market and the demand for certain skills.

World Bank research indicates that a firm's production can increase by 10% for every additional year of education (Harry-Patrinis, 2016). A Harvard Business study revealed that businesses with more educated employees are more likely to be creative and successful in their industry (Boyles, 2022). The new education policy emphasizes holistic and multidisciplinary education, enabling students to acquire the technical skills required for strategic

planning, as well as critical thinking and problem-solving abilities crucial for effective strategy planning.

According to University of Pennsylvania research, adding one year to one's education can improve a brand's worth by 7% (Shi, 2020). The new education policy is expected to help students develop creativity and innovative skills (Boyles, 2022), as businesses with a more adept workforce are more likely to create strong brands, according to research from Harvard Business University School.

A University of Chicago study found that after completing a year of schooling, employees' marketing techniques can become 5% more successful. Implementation of a new education policy is anticipated to enhance students' analytical problem-solving abilities, crucial for efficient marketing management, as per research from Stanford Graduate School of Business, which also highlights the development of technical skills necessary for effective marketing management.

## CONCLUSION

The National Education Policy (NEP) (Ministry of Education, 2020), announced by the Indian government in 2020, is poised to have a significant impact on the marketing plans, branding, and tactics of many organizations. With a strong emphasis on inclusiveness, skill-based learning, and holistic development, this policy signifies a fundamental shift in the nation's educational system. The NEP's emphasis on multimodal education provides students with analytical thinking, problem-solving skills, and creativity essential for strategic planning (Ministry of Education, 2020). Furthermore, the policy's focus on entrepreneurship and skill development equips students to execute strategic plans successfully, fostering a dynamic and innovative business environment that encourages the creation of cutting-edge strategies for success in international marketplaces.

The NEP's support for comprehensive and multidisciplinary education in the context of branding

assists students in developing their originality and creativity, essential qualities for a successful brand. The emphasis on skill development helps students build the technical abilities needed for effective branding efforts. Additionally, the policy's focus on entrepreneurship may result in stronger, more aggressive brands that resonate with consumers and effectively stand out.

The NEP's focus on a holistic, multidisciplinary curriculum provides students with the analytical and problem-solving abilities necessary for effective marketing management. The emphasis on skill development also aids in the development of the technical skills needed for undertaking marketing initiatives. The promotion of entrepreneurship creates a more competitive business climate that supports the development of cutting-edge marketing methods. It will undoubtedly contribute to building strategy, branding, and marketing management.

The broader effects of the NEP on India's educational system extend across various fields, impacting social justice, workforce quality, and economic development. A highly trained workforce is likely to be advantageous for businesses, fostering greater creativity and skills through collaboration with educational institutions. However, the success of these programs depends on their efficient execution, taking regulatory compliance and policy changes into account.

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