

Swadeshi  
Vs.  
Videshi



**Swadeshi**

**Videshi**

**An illusion**

**By: Bhargavi Agrawal**

Even Bapu fought for Swadeshi! Then why can't we? If Gandhi ji, in such compromising and ever struggling situation, can stick to the desi roots, then why can't we trust and rely on our origin when we have all the best and competing things manufactured at our home?

Is it because we feel that India cannot produce quality? Well, if that is the issue, then we people are wrongfully estimating the competency of our home country.

India, today is at the cusp of paradigm change in its growth and its position in the world. The minds are acting decisively to capture this opportunity. They are thinking big and scaling up rapidly in each and every area, be it education, infrastructure, finance, industry, health and what not! India is heading all of them in the perfect manner. It would be wonderful to let you know that India has spread her roots to many other dignified and advanced nations.

Still not convinced? Okay, then let's take an example. There are many illnesses which have no cure in allopathy. Their science can't find answers to those diseases. But, India has already given a permanent Swadeshi cure to those chronic diseases. That too, non-allergic and completely safe for all beings. Then, the concept of beautification- Indian Ayurvedic system has already mentioned about the health and beauty which gives the perfect counter to the Multinational Corporations who search the waters of science for the chemicals to improve the elegance.

And after knowing the importance of the biotic products, the consumer behavior has altered but still not to a satisfying extent. One must be aware of all the damage that "Videshi" companies cause to the host countries.

You might be convinced with the highly celebrity equipped commercial advertisements, but that does not assure the quality and result of the products. If keeping aside the advertisement, you try to ascertain the 360° analysis, you will come to know how much it have been cost to you if you still stick to the foreign enterprises. You will be surprised to know that such Videshi companies can harm the Swadeshi customers by transferring the lower priced goods at higher prices. The money earned by them in India is transferred to the home country which benefits their industries.

Let's create a scenario, where, you happen to look at a fancy advertisement of a Multinational foreign company. Then you order their product which is an imported one, and end up paying a higher amount. So, finally, you are paying for their branding including advertisement cost, transportation cost, manufacturing cost, factory cost and others.

And the worst part is that the foreign companies provide the same quality of product as Indian companies but at higher rates. You might be influenced by their advertisements and elite class MRPs, which might make them look a better product to be used, but this is misleading. Keep your mind open while deciding on such products as they might affect you in short as well as in long run. You of course will not want to throw away your hard earned money on worthless products. Since most Swadeshi companies don't advertise much, they don't transfer their marketing and other fancy costs onto their customers.

But, this does not mean that foreign companies don't provide quality products. The cost of their products are higher because their advertisements cost is higher. It's a simple concept, higher the cost, higher the price. And domestic products are comparatively cheaper due to non-involvement of their advertisement and importing costs yet providing the same quality at best rates.

Thus, if you buy a Swadeshi product, you not only buy a guaranteed better product, but also support small Swadeshi enterprises to grow which paves the way for economic growth. And utilize the surplus to fill the colors in your dreams.

But, remember that these Videshi companies have their own importance. So, never interpret the so called Videshi companies with a biased perspective. They are called such just because they are not of domestic origin. Being an Indian, we feel proud and over-weening when the achievers of our country acquire their recognition worldwide and then try to grab the foreign market to bring laurels to India. Have you ever thought what they would feel if they are called as Videshies in those countries and thus are not allowed to work thereof. Well, we should treat others just like the way we like to be treated! The concept of Swadeshi-Videshi was formed just to provide a different recognition to all the domestic and foreign countries. This does not mean to employ these terms as arms for art of war.

The idea behind this awareness was just to make you aware about the quality of the products as per their cost. Higher prices "not always" point out to higher quality.

**Being Swadeshi may not make you a deshbhakt (patriot), but will surely make you a smart customer. Thus follow Gandhism and live in "The season of Swadeshi", swiping the rains of "Videshi"!**

[www.drkleenzlab.com](http://www.drkleenzlab.com)