Brand Baja Barat

Products are the Children of the manufacturers. Brand gives recognition to it. It is like a name given to a child by a manufacturer. Band or Band one way or the other has got same importance. Band marks a sound as good as a brand.

It was a day of *Akshayatrutiya* while I was on way home. I was blocked several times by few marriage processions. Some processions were big and some were small. The *Baratis* were enjoying the processions even through hectic traffic. Many times, I had to crawl at the back of processions even up to two kilometers, since the traffic was jam. *Band* and *Baja* were matching its tunes, but it was not observed in the other two processions. There were two other processions on my way where this rhythm was not observed, however there was no one curious to know for this Quality.

A famous *Band* means a quality brand which is always in a high demand from market. This procession was itself a brand in which some people were quality cautious.

Many of the people must have enjoyed a film “*BAND, BAJA, & BARAT*” in which management student learns different aspects as a case on event management. This title itself is a brand, which has been popular among film viewers.

Different organizations have their own bands. Viz Air Force, Navy, Police etc. These bands have kept their Identities Intact. In Ramayana, before starting the war, *Hanuman* blowed the *SHANKH*. In Mahabharta, *Lord Krishna* blowed the *SHANKH*. *Shankh* is considered as pious symbol. Now *Baja* has replaced the *Shankh*. During the period of *Maratha King* *Chattrapati* *Shivaji*, victory was celebrated by blowing *Tutari*, *Sanai* and *Chaughada*. Thus the whole world is full of sound, rather sound has made its own world in this Universe.

In old age, the band used to communicate that some prominent event was to take place. The sound of the band used to serve as a notice to the public. We often saw the notices by way of band which is commonly termed as “*Dawanddi*”. Band is the foundation for making a good Brand.

*Baja* is the helper of the band. It supports it in many ways, if a band takes a pause then also the sound of *Baja* continues. *Baja* decorates the band like a wrapper of a product. The *Baratis* represent a Market. Thus *Band, Baja and Barat* are a connotation of the marketing activities which ultimately strengthens the brand and it sounds to the tune of a band. *Baratis* are the Customers of a brand. They are in different segments. One is in higher Income group; another is middle and last is in lower Income group. “*BAND, BAJA, BARAT*” must have been enjoyed mostly by Middle Income group. They are supposed to be more Brand conscious, because they spend their hard earned money cautiously. *Baratis* have to play a very important role in brand building and in any procession, may be religious, may be political or any other social Event.

*Band* plays a very important role in everyone’s life. *Band* is the very witness from ones Birth till Death. In any type of such events baraties are always there. In a funeral processions people follow the dead body to pay their last respect. It is often headed by the band

The quality of the band refers to the quality of a procession or any function or ceremony. The quality band leads to the quality brand of life. Procession & Band are reciprocal. They represent each other. Each one gives strength to others.

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