

Заключительной в анкете была просьба назвать самые известные бренды от селебрити. Большинство людей назвало бренды Кайли Дженнер, Ким Кардашьян и Канье Уэста.

Бренды, созданные селебрити, играют важную роль в современном маркетинге, формируя потребительские предпочтения благодаря влиянию знаменитостей. Исследование показало, что потребители ценят качество продукции, а также эмоциональную связь и идентификацию с известными личностями. Примеры успешных брендов демонстрируют разнообразные маркетинговые стратегии, включая эксклюзивность, активное взаимодействие в социальных сетях и создание контента, отражающего потребности аудитории. Несмотря на это, доверие к продуктам от селебрити не всегда превышает доверие к обычным брендам.

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INDIA'S INNOVATION POLICY AND ITS ROLE IN ECONOMIC MODERNIZATION

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The paper presents India's and the role of innovation policy in development of India economy. This topic explores how initiatives like Digital India, Startup India, and Make in India are not only transforming the Indian economy but also positioning the country as a global innovation hub. The main elements of these policies, their economic impact, and the challenges we must address to ensure inclusive and sustainable growth are presented in this paper.

Keywords: innovation, modernization, innovation policy, development, economic growth, GDP per capita.

Innovation policy refers to the set of government strategies, initiatives, and actions designed to stimulate and support innovation within a nation's economy. Essentially, it's about creating an environment where new ideas, technologies, and processes can flourish.

India's economic modernization is driven by its innovation policies. Innovation is central – not peripheral – to India's development strategy. Key elements include:

- *Digital India*: ensures internet access, e-governance, and digital literacy for inclusive growth;
- *Startup India*: provides support through funding, incubation, and reduced regulatory burdens;
- *Research and Development (R&D) Investment*: encourages public-private collaboration in scientific research;
- *Make in India*: promotes domestic manufacturing across high-priority sectors;
- *Global Collaboration*: facilitates international tech partnerships and knowledge exchange.

The main objective is position India as a competitive innovation-driven economy.

Innovation Policy defined as government actions that foster technological, social, and economic advancement through innovation. Its goals are following:

- enhance global competitiveness;
- promote technological breakthroughs;
- solve societal problems (e.g., climate change, public health);
- generate quality employment.

Thus, innovation policy is a multi-dimensional approach to economic transformation.

A breakdown of policy tools and support mechanisms allowed the authors to identify the key components of innovation policy:

- *R&D Funding*: Grants, tax incentives, and subsidies;
- *Entrepreneurship Support*: Legal aid, venture capital, incubators;
- *Education & Skills*: Upskilling in AI, robotics, biotech, etc.;
- *IPR Protection*: Encourages investment and innovation;
- *Infrastructure*: Broadband, smart cities, tech parks;
- *Collaboration*: Synergy between academia and industry;
- *Regulations*: Ethical frameworks for emerging technologies.

Core argument is innovation boosts economic growth and prosperity. Innovation accelerates economic growth through: increased productivity, sectoral diversification (e.g., IT, clean tech), high-tech exports, and job creation in emerging industries. So, innovation is a path to both prosperity and empowerment. Innovation is not just technological progress – it's economic empowerment.

In modern conditions of economic development, innovations play a key role in ensuring the country's economic growth, its qualitative transformations, and the creation of new jobs. In this regard, it is worth emphasizing that the pace of development of industry and the economy directly depends on investments in research and development (R&D), which are an indicator of the innovative potential of the state. Real-world impacts of innovation policy:

- **Digital India**: Expands digital economy and access. Enables digital payments, e-governance, and e-commerce, increasing access and efficiency.
- **Startup India**: Spurs entrepreneurial growth. Creates a pipeline of new businesses, increasing competition and driving employment.
- **Make in India**: Strengthens manufacturing and reduces imports. Enhances domestic production capabilities, reducing trade deficits.
- **R&D**: Fuels breakthroughs in healthcare, defense, and space. Results in new technologies and strengthens sectors like defense, health tech, and space.

These comprehensive policies are designed to diversify India's economic base, drive substantial productivity gains, and address critical societal challenges, ultimately positioning the nation as a prominent global innovation hub. The direct impact of these policies is evident in the potential for increased GDP per capita and GDP per labor force, reflecting the tangible benefits of a technologically advanced and efficient workforce. Each policy initiative has a direct correlation with per capita income growth. The result of these transformations is a measurable rise in per capita income and living standards.

One of the problems of the Indian economy is the inefficient use of labor resources, which can be called "Employment and Labour Force Challenges". Innovation enhances labor productivity by automating processes through AI and digital tools, equipping the workforce with high-demand skills, transitioning labor from low-productivity sectors to high-tech industries. The government's most famous project was the Made in India initia-

tive, which aimed to transform India into a global manufacturing and design hub. All this fosters advanced manufacturing, improving output and wages.

India's economy is unbalanced, with many imbalances in the development of various sectors, the use of labor and fixed assets, and poor infrastructure development. Despite progress, several challenges & roadblocks persist:

- Skill Gaps: Need for STEM education and vocational training.
- Informal Sector: Must be integrated into the innovation ecosystem.
- Low R&D Spending: At ~ 0.7 % of GDP, well below global standards.
- Digital Divide: Inadequate infrastructure in rural areas.

However, the realization of this potential is contingent upon overcoming persistent challenges. Addressing skill gaps through targeted educational and training programs, extending the reach of innovation to the vast informal sector, and significantly increasing research and development funding are imperative. By maintaining a steadfast commitment to these crucial areas, India can effectively harness the transformative power of innovation, ensuring sustained economic progress and solidifying its standing as a leader in the global innovation landscape.

Holistic and inclusive reforms are required for sustained progress. These roadblocks must be addressed for policies to be truly effective. India's innovation strategy is key to modernization. What's Working:

- Strengthening infrastructure.
- Promoting entrepreneurship.
- Scaling up R&D.
- Encouraging industrial innovation.

What's Needed:

- Upskilling.
- Broader policy inclusivity.
- Better infrastructure and funding mechanisms.

To conclude, India's innovation policy plays a vital role in shaping the country's economic future. Globally, India is experiencing one of the fastest economic growth rates. The development of the economy is largely due to the introduction of innovations. The Government considers innovation to be one of the most important areas of development and strives to further strengthen its position in the international arena. With strong emphasis on digital infrastructure, entrepreneurship, R&D, and manufacturing, India can emerge as a global leader. However, tackling challenges like skill gaps, underfunding, and infrastructure limitations is crucial. It involves significant government support in terms of policy-making and financial incentives and a focus on building a skilled workforce and robust infrastructure, collaborations with global leaders in the field, fostering a conducive environment for R&D and ensuring a steady supply chain. With consistent policy execution, India can lead globally in innovation.

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NAIONAL AGRICULTURAL EFFICIENCY EVALUATION INDICATOR SYSTEM

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This paper constructs a scientific and reasonable indicator system for assessing national agricultural efficiency, covering indicators such as land productivity, agricultural labor productivity, capital return, product cost profitability and return on investment, following the principles of scientificity, systematicity, comparability, accessibility and simplicity. The article proposes strategies to improve China's agricultural efficiency, including promoting scientific and technological innovation, strengthening infrastructure construction, optimizing industrial structure, cultivating new types of farmers and improving policy support, while drawing on international experience to promote agricultural modernization and sustainable development.

Keywords: agriculture, efficiency assessment, indicator system, land output rate, agricultural labor productivity.

Introduction. Agriculture is the basic industry of the national economy, and its efficiency and competitiveness are of great significance to the economic development of the country and the sustainable development of social stability. In order to evaluate the national agricultural efficiency scientifically and comprehensively, this paper constructs a multi-dimensional evaluation index system. In the context of global economic integration, agriculture faces many challenges and opportunities. Improving agricultural efficiency can not only guarantee national food security and promote farmers' income, but also enhance the country's competitiveness in the international market. Therefore, it is particularly important to establish a set of scientific and reasonable agricultural efficiency evaluation index system.

The construction of agricultural efficiency evaluation index system. According to the authors, the system should be based on the following principles:

1. *Scientific:* the selection of indicators should be in line with the theoretical basis of agricultural efficiency evaluation, and can accurately reflect the input-output relationship of agricultural production.
2. *Systematic:* covering all aspects of agricultural production, forming an organic whole, and comprehensively reflecting agricultural efficiency.
3. *Comparability:* the indicator data should be comparable, so that it is easy to compare and analyze between different regions and countries.
4. *Accessibility:* the indicator data should be relatively easy to obtain to ensure the feasibility of the evaluation work.
5. *Simplicity:* on the premise of ensuring comprehensiveness, the number of indicators should be streamlined as much as possible to highlight the key points.

Among the main specific indicators, it should be noted: