

Online Marketing Promotion of Tagore Songs with the Context of Music Industry Value Chain and E-Commerce - A Study

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ABSTRACT: This is a globalised era where we are enriched by booming IT sector and involved in digital economy system. The adaptation of E-Commerce and social media and network is bringing about a major changes in the way of conducting business to sustain in the global market. Tagore songs is popularly known as Rabindrasangeet in our Bengali society. If we consider Tagore songs as a particular music industry at present, then we can see that this song will create a independent entity with major prospect. There has been sufficient marketisation of Tagore Songs of immense diversity via different kind of different marketing tools and marketing communication channels i.e advertisement, brand promotion in E-media or social media , digital marketing etc. which is also contributing in the revenue of our country. Apart from modern education system, from young artist or performer to young students of music and scholars , most are trying to take Tagore songs as a career oriented subject for their future sources of income and employment in different path. The rapid spread in the popularity of the Tagore songs has also become an employment tools for the young prospective artists as singers , lecturers and varied other positions in the universities. The cultural programmes organized in various parts of the country both nationally and internationally are attracting audiences which is also adding to our economy.

In the present globalised era the E-commerce industry is experiencing high growth rate in terms of goods and services for both developed and developing markets where music industry has been developed by digital and online marketing. It has been observed that the information of all types of music CD's and DVD's are readily available in the internet driven E-commerce in different online shopping apps like Amazon, Flipkart which is helping in the further globalization.

So in this article, the impact of E-commerce how to promote Tagore songs digitally as a part of Indian Music Industry value chain is analyzed. Further development of a proper value chain model and process for expansion of Rabindrasangeet can be developed in connection with E-commerce on the Indian Music Industry and to show the relation of E-commerce and Indian Music Industry for a sustainable growth in the global market has been studied properly. Besides this the various strategic ways by which the roots of Tagore Songs can be further expanded will be discussed in the later part of the article.

KEY WORDS: [Value chain analysis, Porter's value chain model, E-Commerce, E-Commerce strategy, future prospect and possibilty of Tagore songs with strategic market planning]

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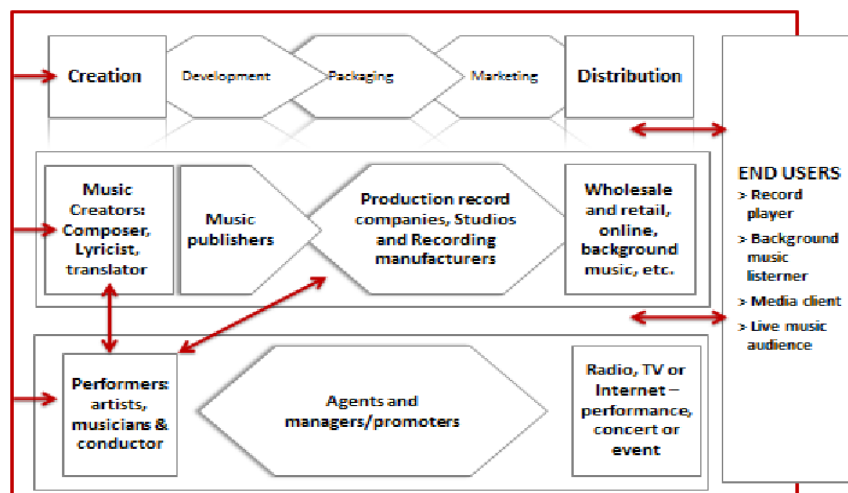
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I. INTRODUCTION

To organize our analysis, we follow the model of the music industry value chain described in Wilson and Stockes (2005, op. cit.) (see Figure 1). Figure 1 shows that the production of new music records begins with the creation of new content and is followed by editing (protection), production, marketing and distribution of this content. This general scheme can be broken down into the two processes of production of the record and performance of the works, whose paths sometimes cross, but which involve 6 different actors. The first process is dedicated to the production and sale of physical recordings (music CDs); it includes the creators of content (composers and lyricists) whose works are edited by music editors in order, among other objectives, to protect intellectual property rights. The songs or pieces may be performed by their creator(s) or by some other performer(s); the latter option in the case of classical and early music. During this process, the record company plays the central role, as the entity that identifies the opportunity to start a new project, depending on its particular editorial profile or on the market, makes contact with the performers, produces the CDs (which includes planning recording sessions, guiding the performers, supervising the recording and mastering process, editing the libretto or accompanying booklet and controlling manufacture, etc.), and delivers the end product to the distribution companies (dealers), which may be either national or international (in line with agreements for certain countries or under a worldwide distribution contract). The culmination of this process is that the CDs become available to users through general or specialized shops, although ICTs have led to important changes in

this respect (e.g. online sales, pay-per-download, streaming music services, etc.). The second process is the live performance of the works by artists, at festivals, concert halls or opera houses, a process that involves the performers (conception and selection of the repertoire), intermediaries (artists' agents) and the concert organizers/promoters. In this process it is the festival directors or the promoters of concert halls who play the central role, since they select the performers and negotiate the programme according to the artistic policy or the focus of the event. Alongside the main actors in both processes, there are others, such as the press and music periodicals (with critics who evaluate aspects of music performances or recordings), and music programmes broadcast on radio and TV, which contribute considerably to the promotion of works and artists. Both processes have different dynamics but are interdependent because both contribute to distribution to the public of the works performed or recorded by the artists. The various participants in both processes interact along the value chain; the most obvious interaction is between the artists (or their agents) and the record producers, who take on or commission new projects. They also, sometimes, spark new interactions, such as between record labels (or radio stations) and concert halls or festivals, which result in agreements to make either "live" or post-concert recordings.

If the following value chain model is compared to the electronic trade with the context of Rabindra Sangeet, then according to this model, Tagore songs has been created one of its own commercial industry in Bengal as well as in India in the present globalization, where the main instrument is that for the online business of selling CDs and DVDs(retails for the customers and wholesale for the music stores both) and huge collection of Rabindrasangeet albums, music track of various artists are mostly available in internet through different apps and shopping cart which are not available on the physical market. In this process selling of Rabindrasangeet albums and customer relations between sellers and buyers As a result, new business opportunities are being created in this process. In order to reach the audience of various music albums, online shopping companies are recruiting e-cart delivery executives, through which albums (CDs and DVDs) are coming directly to the customer from the original music companies via recording or manufacturer companies with good packaging including various offer like big discounted rate ,free delivery,easy flexible payment mode (Cash on delivery or Debit/ Credit card) where various E-KART logistics like Delhivery, cloud tail, retail net, Kristi creation etc for online companies(AMAZON, FLIPKART etc) act as a medium or agents for selling the particular product which is not possible in traditional market. So It is seen that today's marketing product promotion of Tagore songs in different categories of music along with various types of other Bengali and Hindi songs in the perfect competition market is dependent on online marketing which is a more profitable and business process to gain absolute advantages from the both side i.e from the aspect of customer or music listeners and from aspect of new employment and carrier for the music industry and organizations, much easier than traditional Business form of marketing in our society.



Source: Wilson and Stockes, 2005

Figure – 1. Value chain model of Music Industry

II. RESEARCH METHODOLOGY

For this research article all data and sources has been collected from various secondary sources including books, articles, journals and relevant URL's and websites including online market survey.

III. RESEARCH OBJECTIVES

The main research objectives of this article is as follows-

- To highlight the value chain model of marketing and how the marketing promotion Tagore songs influenced by online and E-commerce it has been discussed elaborately
- To find out the different sources of online marketing tools by which Tagore songs can be expanded and achieved market segment in our society.
- To find out the ways of strategic planning of E-commerce that can be given a best opportunity to promote Rabindrasangeet as a profitable business and a alternative employment.

IV. FINDINGS, DISCUSSION AND IMPLICATION

The following discussion has been made for this article into two segment .i.e

Analysis of future trend and outreached possibility of Rabindrasangeet with the Role of E-Commerce on Rabindrasangeet Industry value chain:

A value chain is a set of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market. The concept comes through business management and was first described by Michael Porter in his 1985 best-seller. As per Michel porter “ A value chain is a system of interdependent activities which are connected by linkages”. A business is said to be profitable when the cost of performance of value activities are lower than the value its generate. . To sustain in the competitive era of global market , ‘a company must either perform these activities at a lower cost or perform them in a way that leads to differentiation and a premium price (Porter, 1985)’.The E-commerce industry is experiencing high growth rate in terms of goods and services for both developed and developing markets. The users of internet in our country are increasing at a very rapid pace. India became a global force of E-commerce market with 198 million internet users in 2014 and became the third-largest online market behind China and the United States. In India it has been observed that 38 % of the internet users are from the age group of 25-34 (source-www.statistica.com). The ‘Digital India’ program of the Government will accelerate the growth of internet use in the near future and it is estimated that the number of internet users will be 500 million by 2018 which is half of the country’s population (source- www.iamwire.com). Users of Internet users in rural India are expected to increase from 29 per cent in 2013 to 50 per cent within the coming three years. The number of women internet users is expected to have a growth from 28 per cent in 2013 to 35 per cent by 2018 (source-www.iamai.in). All these reflect a positive impact on E-commerce.

With the modern advancement of Information Technology the E-commerce as well as digital marketing is gradually becomes ‘App’ based. Today’s customers have less time and attention to devote to our branded product –and they are surrounded by alternatives every step of the way. So most of business organizations need to stand up, get their attention and deliver the message they want to hear. So in this situation most of the E-commerce providers are having their own apps. The ‘value chain’ is the concept which highlights the role of information technology for a business. As per Porter (1985), the “value chain” is a concept where the activities of a company are divided into two groups-technological and economical to perform business. He called these as “value activities” and also told that the “value of a company creates is measured by the amount that buyers are willing to pay for a product or service” (Porter, 1985). The value activities are classified into two groups-Primary and Supportive. Porter told that primary activities included in the physical creation of the product, its marketing and delivery to the buyers, and its support and servicing after sales. On the other hand supportive activities included the inputs and infrastructure involved that allow the primary activities to take place. Every activity involved purchase of input, human resource and a combined technology. Thus a value chain is a system of interconnecting and “interdependence activities that are connected by linkage and such linkage only exists if the way in which one activity is performed affects the cost or effectiveness of other activities” (Porter, 1985).

E-commerce could play as a linkage for an effective value chain of the Rabindrasangeet as a part of Indian Music Industry to sustain in the global market. It is the new marketing strategy for the Indian Music Industry as well as Tagore songs to explore in the global market. In Porter’s value chains, Inbound Logistics, Operations, Outbound Logistics, Marketing and Sales, and Service are categorized as primary activities. In the same way the E-commerce is the tool to play as the main agent of all primary activities to promote Indian music in the global market. The steep-growing E-commerce market in India will accelerate the logistics process of IMI. The proposition of E-commerce to the customer is in offering an almost infinite variety of choices of Tagore Songs via albums or tracks which spread over an enormous geographical area. Negligible or zero delivery prices, doorstep delivery, delivery within a very short period and proper reverse logistics have become the most important elements of E-commerce in the competitive global market The updated information system through internet regarding stock of Rabindrasangeet albums, wish list, delivery schedules, payment options, return-exchange plan and various discount plans of the supply chain will form the pillar of E-commerce. IMI have the

opportunity to take these advantages from E-commerce to maximize its value chain and could reach to its audience or customers within an expected minimized turn-around-time (TAT) which will potentially lead to word-of-mouth publicity, feedback and customer retention.

Again in Porter value chain the secondary activities include Procurement, Human Resource management, Technological Development and Infrastructure. The new innovative models of E-commerce like 'Market-place and pickup and drop model' or 'self-owned inventory model' or 'Private-label model' of trust-building 'White-label method' will help Rabindrasangeet for its better procurement in the global market which results in the growth in its value chain. Latest technology based network designs influenced the marketing of a product. E-commerce with its network design is able to attract significant customers for online buying to very exclusive category- music. The essence of 'reaching the customers' is the ability that goes beyond the physical boundary of shops and to reach the door-steps of the customers. As the E-commerce helps Tagore Songs to reach the customers at his/her door-steps, the target infrastructural development could be achieved. Many E-commerce houses like Flipkart an Amazon India have launched its own logistic arm like e-Kart and Amazon Logistic respectively and started offering same day delivery. Delivery and pickup points of E-commerce need a strong human resource management and thus fulfilling one of the most important secondary services- the human resource management which is further related to the globalization of Tagore Songs.

A wide range of music services related to Tagore songs are offered on the Internet like CD, DVD, MP3 Track and many more books. One of the popular services available to the consumers is to compile their own CD from a number of music that is available on various website. The music may be downloaded or the customers can form "hit list" on a number of web sites, and create a personal jukebox.

As we know that in the present world of E-Commerce all our daily necessities like food, clothing, medicines, groceries etc. are procured online, and hence no exceptions for the entertainment industry where Rabindrasangeet plays a significant role. Everything of entertainment world like music CDs, DVDs, movies; music tracks; music programme often organized which acts as varied tools which helps in the further expansion in the popularity on public demand. Physical or traditional markets helps in the launching of newly published Rabindrasangeet albums by aspirant performers however before the CDS or DVDS are physically floated in the market the songs are usually pre launched & promoted online which gives evident the value of online marketing. So that the buyer or customer can easily access their demand through internet from their home and they need not to go the market for purchasing CD's or DVD's per their preference and demand specially in this fast going world. In few apps Rabindrasangeet CD or DVD's are easily available at discounted rate compared to the market value, and also those shopping cart offers free home delivery. So in the present globalization, the use of modern technology has enabled the vast spread in the demand-supply and popularity of Tagore Songs which further contributes in the economy of the country and enables the world to progress. Online marketing or e-commerce business adopting an important role behind the promoting of Rabindrasangeet. The emergence of a technology called Internet Network is the rationale for technology marketing. As a result, it is seen that with the help of digital technology and internet network, online shopping websites such as Amazon, Flipkart, Snapdeal, Ebay, Shopclues etc., according to the demand of the product, sampling the product is possible as well as comparative study of the prices of different albums or tracks of Rabindrasangeet in the market. It is also possible to make comparative judgments. Even online sales can be sold online and the vendor is able to pay the seller's product free of cost to the customer. Various business activities like e-commerce, e-business, e-marketing, originated from such propaganda of marketing.

E-commerce usually refers to buying and selling of goods and services through the Internet. Not only that, E-commerce is not meant to be an electronic transaction between organizations and buyers, but in addition to financial transactions, customer enquiries, purchasers, etc. are considered as a part of E-commerce. In addition, E-Business refers to the integration of both information technology and communication technology, and to utilize the internal business process. And the full meaning of e-marketing is to reach marketing goals through electronic technology. The e-marketing has the jurisdiction -internet, mobile marketing, electronic customer relationship management etc.

According to various online marketing websites, it has been found that the online music companies and some shopping apps are now able to increase their sale from the ground of Rabindrasangeet album in the physical or traditional market according to the customer's choice and demand followed by customers rating, reviews and comments. Rabindrasangeet albums are available in amazon.com, flipkart, snapdeal, ebay.in . Apart from these there are some of the own music companies such as HMV SAREGAMA, ASHA AUDIO, TIMES MUSIC, INRECO etc. who are directly involved in the online marketing of Tagore Songs like albums CDs DVDs through their own website and enjoyed Market competition with other online B2B online shopping Apps. Although, in the ebay.in online shopping site has not enough Tagore songs album which are available for sale in the marketing field, there are some other types of Indian music like Hindi songs, instrumental etc CDs are available. It has been studied that Rabindrasangeet are in the title of the demand in terms of sufficiency of CD sales at amazon.com. The CD'S or MP3 DVD's of Rabindrasangeet albums are available on flipkart or snap

deal but it is less than few in number from amazon. ,This E-Commerce Technology leading to online marketing of Tagore Songs are fulfilling public demand by being able to provide a huge & diversified and rare collection of Tagore Songs sung by artists belonging to both old & modern era.As an old Rabindrasangeet artists it can say like Nilima Sen, Dwijen Mukhopadhyay,Subinoy Roy, Kanika bandyopadhaya, Suchitra Mitra, Hemanta Mukherjee, Maya Sen, Ritu Guha, Chitralkha Chowdhury, Purabi Mukherjee, Purba Dam etc. Side by side album of more modern artists such as - Srikant Acharya, srabaniSen, Swagatalakhsmi Dasgupta, Agnibha Bandyopadhyay, Sreeradha Banerjee, the artist of Bangladesh like rejayana Chowdhury Banya, Lily Islam, Mita Haque, Aditi Mohsin and the more recent artist of Shantiniketan and Kokata like Manoj Murali Nair, Manisha Murali Nair, Manomay Bhattacharya,Jayati Chakraborty and many more new Rabindrasangeet artists such as SahebChattapadhyay, Shreya Guhathakurta, Kamalini Mukherjee etc are getting very much popularity by publishing their rabindrasangeet albums which are available and take place along with old artist albums in different E-shopping apps and E-cart of such websites of particular originating music companies whose are mostly published Rabindrasangeet album like HMV SAREGAMA, BHAVNA RECORDS, ANANYA MUSIC, RAGA MUSIC, NABA RABI KIRAN etc.The music companies whose are recently released the intention of the new music artists with a song from the new CD, by searching any kind of Tagore songs are easily available in online marketing. The online marketing helps in the quick and instant review of newly launched music CD's DVD's which are evaluated via review & comments of customers which initiates the Selling capacity & profit maximization eligibility to the music companies. As mentioned earlier it has been reviewed that Amazon compared to Snapdeal, Flipkart, Ebay is most popular in providing enormous stock for varied Rabindrasangeet CD. Since Amazon is giving as much product discount and more home-based delivery service is available on CDs, unlike in Flipkart or Snapdeal, much makes it more popular in the global market. Thus websites must be affiliated to IMI to provide such services. The record companies or producers that are registered under IMI could have their own e-stores to sell the music CD/DVDs and in this way Rabindrasangeet Industry will be able to stop music piracy. E-commerce vendors through their E-stores could educate its customers of music CD/DVDs or caller tune-customers regarding IPR. Reproduction of music is the digitalization of music and the electronic distribution of such.IMI's new tasks are to be based on the reproduction industry to protect the original recording, and protection for copying.

Six business functions of the Indian Music Industry value chain to catch the global market are - Research and development, Design of products/services, Production, Marketing, Sales and Distribution. IMI can also advertise its products through online advertisement and thus reach target audience. In this connection E-commerce, specially B2C and B2B models play crucial roles to fulfill these six functions and become one of the main 'tools of trade' on Indian Music Industry value chain by providing proper beginning, circulation, delivery mechanism and audience reception /feedback.

In this downloading system, three important aspects of E-commerce in the Rabindrasangeet industry that involve different parts of the value chain are-

- E-commerce company can charge its customers for per download
- Different online payment option can be given (cash on delivery, debit card,credit card etc), and
- Ways to distribute (download full album by paying a particular amount with free sample track before purchasing)

E-COMMERCE AND THE VALUE CHAIN MODEL OF RABINDRASANGEET INDUSTRY:

Following model(Figure-2) shows the impact of E-commerce on the Rabindrasangeet Industry value chain in the competitive global market-

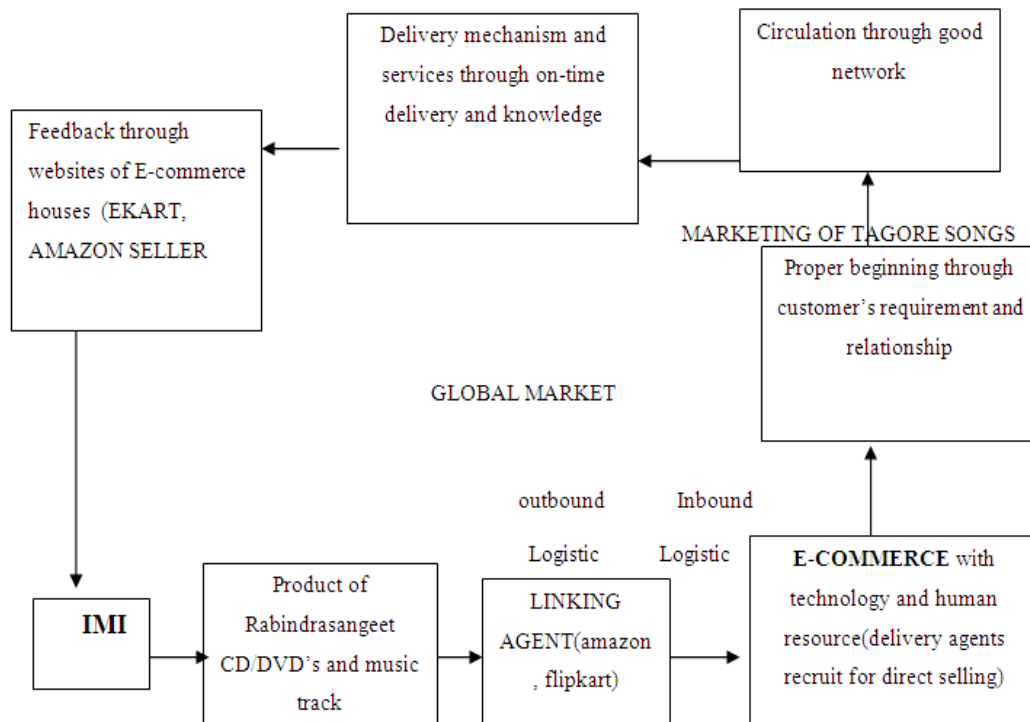


Figure-2. Value Chain Model of Rabindrasangeet Industry

Different ways of Strategic Planning To Promote Tagore Songs:

At present it is noticed that Rabindrasangeet has created its own identity and has taken a significant indispensable place along with other popular music zone since post independence specially after 1990 till date. This particular music category should be outreached moreover in future from today onwards. There is good future possibility to promote this song because it's our duty to expand this songs among the people to our Bengali society not only but also in whole country as well as in whole world because people should know about the philosophy of this song. Tagore songs means a song where all aspects of human feeling of every moments along with different forms of world music is hidden which is requires its outwards express through some excellent performances through aspirant performers of this present day. So its future possibility and prospect can be high if we follow some strategic planning i.e

- From the view of education and employment Rabindrasangeet must be included as a core and compulsory subject under fine arts in all education level like school, colleges and in universities as a particular and autonomous course. As a result qualified music student can get a chance to teach music and can join in different universities school colleges and unemployment can be reduced. Beside this educational institutions can gain profit if they create interest to the newcomer students for taking admission to this subject under music curriculum.
- Rabindrasangeet can be an alternative employment opportunity for the home tutorial, music teacher, accompanist, recordist who are attached with the artist directly, besides this anyone can open a music studio business from where music album will be released but in this case entrepreneur must be given attention on publication cost of music album. If they will give opportunity to the new upcoming Rabindrasangeet artist to release their album at a low cost then they will be interested to publish their album, in this situation naturally company and artist both can create their goodwill with great publicity and popularity on demand to achieve success in market competition with other music industries and companies.
- From the view of public programme organizers, Rabindrasangeet has good possibility to reach to the all categories of people the organizers arrange some programme for all music lovers by renowned popular Rabindrasangeet artist along with settled ticket price at nominal cost or for some programme for free entry (entry for all) but from the aspect of artist remuneration, organizers should be paid at least a favorable honorarium to the performers because maximum artist perform their songs not for only giving pleasure and entertain to the public but also the main factor is earning. If music arrangers will organize Rabindrasangeet programme with the

help of sponsorship partner then both sponsorship partner company can contribute a big amount for their product publicity and advertisement.

- From the aspect of online music marketing in different website and apps it can say that all online shopping apps where music marketing available should be increase stock of Tagore songs album of different artists(old and new) by different music company in their shopping e-kart and also should be given selling opportunity to the customer with attractive price ,combo offer and at discounted rate. If possible those shopping carts can include sample music track of ach artist per Rabindrasangeet album where consumer or audience can get a taste about the particular album before purchasing.

Planning of E-commerce strategy for promoting online business of Rabindrasangeet as a part of Indian Music Industry:

The foundation of a good e-commerce strategy includes many of the same fundamentals of effective advertising: tell the customer what the product is, how it works and where to get it. An E-commerce strategy is an overarching term to describe the actions, channels, and tools used to expand the product brand online, attract new shoppers, and retain loyal customers. E-commerce strategy should comprise of multiple market tactics, as opposed to relying on a single opportunity. From the aspect of promoting and expansion business of Rabindrasangeet industry such way can be followed which will help the music companies as well as music industry:

- Create an automated email marketing campaign about Rabindrasangeet.
- Adopt tools for reducing cart abandonment.
- Sell Rabindrasangeet related CD , DVD's in more places, across channels.
- Optimize checkout process.
- Build a better mobile experience.
- Expand Rabindrasangeet according to presence of music companies who published Rabindrasangeet albums usually ,across social media platforms.
- Implement an SEO strategy.
- Motivate customers to write product reviews and comments about published album according to Rabindrasangeet artist quality and album quality through online purchase
- Launch a loyalty programme about Tagore songs.
- Personalize the content marketing about Tagore songs like writing style of advertisement matter, decoration. Labeling, packaging etc
- Word of mouth advertising about Tagore songs in different social marketing media like facebook, youtube, twitter etc and others Musical apps and websites.

V. CONCLUSIONS

Music provides an opportunity to promote cultural products nationally and internationally (Ambert C, 2003). After post independence era music industry has been gradually developed through different aspect of technology where Tagore songs has been expanded its root among the society which is not only dealt with the socio-cultural activities but it is treated as a serious economic venture where Tagore songs take a big part. Global market access of this industry will only expand when the players of this sector have clear and well-developed marketing strategy and as well as marketing communication channels for selling their outputs in different social media and E-media by using various kind of advertising process and procurement. Besides this In Porter's value chains, it has been shown that how Inbound Logistics, Operations, Outbound Logistics, Marketing and Sales, and Service are categorized and create impact on Rabindrasangeet as a primary activities. Besides this it has been discussed about different marketing tools and techniques which has been promoted Rabindrasangeet at present in globalised era. Six business functions of the Indian Music Industry value chain to catch the global market are Research and development, Design of products/services or processes, Production, Marketing strategies by which Rabindrasangeet has been affected along with Business promoting, Sales and Distribution channel. Again the trend of music piracy is a challenging factor for the growth of the Tagore songs . E-commerce, specially B2C and B2B models play crucial roles and become one of the main 'tools of trade' on Rabindrasangeet Industry value chain by providing proper beginning, circulation, delivery mechanism and audience reception /feedback such as like , comment and share. The value chain model shows that the personal relations with customers, knowledge and good network play important roles for music Industry of tagore songs to sustain in the global market through E-commerce.

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8/12/2017 Amazon.in: Rabindra Sangeet: Music

Amazon Prime

Rabindra Sangeet

Musico Advanced Search Browse Genres Best Sellers Pre-orders & New Releases Film Songs Indian Classical Devotional & Spiritual Vinyl

17-32 of 103 results for Musico : Rabindra Sangeet Sort by New & Popular

Show results for Music Rabindra Sangeet

Refine by Amazon Prime

Fulfilled by Amazon (When Available)

Deliver to: Chennai, Tamil Nadu 600001

Format

- Audio CD (100)
- DVD Audio (1)
- MP3 CD (2)

Musico Artist

- Debabrata Biswas (3)
- Kanika Banerjee (3)
- Brataji Bandyopadhyay (1)
- Lopamudra Mitra (1)
- Aditi Mohsin (1)
- Sasha Ghoshal (1)
- Lopamudra Mitra and Others (1)

* See more

Cash On Delivery (When Available)

- Eligible for Cash On Delivery (79)

Language

- Bengali (79)
- Hindi (3)

Avg. Customer Review

- & Up (5)
- & Up (6)
- & Up (5)
- & Up (8)

Price

- Under ₹100 (12)
- ₹100 - ₹200 (75)
- ₹200 - ₹500 (15)
- ₹500 - ₹1,000 (1)
- Over ₹1,000 (1)

Discount

- 10% Off or more (8)
- 25% Off or more (1)

Seller

- Pritham Music Pvt. Ltd. (23)
- Inreco (20)
- musiczone Kolkata (14)
- Starmark (14)

Tara Dhaka Megh - Lopamudra Mitra by Lopamudra Mitra
Audio CD ₹147.00 ~~₹150.00~~ You Save: 3.00 (2%)
Only 1 left in stock - order soon.
More Buying Choices ₹147.00 new (4 offers)

Bijan Batayane - Adity Mohsin 2009 by Aditi Mohsin and Rabindranath Tagore
Audio CD ₹135.00 ~~₹150.00~~ You Save: 15.00 (10%)
Cash on Delivery eligible.

Safar - A Journey (O.P. Nayyar) 2010 by Various and Rabindranath Tagore
Audio CD ₹267.00 ~~₹300.00~~ You Save: 108.00 (28%)
Only 1 left in stock - order soon.
More Buying Choices ₹267.00 new (2 offers)

Abisamaraniyo Debabrata Biswas 2010 by Debabrata Biswas and Rabindranath Tagore
Audio CD ₹500.00
Cash on Delivery eligible.

Anubhuti 2015 by Sasha Ghoshal and Sonali Bhattacharya
Audio CD ₹141.00 ~~₹149.00~~ You Save: 8.00 (5%)
Only 1 left in stock - order soon.
More Buying Choices ₹141.00 new (2 offers)

Chitrangada - Various 2004 by Various and Maya Sen
Audio CD ₹138.00 ~~₹150.00~~ You Save: 12.00 (8%)
Only 2 left in stock - order soon.
More Buying Choices ₹138.00 new (4 offers)

file:///C:/Users/KAUSTAV/Desktop/DOCUMENT%20FOLDER/online%20rabindrasangeet%20marketing/Amazon.in_%20Rabindra%20Sangeet_%20Mu... 1/4

Sample of online marketing of Rabindrasangeet through FLIPKART apps:

8/12/2017



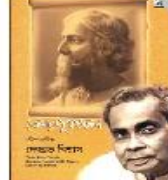





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Kaustav Karmakar. "Online Marketing Promotion of Tagore Songs with the Context of Music Industry Value Chain and E-Commerce - A Study" International Journal of Business and Management Invention (IJBMI), vol. 08, no. 01, 2019, pp 37-45