

Customer Journey Map Empowering India: Analysis of the Evolution of Union Budget Allocations for Sustainable Growth

Target Stakeholder: Citizens of India (taxpayers, farmers, entrepreneurs, students, investors, industries, and vulnerable groups)

1. Awareness Stage – Budget Announcement

Touchpoints: Budget speech, news channels, social media, government portals.

Experience: Citizens learn about new schemes, tax changes, and development plans.

Emotions: Hope, curiosity, uncertainty.

2. Understanding Stage – Policy Interpretation

Touchpoints: Expert analysis, discussions, summaries, academic reviews.

Actions: Analyze tax impact, evaluate sector allocations, compare with previous budgets.

Pain Points: Complex language, lack of clarity, inflation concerns.

3. Decision & Adaptation Stage – Response to Budget

Individuals adjust savings and investments.

Businesses plan expansion and sector investments.

Government begins allocation and execution of schemes.

Emotions: Strategic planning, cautious optimism.

4. Implementation Stage – Execution of Allocations

Impact Areas: Infrastructure, renewable energy, digital transformation, welfare schemes.

Experience: Job creation, improved services, subsidy access.

Challenges: Delays, regional disparities, bureaucratic hurdles.

5. Impact & Feedback Stage – Sustainable Growth Outcomes

Positive Gains: Economic growth, improved living standards, green development, social inclusion.

Long-Term Outcomes: Reduced poverty, stronger infrastructure, climate resilience, self-reliant economy.

Feedback influences future budget cycles.

Overall Journey Flow:

Budget Announcement → Public Understanding → Stakeholder Decisions → Policy Implementation
→ Economic & Social Impact → Feedback → Next Budget Cycle