

MAKE IN INDIA: NEW INITIATIVE FOR GROWTH AND DEVELOPMENT

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ABSTRACT

In this paper generally all concepts about make in India complain has been discussed for making new initiative sound growth and development in the India economy. Make in India campaign has been launched by prime minister on 25 September 2014 for growth and development of Indian manufacturing sectors and making production of all about goods and services in India along with making so many consideration upon to make an conducive encouragement in the mind of Indian people to prefer to buy India products rather than for taking out of the foreign and china made products. In this paper main focus on the make in India initiative for growth and development for India economy on challenges, processes, new initiatives progresses under make in India campaign, partnership initiatives for sound growth and development and also so many strategies also has been involved here to make enlighten upon the make in India initiative for conducive growth and development in India economy's manufacturing sector along with other 24 new emerging sectors which has also been included in that make in India initiative . It means we can say that here for making growth and development under make in India initiative so many sectors of that India economy are on its focus point. After so many discussions about these initiative of make in India for sound and long term growth and development of India economy there has also been some considerable points of suggestions and recommendations for making make in India campaign fully successful for present as well as future also. Hope for that this paper also will make their best contribution for future research work also.

KEYWORDS: Make in India, Growth, Initiatives, Development, Economy, Indian, Campaign

INTRODUCTION

Make in India is an initiative launched by the government of India to encourage multinational companies to manufacture their products in India and selling these products that manufactured in India to other countries. It was launched by Prime Minister Narendra Modi on 25 September 2014.

India emerged after initiation of the programme in 2015 as top destination globally for foreign direct investment, surpassing the United States of America as well as the people's republic of china .In 2015; India received US\$ 63 billion in FDI. Make in India devised to transform India in to a global design and manufacturing hub. In this paper we have included two objectives to make this paper more understandable for further research work.

MEANING OF MAKE IN INDIA

India is basically a service industry which is trying to move its focus away from the tertiary sector of the economy to manufacturing sector. Keeping this goal in mind , "make in India" campaign was launched to attract more foreign investment by removing obstacles like the remaining traces of the license raj, fast sanction of projects from the bureaucratic web, etc. Make in India campaign becoming the most important attractive destination for investors.

SECTORS

Make in India focus on the following 25 sectors of the economy:

Table 1

1. Automobiles	6. Construction	11. Information technology and process management	16. Textiles and Garments	21. Pharmaceuticals
2. Automobile Components	7. Defense manufacturing	12. Leather	17. Thermal Power	22. Ports and Shipping
3. Aviation	8. Electrical machinery	13. Renewable Energy	18. Media and Entertainment	23. Railways
4. Biotechnology	9. Electronic systems	14. Roads and Highways	19. Mining	24. Tourism and Hospitality
5. Chemicals	10. Food processing	15. Space and astronomy	20. Oil and Gas	25. Wellness

As per the new govt. policy 100% FDI is permitted in all the above sectors, except for space (74) %, defense (49) % and news media (26) %.

HISTORY

Prime Minister Narendra Modi launched “Make in India” on September 2014 in a function at **Vigyan Bhawan**. On December, 2014, a workshop was organized by the department of industrial policy and promotion which was attended by PM Modi, his cabinet ministers and Chief Secretaries of states as well as various industry leaders. The major objective behind the initiatives to focus on the job creation, self employment opportunities and skill enhancement in 25 sectors of the economy.

The initiatives also aim at high quality standards and minimizing the impact on the environment. The initiatives hope to attract capital and technological investment in India. Under the initiatives Brouchures on the 25 sectors and a web portal were realized. Before the initiatives were launched, foreign equity caps in various sectors had been relaxed. The application for license was making available online and validity of license was increased to three years. Various other norms and procedures were also relaxed in August 2014; the cabinet of India allowed 49% foreign direct investment in Defense sector and 100% FDI in railways sector.

Between September 2014 and November 2015 the government received Rs. 1.20 Lakh Crore (US\$ 18 Billion) worth of proposals from companies interested in manufacturing electronics in India. 24.8% of smart phones shipped in the April- June quarter of 2015 were made in India, up from 19.9 % of the previous quarter.

PROCESS OF MAKE IN INDIA COMPAIGN FOR MAXIMUM GROWTH AND DEVELOPMENT

Make in India campaign is adopted by prime minister Narendra Modi to make maximum growth and development in India and to attract more and more foreign investment for making best possible usage of Indian made products along with making self sufficient in terms of producing products and services. It make as a part of long term growth and development and it is consider as best possible devise and process against the backdrop of this crisis, and quickly became a rallying cry for India’s innumerable stakeholders and along with partners. It was a powerful and also galvanism call to action to India’s citizens and business leaders, and solid invitation to potential partners and investors around all over the world. But of course the make in India is much more than an inspiring slogan that represents to almost complete change of

the government's mindset--- a shift from the issuing authority to business partner, in keeping with Prime Minister's tenet of 'Minimum Government, Maximum Governance.'

Strategy for Implementing Make in India Campaign

In order to start a movement, you need a strategy that inspires, empowers and enables in equal measure to mask considerable efforts for continuously growth and development of Indian manufacturing sector from all in ways. Make in India needed a different kind of campaign: instead of the typical statistics-laden newspaper advertisements, this exercise required messaging that was informative, well – packaged and most importantly, credible. Make in India campaign and strategy had to:

- Inspire confidence in India's capabilities amongst potential partners abroad, the India business community and citizens at large.
- provide a framework for a vast amount of technical information on 25 industry sectors; and
- Reach out to a vast local and global audience via social media and constantly keep them updated about opportunities, reforms, etc.

The Department of industrial policy and promotion (DIPP) worked with a group of highly specialized agencies to build brand new infrastructure , including a dedicated help desk and a mobile – first website that packed a wide array of information into simple , sleek menu. Designed primarily for mobile screens, the site's architecture ensured that exhaustive levels of details are neatly tucked away so as not to overwhelm the user. 25 sectors brochures were also developed: contents included key facts and figures, policies and initiatives and sector- specific contact details, all of which was made available in print and on site.

POLICY FOR PARTNERSHIP INITIATIVES TO MAKE SOUND GROWTH AND DEVELOPMENT

The make in India initiative has been built on layers of collaborative effort. DIPP initiated this process by inviting participation from union ministers, secretaries to the Government of India, state government's industry leaders, and various knowledge partners. Next, national workshops on the sector specific industries in December 2014 brought secretaries to the government of India and industry leaders together to debate and formulate an action plan for the next three years, aimed at raising the contribution of the manufacturing sector to 25% of the GDP by 2020. This plan was represented to the Prime Minister, Union Minister, industry leaders by the secretaries to the union government and chief secretary, Maharashtra on behalf of state government. These exercise resulted in a road map for the single largest manufacturing initiatives undertaken by a nation in recent history. They also demonstrated the transformational power of public – private partnership, and have become a hallmark of the Make In India initiatives. This collaborative model has also been successfully extended to include India's global partners, as evidenced by the recent in- depth interactions between India and United States of America.

BENEFITS OF MAKE IN INDIA COMPAGN

- Make in India becoming an attractive destination for investors.
- It will also help to solve the problem of employment needs of our growing population.
- It will also help to Indian manufacturer and also investors to make possible self sufficiency.

- It enables India to capture competitive advantage.
- It helps in making of economic boosts .on the economic front; it will boost trade and provide linkage with the global supply chain.
- It will also helping in reducing the current account deficit.
- It can expand the investment in infrastructure development.
- It will also make enhance innovation and skill development.
- It will helps in building best in class manufacturing infrastructure.
- Make in India complain considered as designed to facilitate more and more FDI in India.

PROGRESS ABOUT INITIATIVES UNDER MAKE IN INDIA CAMPAIGN

- Make in India campaign makes a lot of considerable progresses in electronic manufacturing products are almost of all kinds have been producing in India. It also makes sound progress in all other sectors which are covered under the Make in India campaign. In the short span of time , the obsolete and obstructive frameworks of the past have been dismantled and replaced with a transparent and user-friendly system that is helping drive investment, foster innovation , develop skills , protect internet Protocol (IP) and build best in class manufacturing infrastructure. The most striking indicator of progress is the unprecedented opening of up of key sectors – including railways, defense, insurance and medical devices – to dramatically higher levels of foreign direct investment.
- A workshop titled make in India – sartorial perspectives and initiatives was conducted on 29th December, 2014 under which an action plan for 1 year and 3 year has been prepared to boost investment in 25 sectors.

Various another sectors have been opened up for investment like Defense, Railways, Space, etc. Also, the regulatory policies have been relaxed to facilitate investments and ease of doing business.

Today's India's credibility is stronger than ever. There is visible momentum, energy and optimism. Make in India is opening investment doors. Multiple enterprises are adopting its mantra. The world's largest democracy is well on its way to becoming the world's most powerful economy.

CHALLENGES TO MAKE IN INDIA INITIATIVE

Make in India campaign launched by Prime Minister Narendra Modi is drawing mix reactions. Political parties, political analysts, businessmen, industrialists and social activists are articulating diverse options. But all said done Make in India has moved far beyond the catch phrase to take concrete shape. Yet there are plenty of challenges and hurdles, which pose threat to the Make in India initiatives:

This initiative is launched to give boost to different sectors like automobiles, chemicals, IT, pharma, Textiles, engineering and manufacturing, aviation, railways, defense, renewable energy, mining. Bio-technology, electronics, leather, tourism and hospitality etc. The initiatives also aim to transforms India from highly potential market to the powerhouse of manufacturing, thereby creating millions of job opportunities. In short the campaign is conceived and designed to achieve multiple objectives and far reaching impact on the economy.

We have also need to admit that, from technological point of view this make in India initiative is lagging behind the western world, as far as manufacturing is considered. Experts say, we are still about a decade behind advanced countries, when it comes to usage of technology and manufacturing excellence.

Make in India necessary involves the drives to boost the manufacturing sector. However, the investors are aware about prevalent labor laws and bureaucratic hassles in India and as such, unless conducive atmosphere is created on these fronts the investment will not come as expected and make in India drive will not accomplish desired results.

In many of the India industries, people insists for manual skill because they apprehend that advanced technology will result in redundancy of human resource, which is abundantly available in India . As such they resist the change and introduction of new technology. However, technology driven processes with minimum human intervention will guarantee manufacturing excellence. Therefore resistance to change and all above discussed points are becoming challenges in the way of Make in India initiatives.

SUGGESTIONS / RECOMMENDATIONS FOR MAKING FUTHER MORE SUCESSFUL MAKE IN INDIA INITIATIVES FOR CONTINUOUS GROWTH AND DEVELOPMENT OF ALL MANUFACUTURING SECTORS IN INDIA

Make in India is considered as sound initiative to make boost in the India economy as well as making growth and development in Indian manufacturing sector. There are also so many sound and conducive suggestions to overcome all challenges related to the Make in India initiative complain to make it continuously successful for present as well as future also:

- There should be liberal policies to make FDI in India in any manufacturing sector for better employment opportunities in India.
- In order to make products and services under make in India campaign all natural resources should be used at maximum possible extent.
- There should be sound training and development programmers' to make successful entrepreneurs'.
- Unfair trade practices should be prohibited.
- Products and services should be provided at reasonable possible cost with good quality to make Indian people more preferable for India products.
- There should be aim to satisfy customer need, whatever customer want according to his likings and disliking should be make produced under there.
- There should be ecofriendly policies to make to protect and safeguard environment.
- The scrap and wastage should be further used at maximum possible extent to make their by products and unnecessary wastage of any resources should be avoided in order to make continuous growth and development of all manufacturing sectors in India.
- There should be flexible policies that can be easily changed according to time in order to make development and growth of the all manufacturing sectors in India.

CONCLUSIONS

In the end we can conclude that India has stiff challenges before it to achieve millennium development goals and sustainable development in manufacturing sector for continuous growth and development. Make in India and other parallel initiative take by the government have potential of making India as a global manufacturing hub, poverty alleviation through employment generation as an mass scale, eliminating discrimination from the society based upon caste, gender or religion and hence achieving sustainable development and growth in India for long time period on continuous basis. It is necessary for the India that it takes further concrete decision and steps about cost and other related issues like pollution, financial and ease of doing business policies and other related important subjects to make in India initiatives. Business policies in order to strengthen its position as a leading manufacturing hub for continuous growth and development in Indian manufacturing and all other sectors. Along with it make in India considered as a mission of the initiatives of government of India having global companies to set up their manufacturing base in India to boost its manufacturing sector and generate large scale employment opportunities for achieving target of 25% contribution to GDP with about 100 million additional job creations by the year 2022.

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