

MAKE IN INDIA CAMPAIGN - OPPORTUNITIES AND CHALLENGES

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ABSTRACT

In the 21st century, the Indian market has been witnessing constructive sentiments during the past few years. The macroeconomic indicators comprise displayed a hopeful trend in the modern times. However, the situation of the manufacturing sector in India is a cause of concern. The aim to take a share of manufacturing in countries GDP from sluggish 16% value currently to 25% by 2022, as declared in national manufacturing policy and to create 100 million jobs by 2022. However, the industrial growth scenario is improving and is estimated at 2.4% in the period 2015-16. The current measures undertaken by the government of India in conditions of facilitation to the manufacturing sector, the creation of an encouraging environment for the manufacturing activities, focus on improving industrial policies and procedures and reforming work laws have facilitated improvement in industrialized sector.

The 15th prime minister of India Mr. Narendra Modi on 24-09-2014 lunched the MAKE IN INDIA which is a national campaign design to attract facilitate investment in INDIA. The main objective of this paper is to focus on 25 sectors of the economy for job creation, skill enhancement, fostering innovation and development of smart cities.

Make in India campaign aim to correct the composition of Indian Gross Domestic Product (GDP) Growth which is the root cause of the recession. At present India's GDP is heavily tilted in favor of service sector. Secondary data collection is used for the purpose of the study and this tilted paper discusses make in India campaign-its opportunities and challenges. Finally, make in India campaign surely makes India an investment destination and international hub for manufacturing and innovation.

KEYWORDS: Macroeconomic Indicators, GDP, Job Creation, Innovation, Smart Cities, Opportunities And Challenges.

INTRODUCTION

The Indian manufacturing sector is the standard example of an industry that has great potential. The objective of the scheme is to ensure the

manufacturing sector which contributes 16% of country's GDP is increased to 25% by 2022.

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Make in India campaign Eliminates redundant laws and regulations. Most of the times three sectors which contribute to GDP of any country are cultivation, services sector, and manufacturing. As per current contributions of these sectors to Indian economy manufacturing occupies 16% which is lowest. There are lots of opportunities to be a tap in Indian manufacturing sector is concerned. A number of business man and entrepreneurs vision make in

India initiative for the betterment of our country economy.

KEY ECONOMIC INDICATORS

The Indian economy has been witness optimistic sentiments during few months. The real GDP growth is estimated at 7.56% in the first half of 2015-16 as in opposition to 7.42% in the corresponding period of last year. The macroeconomic indicators have displayed an encouraging trend in the recent times.

Table 1.Source - Economic Survey 2016-17 Volume 2 Key Macroeconomic indicators

S. No.	Parameters	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17
1	Real GDP Growth	7.50%	7.24%	7.56%	7.42%
2	WPI Inflation	117.6	181.2	176.7	183.2
3	CPI Inflation	114.2	120.2	126	130.9
4	Industry Growth	-0.1	2.80%	2.40%	2.80%
5	Fiscal Deficit	4.5	4.1	3.9	3.5
6	Inflation	5.8	4.9	4.5	3.8
7	FDI Inflows	21.6	31.3	34.2	36.9
8	Exchange rate	60.5	61.14	65.46	67.07

MAKE IN INDIA: ORIGIN

This initiative has its origin in the Prime Minister's Independence Day (August 15) words where he gave a clarion describe to 'Make in India' and 'Zero Defect - Zero Effect' policy.

THE VISION OF MAKE IN INDIA

The manufacturing industry at present situation contributes just over 15% to the national GDP. The aim of make in India campaign is to grow up to a 25% contribution as seen with other developing nations of Asia. In the process, the government expects to job creation, attract foreign direct investment, and transform India into a manufacturing hub. The Prime Minister called for all those associated with the campaign, especially the entrepreneurs and the corporate, to step and discharge their duties as Indian nationals by First Developing India and for investors to

provide the country with the foreign direct investments. The Prime Minister also promised that his administration would aid the investor by making in India is a satisfying experience and that his government considered by and large development of the nation and article of faith rather than a political agenda. He also laid a robust foundation for his vision of a technology Digital India as complementary to make in India. He stressed on the job creation and poverty alleviation that would inevitably accompany the victory of this campaign. The main objective of this campaign the initiative is to focal point on 25 sectors of the market (Table-2) for employment creation and skill improvement. This campaign hopes to enhance GDP growth and tax revenue. The campaign also aims at high quality standards and minimizes the impact on the surroundings. The initiative hopes to be a focus for capital and technological asset in India.

Table 2. Authors Compilation - Launched particulars

Campaign Name	Make In India
Launch Date	24-09-2014
Launched By	Prime Minister of India Mr. Narendra Modi
Number of Sectors	25 Automobiles, textiles and Garments, Biotechnology, Wellness, Defence, Manufacturing, Ports, Food Processing, Mining, Media and Entertainment, IT and BPM, Pharmaceuticals, Renewable Energy, Roads and Highways, Railways, Thermal Power, Oil and Gas, Space, Leather, Construction, Aviation, automobile components, chemicals and Electronic System
Investment Proposals Received	INR 2000 cores

KEY POINTS OF THE SPEECH



- Need to improve investor sentiment
- First Develop India vs. Foreign Direct Investment
- Corporate government responsibility for effective governance
- Enhance manufacturing to help growth of the middle class and create jobs
- Develop a growth oriented environment to enhance ease of doing business
- Channelizes India's rich demographic dividend for competitive advantage
- Implement "Digital India" for an informed citizenry
- Integrated clusters with roads, rails, airports and associated infrastructure
- State and Centre coordination for export promotion

MAKE IN INDIA: LOGO



DESCRIPTION ON LOGO

The logo for the Make in India campaign is an elegant lion, inspired by the “Ashoka Chakra” and designed to symbolize India’s success in all spheres. Wheels denote diplomatic growth and dynamism. Lion has been the official emblem of India and it stands for daring, wisdom, tenacity and all Indian core values the campaign was keen by the Prime Minister to the eminent nationalist, thinker, and political personality.

MAKE IN INDIA: BEHIND THE SCENES

Make in India behind the scenes is designed by an imaginative agency known as ‘Wieden and Kennedy’. The backend is an agency called ‘Invest India’, which is a joint venture between industry chamber Federation of Indian Chambers of Commerce and Industry is 51% equity, the central government Department of Industrial Promotion and Policy is 35% Equity, and state governments, each of whom hold 0.5% equity.

THINGS ‘MAKE IN INDIA’ WILL DO

DIRECT FOREIGN INVESTORS

In the first reference point for direct foreign investors on all aspects of rules and policy issues and to support them in obtaining regulatory clearances.

SUPPORTS TO FOREIGN INVESTORS

Supports to Foreign Investors will provide aid to the foreign investors from the time of their arrival in the country to the time of their going away, with spotlight on green and advanced manufacturing and serving these companies to become an important part of the global value sequence.

TIMELY RESPONSES

Timely Responses can post questions on the

Make in India entry and they will be answered by a panel of experts within 72 hours.

MAKE AVAILABLE RELEVANT INFORMATION

Provide Relevant Information is another type of guests registered on the website queries will be followed up with relevant information and bulletin.

PRACTICAL APPROACHES

This approach will be deploying to track guests for their geographical location, and real-time user behavior.

OBJECTIVES OF THE STUDY

The specific objectives of the study pertain to

- To study the structure and growth of manufacturing sector in India
- To transfer India into Global Manufacturing Hub
- To job creation
- To increase economic Growth
- To support both home and overseas companies to invest in India.
- Conclusions: Suggestions on behalf of Make in India and Made in India.

RESEARCH METHODOLOGY

RESEARCH TYPE: Descriptive Research.

SOURCE OF DATA: Secondary Data source.

This study is based on Secondary data. Basically, the required information has been derivative from various books, Articles from newspaper, Magazines, Journals and websites.

ADVANTAGES

- Make in India campaign will create huge scale employment opportunities to stumpy skill workforce.

- India is enormously dependent on Forging Direct Investment to keep the economy positive.
- Manufacturing division helps to reduce India's trade deficit through exports.
- India is the leading consumer market.
- Employment generation, Enforcement to Secondary and Tertiary sector, boosting state economy.
- Converting the India to a self reliant nation and to give the Indian economy global recognition.

LIMITATIONS OF THE STUDY

- This study is based on secondary sources. No primary data was being collected in this study.
- The objectives and other related information used to gather secondary data may not be suitable to the present circumstances.
- Secondary data may be lacking in precision.

CHALLENGES

India is small and medium sized industries can play an important role in making the country take the large leap in manufacturing. India ought to be additional focused towards originality and innovation for these sectors. The government has to chart out plans to give unique privileges to these sectors. India has difficult taxation system and reduced infrastructure facilities. Rapid proficiency up gradation is needed because skill concentrated sectors are dynamic sectors in India. India should motivate investigate and progress which is now less in India and must give more opportunity for innovation.

CONCLUSION

Indian government has the capacity to move forward the GDP growth to 25% in next few years. Government of India has taken many steps to further support investment and

improve business climate. A Make in India campaign mission is one such long term initiative which will appreciate the dream of transforming India into manufacturing Hub in global wise. Start-ups in the core manufacturing sectors are poised to play a important role in the success of 'Make in India' ambitions, many experts said at a panel discussion at the 11th India Innovation Summit 2015 "Start-ups in the fields of telecommunication, defense manufacturing, automobile, financial technology modules and mobile internet, Internet of Things have immense potential to succeed in the campaign of 'Make in India', another expert said at the discussion on "Entrepreneurship - Role of Startups towards "Make in India". Make in India campaign center of attention on producing harvest with zero defects and zero effects on milieu.

I WOULD LIKE TO SUGGEST SOME REFORMS THAT NEED TO BE UNDERTAKEN

Simplification and rationalization of taxation system with long term stability is the need of the hour. A well designed GST bill, by reducing state border taxes, will have the important outcome of create a truly national market for goods and services, which spirit is serious for our growth in years to come. Implementation of the Goods and Services Tax (GST) at the earliest.

- Labour laws should be amended in a way that does not overlook the interest of labour. Progressive labour laws to create more jobs in the market.
- Revisit the Land Acquisition Act, a robust land acquisition policy which eases the process of acquisition is essential for Investment in Infrastructure and Manufacturing.
- Overall re-hauling of transport system through increasing the capacity of railways, highways and expressways.

- Physically linking every corner of the country to domestic and international markets through roads, railways, ports and airports.
- Strengthening the corporate R&D activity in the country to further the international competitiveness of national enterprises.
- Development of industrial corridors to facilitate ease of doing business.
- MSMEs scale must be improved various terms of financials and manpower so that more companies come under MSMEs schemes.
- Developing energy infrastructure with up-gradation of technology and strengthening of high capacity national transmission grid.
- Linking everyone electronically and financially to the broader system through mobiles, and broadband.
- Hopeful the development of public institutions such as markets, warehouses, regulators, information aggregators and disseminators.

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