

MAKE IN INDIA: INJECT FLAME IN MANUFACTURING WORLD

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ABSTRACT

Make in India is an international campaign devised by the Indian Prime Minister, Mr. Narendra Modi to allure businesses from around the globe to invest and produce/manufacture in India. Make in India campaign emphasized on job creation, strengthening Indian economy, application to secondary and tertiary sector, transition India to a self-reliant economy and provide Indian economy global recognition in all aspects of manufacturing. The Make in India campaign aims to make Indian economy, manufacturing hub of the globe/world. The thought of using cheap labour to manufacture in the world is not new. The Govt. of India through this campaign tries to put to utilize its increasing manpower to productive use, achieving that service sector though providing about 55-60% of the Gross Domestic Product cannot be the sole operator of the Indian economy. This research paper aims to review the advantages and disadvantages of "Make in India" campaign and impact of this campaign on the Indian economy.

KEYWORDS- Industry, investment, impact, production.

INTRODUCTION

Make in India is a programme launched by the Indian Government to facilitate multi-national, as well as indigenous companies to manufacture their products in India. Prime Minister, Narendra Modi launched this programme on 25, September, 2014. Our country emerged, after initiation of the 'Make in India' programme in 2015 as the top destination worldwide for foreign direct investment, superseded the United States of America as well as China.

Make in India is a programme, which encourages big business investors globally who desirous to do business in India. This initiative was launched in 2014 by the Prime Minister at the Vigyan Bhawan in New Delhi. It is a huge step taken by the Indian government to decrease the level of unemployment faced by the youngsters of the country. This programme was launched a day after the Mars mission when Mr. Narendra Modi, the Prime Minister was to go on his first visit to the USA.

The object of launching this programme in India is to make Indian economy global manufacturing powerhouse which will firmly help in solving the huge problems of India. This programme was launched with new deals for foreign investors in New Delhi with the top entrepreneurs of India consist of Azim Premji (Wipro chairman), Mukesh Ambani (Reliance Industries chairman), etc.

OBJECTIVES:

1. To study the Make in India concept.
2. To study the pros and cons of Make in India campaign.
3. To study the impact of campaign on the economy of India.

RESEARCH METHODOLOGY:

The study is based on secondary data. This data has been collected from websites, research paper, journals, newspapers and literature review. An exploratory research was selected in order to develop an understanding of research topic and to obtain sufficient data about objectives of research.

PROCESS OF MAKE IN INDIA

Make in India programme is more than an inspiring tagline. It presents a complete and unusual overhaul of obsolescent policies and processes. Undoubtedly, it presents a complete transition of the Government's mindset – a change from issuing authority to business partner, in accordance with Mr. Narendra Modi, Prime Minister's theory of 'Minimum Government, Maximum Governance'.

ADVANTAGE OF MAKE IN INDIA

Followings are the advantages of Make in India Programme:

1 Focus on Young Generation

The youth of India plans to leave the country in the ambition of a better future. Due to this India has always been lack of new and innovative ideas. With the help of this programme the youngsters will be tempted to stay in India and give their new and creative ideas for the advancement of the country.

2 Developments of Rural Areas

It is customary, that an organisation not only improves a specific area, but also facilitates the locals with employment, consequently the standard of living of people would automatically upgrade. Facilities like hospitals, schools and other public facilities will be developed for the advancement of the public.

3 Growth of GDP

Manufacturing of products by Indian companies, will help the economic development of the country, this will not only increase the GDP of India but also will boost the trade sector of India. Various areas such as telecommunications, architecture, exportation, textiles, etc. are likely to bloom inevitably, heighten the Indian economy.

4 Business at ease

With the broad invitation given to the world to produce their products in India, various limitations opposed over the businessman will be hoisted and inspiring businessmen from the world could invest in India with no worry at all.

5 Job Opportunity

Make in India programme is providing job opportunities for various citizens of India. It has focused on youngsters of the country. The investments in the focused area, i.e. pharmaceuticals, telecommunications, tourism etc. will facilitate the young entrepreneurs of India to come forward with their creative/innovative ideas without concerning regarding source of speculation.

6 Expand the Brand Value

Most of the urban citizens prefer international brands in compare to putting their trust in Indigenous retailers. Consequently, the small companies suffer huge loss in the market. Because of the make in India programme, such small companies will be facilitated with a real shot at business. With, companies investing in such small retailers from the globe, the brand value of Indian manufacturers will increase phenomenal.

7 Capital Inflows

The Indian money is being spent on the other countries with the initiation of make in India, the currency will not only remain in India, but also the currency of the other countries will be provided to the country as well. Consequently, our country will not spend on other countries, but other countries will spend in our country in the shape of wages and investments.

DISADVANTAGE OF MAKE IN INDIA

Followings are the advantages of Make in India Programme:

1 Depletion of natural resources of India.

2 Disputes in WTO against India

Because India is a member of WTO, there could not be any trade distortion practices. But utilizing only Make in India products is a trade distortion and will definitely pushing India to WTO disputes and India has to face the results.

3 Anti Competitive

This campaign will be anti-competitive because this can remove competition from foreign brands.

4 Pollution

One of the huge problems which is common in India is pollution. Statistics represent, pollution index of India is 76.50. Through the make in India initiative, this pollution level is probably to rise in a number of years. Therefore, this movement might be effective but it will have an bad effect ecologically.

5 Harmful for Small Entrepreneurs

This initiative, welcomes foreign nations to manufacture in our country with open arms, this spontaneously eases up the different restrictions over business with foreign nations, inviting concern of the international business companies. Hence, these companies will not only allure the population of India but also would control the small size promoters/entrepreneurs and force them out of business.

6 Agriculture Myths

India is often known as an agro-oriented economy whose centerpiece is agriculture. Hence, the involvement of agriculture to the GDP is decreasing from its above 50% levels at a point. Services and industry together increase over 11% in their involvement to the GDP, but employment data rose only by 6%. This indicates that we continue to engage more and more manpower in agriculture while the growth of income is happening in the industry.

7 Attractions towards International Brands

As stated previously, the brand value of Indian commodities/merchandise will definitely rise. But the Indian upper group, which can actually afford such commodities/merchandise, is highly depending on with foreign brand. This will become a big obstacle for the local businessman as a huge level of promotion is needed to make the confidence of common people in the local brands.

IMPACT ON INDIAN ECONOMY

Builds a policy framework to facilitate foreign investment, facilitate of management and business of intellectual property. This helps a lot to companies to create their manufacturing foundation in India. This also helps to create more opportunities of employment in India. Industries tend to initiative a support ecosystem as a result to strength the small industries. Exports from such companies/industries help in contributing to Indian foreign exchange reserve. Significantly, such as initiatives helps bring the knowledge about production and manufacturing into the population of India.

This initiative, by the Prime Minister Mr. Narendra Modi is literally attracting the rich and semi-rich nations to step in India and put their money for the future of the Indian economy. It's like inviting the nations to set up their industries in India and make products in the region of India. Now, this programme has a huge impact on our country. Obviously, if the big industries will establish their branches here, it will directly affect the GDP of our country. The main objectives of Make in India programme are as follow: The main focus of this Campaign is chiefly on 25 sectors. Almost each and every sector is capital oriented and requires a lot of skill. Increasing employment and the use of advanced technology is the main object of the Make In India campaign by more and more investments in these sectors.

Hence, like every coin which has two sides, we cannot refuse the adverse effect and the possibilities of failure of this programme. There are some constraints and limitations to this campaign as well. The main thing is that the focus is on the manufacturing

sector, and the population of India is majorly middle-class or lower middle-class. So, the commodities made by the foreign industries will be wholly for the rich portion of the society. However, it is possible that the objects of the Make in India programme may not find ample success. Make in India campaign is an honest attempt to renew the future of Industry sector. Renewal of Industry sector is key to renewal of the economy of the India. Digital India campaign will support to maintain involvement of Service sector but industry sector has to develop at much faster pace to out-pace service sector. It is not an simple task. Government should target to increase contribution of Industry / manufacturing from existing 16% to 35% in next 5 years.

Make in India campaign will help to get this goal but it comes with its own set of obstacles. Production is resources and capital intensive sector which will need conducive environment for industry. Issues related to labour will be huge obstacle which the Indian govt is trying to tackle by labour reforms. Except this, a great push is needed to improve infrastructure of our country. Govt of India has also set up 10,000 Crore fund to uplift encourage entrepreneurship. Basically object is to create an environment of small companies in periphery of production hub similar to Maruti model. Indian government will give all the approvals under this programme in a time limit manner by single online portal. However, as that quote goes 'Never judge a book by its cover'. So, currently, we are not judging the Make in India programme by its schemes and policies, but forthcoming results.

CONCLUSION

Make in India is an aspiring project, with an object for adequate growth of the Indian economy. With continuing policies towards this end, it is not impossible to make our country India the powerhouse of production sector in the globe. At this time, Make in India initiative shows to be an unusual marketing campaign. But there is a requirement of much thought and even more work to convert this programme into reality.

Make in India initiative and also welcome that this is a chance before us and we must cash it. This initiative will support us to stand worldwide with powerful economy with our brand by Make in India. Like every coin has two sides Make in India not only generates job offers and looks for overall growth of India, but also Make in India is not in the favor of agriculture development. India has the capacity to push the Gross Domestic Product to 25% in coming few years. Through Make in India programme Indian government has taken various steps to further attract investment and further upgrade business atmosphere. Transforming India into production hub is the long time vision of "Make in India" initiative. Start-ups in the core manufacturing sectors are poised to play a crucial role in the success of Make in India 'Start-ups in the fields of telecom, defense manufacturing, automobile, mobile internet, Internet of Things and financial technology modules have great potential to flourish in the programme of 'Make in India'.

Make in India programme also indicates on making products with zero error and zero effects on climate.

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