

“IMPACT OF MAKE IN INDIA MARKETING CAMPAIGN: INDIAN INTEGRAL DEVELOPEMENT PERSPECTIVE”

Dr. Vishnu Prakash Mishra

Associate Professor

Department of Management Studies

United Institute of Management

Prayagraj, INDIA

Mr. Rahul Srivastava

Assistant Professor

Department of Management Studies

United Institute of Management

Prayagraj, INDIA.

ABSTRACT

Make in India programs aims at promoting the nation as an investment destination ,brought forward an initiative focusing towards manufacturing , creating job opportunities ,innovative marketing technique&hence overall development of the nation. It is a global marketing slogan given to attract business from around the world .This program is expected to follow the same path of growth as of global economic leader & developed countries,focusing on making India, a manufacturing center.In this research paper 'Make in India' an attempt has been made to review the various aspects of Make in India campaign and to understand the impact of it on the integral development of India.

KEYWORDS: Make in India, Growth, Foreign Direct Investment, innovative marketing technique.

INTRODUCTION

Make in India, is a type of swadeshi movement of the Indian economy covering around 25 sectors It was launched by the Government of India to motivate companies to manufacture their products in their own country.

Make in India is a marketing campaigning initiated by the Prime Minister Narendra Modi. This marketing campaign has encourage the companies all around the globe to invest and manufacture their products in our

country. The objective is to turn India into a global manufacturing hub. To achieve this transformation, India would need strategic planning to achieve competitive advantages and become global leader .

To get success , it was required to implement GST and make India one commercial market and achieve success in all domains. It was also required to invite investors all across the globe to invest in the manufacturing performed in India. It is also not easy to do business in India than elsewhere. After several years of gross national product growth , this slowed down in substantial amount. Also India is facing employment problem & as a country it requires more jobs for its citizens.

Creation of Job opportunities will help India fight against poverty and help people to work in more valuable kind of occupation which will increase their income .Also India's economic development approach has been quite traditional.

The manufacturing industry of India is over 15% of the total GDP of the country ,and is aimed to increase by 10% by 2022.The idea is to provide more jobs to get more foreign direct investments & make India biggest platform for manufacturing .Over all Make in India marketing campaign will make the overall development of the country.It focusses on 25 sectors of the economy for enhancement of skills .It is also expected that this will increase the GDP growth and will generate more revenue .Make in India will also increase the quality standards and attract capital investment in India.

REVIEW OF LITERATURE

ANAND SAGAR (2016) the article entitled “Make in India PROGRAM -An analytical review” The paper covers issues of the make in India, sectors covered, worldwide and positive responses and some critics. The study also covers the challenges that the project and movement will face. The study found that, this campaign attracts foreign investments and boost the manufacturing sector of India has been timed to perfection.

Dr. Puneet Aneja (2016) the article entitled “MAKE IN INDIA :New paradigm for socio Economic growth in India” The paper discusses about initiative taken by present government on investing in different areas. It suggest that it aims to put to use its rapidly increasing workforce to productive use .

K. Kalaivani (2015) the article entitled “A Study on the Impact of Make in India on HRM Practices – An overview” suggest that how Make in India creates impact on HRM practices to be followed in India. It also suggest that there exist a useful relationship between Make in India and HRM practices .

Seema Sangwan (2015) the article entitled “Making Make in India realism: role of FDI”. It depicts the profound issues of Make in India & sectors being covered under it .It also states that it is the best campaign to attract foreign investments and it will increase the manufacturing sector of India.

OBJECTIVES

1. To make an indepth analysis of Make in India.
2. To evaluate the impact of Make in India on overall development of India.

RESEARCH METHODOLOGY

1. Data Collection : Secondary sources such as from journals, Research paper, Newspapers, Literature review, Websites.
2. Research Design :Exploratory research to obtain in depth data about the research objectives.

ABOUT MAKE IN INDIA

The Make in India programme was the brainchild of Prime Minister and is a part of a government initiative to make India the power house for manufacturing ,create opportunities and promote India in the international markets. The idea was powerful and motivating to Indian citizens.It has attracted business leaders and partners around the world .The logo for Make in India campaign is an elegant lion, inspired by the India's national emblem Ashoka Chakra and designed to represent India's success in all spheres. The wheel denotes the peaceful progress and dynamism - a sign from India's enlightened past, pointing the way to a vibrant future. The prowling lion stands for strength, courage, tenacity and wisdom - values that are every bit as Indian today as they have ever been.



SUCCESS OF MAKE IN INDIA CAMPAIGN ON SOCIAL MEDIA

According to the statistics from the ministry ,Make in India's official FB page is adding a fan in every 2-3 seconds. It is for the first time that an interactive session has been introduced for any government initiative on the issue of ease of doing business in India.

IMPACT ON OVERALL DEVELOPMENT OF INDIA

Make in India programme has a great impact on the integral development of our country. Obviously, if the big companies will setup their branches here, it will directly **affect the GDP of India**. The supreme objectives of Make in India are as follow:

1. Attract FDI by inspiring confidence in India's capabilities amongst prospective partners abroad.
2. Generation of more job.
3. Increase in manufacturing & Export

The main focus of **Make in India Campaign** is mainly on **25 sectors**

Sectors under Make in India Scheme

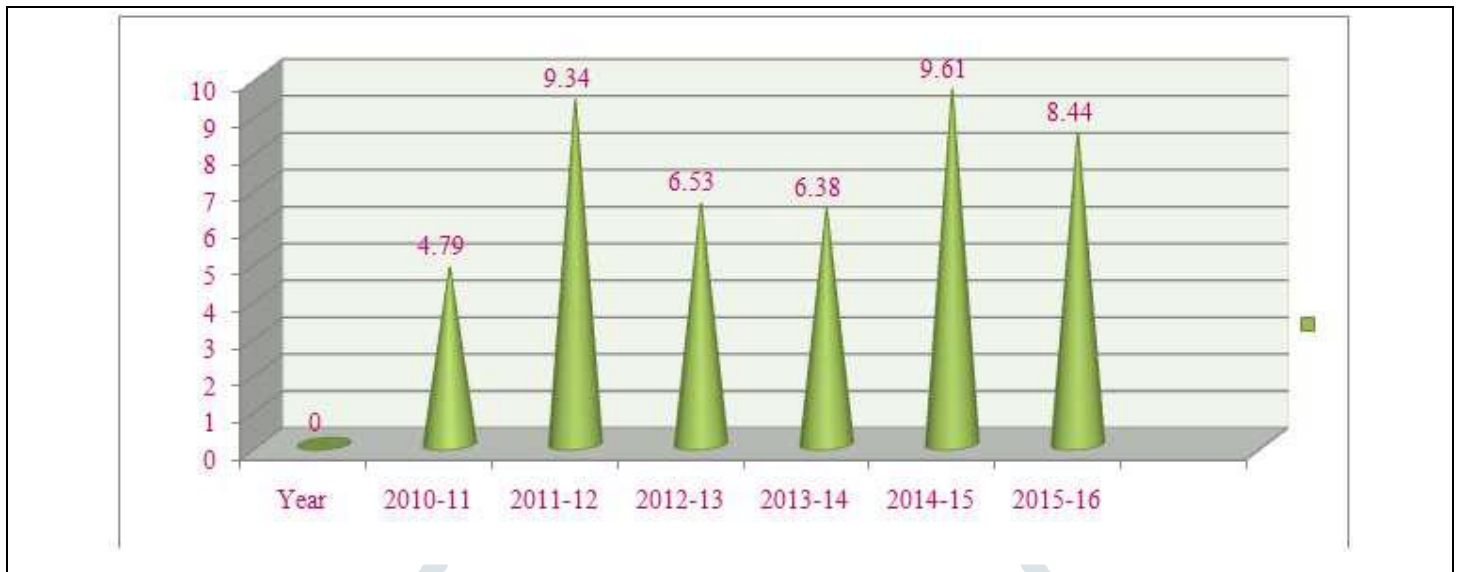
- ✓ Automobile and Automobile Components
- ✓ Aviation
- ✓ BioTechnology
- ✓ Chemicals and Petrochemicals
- ✓ Construction
- ✓ Defence
- ✓ Electrical Machinery
- ✓ Electronic Systems
- ✓ Food Processing
- ✓ IT and BPM
- ✓ Leather
- ✓ Media & Entertainment
- ✓ Mining
- ✓ Oil and Gas
- ✓ Pharmaceuticals
- ✓ Ports and shipping
- ✓ Railways
- ✓ Renewable Energy
- ✓ Roads and Highways
- ✓ Space
- ✓ Textiles and Garments
- ✓ Thermal Power
- ✓ Tourism and hospitality
- ✓ Wellness

FOREIGN INVESTMENT IN INDIAN MANUFACTURING

Table 2: Annual FDI Inflows to India in Manufacturing (US \$ Billions)

Year	Annual FDI Inflows (US \$ Billions)
2010 - 11	4.79
2011 - 12	9.34
2012 - 13	6.53
2013 - 14	6.38
2014 - 15	9.61
2015 - 16	8.44

Source: Reserve Bank of India Annual Report

Figure 2: Annual FDI Inflows (US \$ Billions)

Source: Reserve Bank of India Annual Report

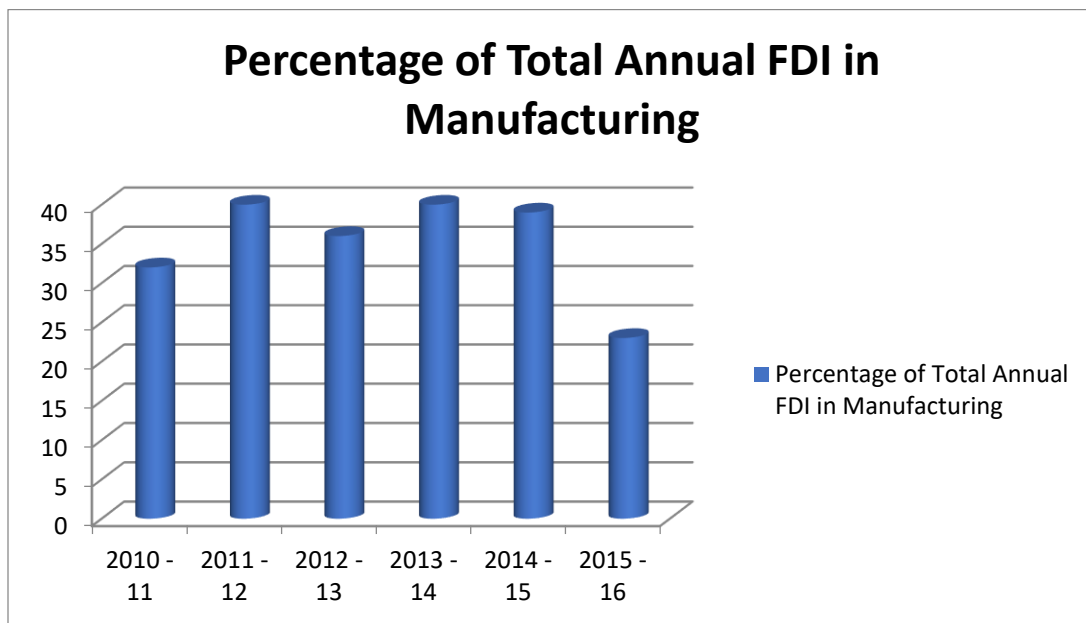
Table and figure reveals that, the most recent FDI data from the Reserve Bank of India, broken up by sector, since Make in India specifically concerns manufacturing. After an encouraging jump to a record of \$ 9.6 billion in 2014-2015, FDI in manufacturing actually fell to 8.4 billion in 2015-2016.

PROPORTION OF FDI GOING TO MANUFACTURING

Table 3: FDI in Manufacturing as a percentage of Total Annual FDI to India

Year	Percentage of Total Annual FDI in Manufacturing
2010 - 11	32
2011 - 12	40
2012 - 13	36
2013 - 14	40
2014 - 15	39
2015 - 16	23

Source: Reserve Bank of India Annual Report

Figure 3: Percentage of Total Annual FDI in Manufacturing

Source: Reserve Bank of India Annual Report

Table and figure reveals that, the percentage of FDI flowing to manufacturing sector, which has been in the range of 35-40% for the past four years, dropped to 23% in 2015-16. Rather than manufacturing, services like e-commerce providers i.e. Amazon, Snapdeal and Flipkart, ride sharing services like Uber and Ola seem to be drawing a greater share of the investment.

OPPORTUNITIES OF MAKE IN INDIA

- Bosch and Siemens has announced company's first manufacturing plant in the country.
- Make in India program has attracted Japan's largest consumer electronics exporter.
- The Make in India campaign seems to attract several huge foreign companies as they have reflected interest in the program.
- Barry Callebaut, a chocolate making company is looking at setting up a manufacturing unit in India as part of its global expansion plans.

FINDINGS OF THE STUDY

1. Make in India will create numerous employment opportunities in India.
2. It will create a continuous positive change in the field of defense, automobile & especially manufacturing sector.
3. Economy of India can be improved by regular foreign direct investment.
4. Make in India campaign will bring digital transformation in the country.

SUGGESTIONS

1. Extra efforts should be given for making manufacturing effective .
2. Make arrangements for increasing the FDI capital in certain sectors.

CONCLUSION

Make in India marketing campaign will help India become a prominent leader in the field of manufacturing and will provide a reputation in the whole world. The ranking has already been increased & will achieve considerable height and success in near future. It will also help sick sectors of country such as electronic sector.

Government has taken several initiatives to improve manufacturing in India, and still continuing. Also because of Make in India program employment conditions of the country are also improving.

REFERENCES

1. www.iimcal.ac.in/make-india-academic-perspective-prof-partha-priya-dutta.
2. Sunil Kumar Gupta, Make in India : A Compendium of Business Opportunities & Laws in India, Parragon Publishers, 2015.
3. Chetan Bhagat, Making India Awesome: New Essays and Columns, Rupa Publications, 2015.
4. Can “Make in India” make jobs? The challenges of manufacturing growth and high-quality job creation in India by Russell A. Green Will Clayton, fellow, International Economics, James A. Baker, Institute for Public Policy Rice University, (<http://bakerinstitute.org>. 2014).
5. K. Kalaivani “A Study on the Impact of Make in India on HRM Practices – An overview”. Indian Journal of applied research, Volume 5 Issue 4 April 2015.
6. Dr. K. V. Ramana “Make in India Illusion or Possible Reality Project?” International Journal of Academic Research, April-June, 2015.
7. S. Soundhariya “Make in India - Scheme for transforming India” Global Journal for Research Analysis (GJRA), September, 2015.
8. Dr. Puneet Aneja “Make in India: New Paradigm for Socio - Economic Growth in India”, PARIPEX – Indian Journal of research, April, 2016.
9. Seema Sangwan Making “Make in India” realism: role of FDI, International Journal of Applied research, 2015.
10. Seema Sangwan “Making Make in India a realism: role of FDI”, International Journal of Applied Research, 2015.
11. Samridhi Goyal, Prabhjot Kaur and Kawalpreet Singh “Role of HR and Financial Services in Making Make in India Campaign a success”, IOSR Journal of Business and Management (IOSR-JBM), February, 2015.