

UNDERSTANDING THE CAMPAIGNS BY THE PRESENT GOVERNMENT OF INDIA FOR FUTURE ADVANCEMENTS: A REVIEW

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Abstract : **Digital India** is a campaign Launched on 1 July 2015 by Indian Prime Minister Narendra Modi to give access of the Government's services to citizens electronically. This includes plans to connect rural areas with high speed networks. It consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy, making India to add approximately 10 million daily active internet users monthly, which is the highest rate of addition to the internet community anywhere in the world.

Make in India, a Swadeshi Movement covering 25 sectors of the economy, was launched by the Government of India on 25 September 2014 to encourage companies to manufacture their products in India and engage their investments into manufacturing as a road map to respond to global competitiveness. As a result, India emerged as the top destination globally in 2015 for FDI.

Skill India is a campaign launched by Prime Minister Narendra Modi on 15 July 2015 which aims to train over 40 crore people in India in different skills by 2022. It includes various initiatives of the government like "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and the "Skill Loan scheme".

This paper will examine the following

- An analysis of the policy and vision and to know whether this has been clearly made amenable for implementation.
- Review of current progress in the Make in India program

There are several public projects currently being implemented in India which are of large size and having potentially significant impact and outcome. The analysis in this paper could serve as an example to understand and evaluate the implementation of the Campaigns for future advancement.

IndexTerms – Digital India, Skill India

I. INTRODUCTION

MAKE IN INDIA

India has an opportunity to become one of the world's most effective economies, as a result of our Honourable Prime Minister Shri Narendra Modi. The drive 'Make in India' was initiated by him on 25 September, 2014 with the purpose of encouraging companies to manufacture their products in India and to encourage self-sufficiency in India. The campaign intended to boost the domestic manufacturing industry and attract foreign investors to invest in the Indian economy with an intention to restore manufacturing businesses and emphasize key sectors in India. As a result, India position on the ease of doing business index (released by Doing Business report, 2019) is ranked 77 amongst 190 countries assessed by the World Bank. Agriculture, Manufacturing and Service Sector are the key pillars contributing to GDP of which manufacturing sector contributes the least which is 16%. The objective of the scheme is to ensure the manufacturing sector which contributes around 16% of country's GDP is increased to 25% in next 5 years. The initiative was directed to achieve growth in 25 concerned sectors and these sectors namely 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 and Chemicals and Electronic System.

The current central government want to improve the standard of living of socially and economically weaker section and aims to remove the poverty and unemployment through these schemes. It also seeks to facilitate job creation, foster innovation, enhance skill development and protect intellectual property. The logo of 'Make in India' – a lion made of gear wheels – itself reflects the integral role of manufacturing in government's vision and national development. 'Zero defect zero effect' is a key phrase which was linked with the Make in India campaign.

As said by the Prime Minister Narendra Modi, "Let's think about making our product which has 'zero defects'... and 'zero effect' so that the manufacturing does not have an adverse effect on our environment". Thus, sustainable development in the country is being made possible by producing high standard products with minimum wastage at lower cost which is affordable to all. "Make in India is a good initiative but it depends a lot on which state we are looking at. Certain states in India such as Gujarat, Madhya Pradesh and Chhattisgarh have made greater strides than others. This needs to be taken into account, considering Make in India is a central government initiative" says Anirudh Dhoot, Director, and Videocon.

The campaign is not only launched at a national level but also at state level to provide a wide reach for investors. Further, it aims to locate the top corporates and will also find companies in the domestic textile market using innovative technologies, that will be provide support, to help them, become world leaders. It provides branding to the Indian manufactured products in domestic and foreign markets. Another core vision behind the initiative is to attract foreign direct investment in India to strengthen Indian rupee against foreign denominated currencies.

DIGITAL INDIA

With clear vision, the current government is promoting the Digital India initiative to transform the country into a digitally empowered society and knowledge economy. For the purpose of achieving the objective behind Make in India, the Government of India launched Digital India on 1 July, 2015. The vision of Digital India campaign is to create inclusive growth in areas of electronic services, products, manufacturing and job opportunities. It is centred on three key areas – digital infrastructure as a utility to every citizen, governance and services on demand, and digital empowerment of citizens.

Some of the facilities which will be provided through this initiative are Bharat net, digital locker, e-education, e-health, e-sign, e-shopping and national scholarship portal. As part of Digital India, the Government planned to launch Botnet cleaning centres.

The innovative flagship initiative by the Government of India is launched with a 'vision to transform and empower our country into a digital and knowledge-based society and economy.

The highlights of Digital India

- Digital interconnection of rural areas
- Increasing digital literacy
- Promote inclusive growth of electronic services and products
- Converting government services digitally
- Providing digital infrastructure and empowerment to the citizens

Schemes

- National e-Governance plan: DIP, MyGov.in, UMANG, PAN, AADHAR, digital locker, etc.
- Administration: E-panchayat, e-NAM, E-bill payments for electricity, water, property, tax etc
- Finance: Go cashless go digital, RuPay, BHIM, DigiDhan, GST, and e-way bills.
- Education: Digital board, CBSE, NCERT, AICTE, NEET portals, and E-Basta, and E-Pathshala.
- Others: DISHA, INDEA, IDEATE, COE-IT, CERT-IT, and portals for various schemes.

SKILL INDIA

Skill India is a campaign launched by Prime Minister Narendra Modi on 15 July, 2015 aiming to train over 40,000,000 people in India in different skills by 2022. It includes various initiatives of the government like "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", "Pradhan Mantri Kaushal Vikas Yojana(PMKVY)" and the "Skill Loan scheme". The skill growth in India is handled by the Ministry of Skill Development and Entrepreneurship (MSDE). The Ministry is accountable for bringing together all skill improvement activities across the country and synchronize it, eliminating increasing divide between requirement and provision of personnel with adequate skills and industry experience, developing quality professional and methodological training institutions, skill enhancement and enrichment, encouraging new skills and being catalyst for the workforce to come up with revolutionary and path-breaking ideas. MSDE, thus , encourage the youth by fostering creativity and innovation in them, leading to the path of entrepreneurship. The Ministry aims to march forward efficiently and swiftly to accomplish its vision of a 'Skilled India'. It is supported in this programme by efficient and well- designed organizations named National Skill Development Agency (NSDA), National Skill Development Corporation (NSDC), National Skill Development Fund (NSDF) and 33 Sector Skill Councils (SSCs) as well as 187 training partners registered with NSDC.

Schemes for the skill development launched by Government of India:

1. Deen dayal upadhyaya Grameen Kaushalya Yojana
2. Pradhan mantri Kaushal Vikas Yojana
3. Financial Assistance for Skill Training of Persons with Disabilities
4. National Apprenticeship Promotion Scheme
5. Craftsmen Training Scheme
6. Apprenticeship training
7. Pradhan Mantri Kaushal Kendra
8. Skill development for minorities

Sectors covered

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

1. Automobile

The Automobile sector of India is one of the biggest on the world and records for over 7.1% of India's (GDP).

1. With the presentation of Make in India activity the commitment of this division expanded to 22% of the nation's assembling GDP.

2. The division was first opened to Foreign direct Investment (FDI) in the year 1991 amid the advancement of the Indian economy and has made considerable progress since.

2. Aviation

India is the world's fastest growing domestic aviation market, and has posted the fastest full year growth rate for three years in a row. With the Make in India initiative, India's position in Aviation sector increased to 9th in India and expects to rise to 3rd by 2020.

3. Biotechnology

Biotechnology sector is one of the sunrise sectors in India. The government is investing substantially for creating human capital and infrastructure with a special focus on R&D to develop India into a world class bio manufacturing hub. The sector in India currently growing at 20% is expected to go up to USD 11.6 billion by 2017. The focus is on making the Indian biotechnology sector reach USD 100 billion by 2025.

4. Chemicals

India's production of major chemicals stood at 9,632 thousand MT in 2014-15 with alkali and organic chemicals constituting more than 86% of production and 11,594 thousand MT for major petrochemicals production with polymer constituting around 57%. Indian export of chemicals and petrochemicals stood at US\$ 27.43 billion in 2014-15 and constituted 9.4% towards total export.

5. Construction

The real estate sector of the country is the second-largest sector. According to the 2011 Census, approximately 377 Million populations is currently residing in the urban sector of the country, while the campaign aims at increasing this number up to 590 Million by 2030. The campaign also focuses on bringing worldwide investment for this sector, which eventually will lead to better housing facilities for the people of India. One of the major reasons for such a wide investment in this sector can be that the real estate sector is going to be responsible for providing better infrastructure for the companies that will invest in the manufacturing sector.

6. Defence Manufacturing

During the recently concluded Defexpo 2018 near Chennai, Prime Minister Narendra Modi re-emphasised the urgent need for indigenisation in the manufacture of weapon systems and the government's commitment to transform India into a defence industry hub. However, he acknowledged the complexity of the task and the slow progress in "Make in India" projects. Defence Minister Nirmala Sitaraman said, "India will not only manufacture for purpose of import substitution but will also boost defence production to export Indian made defence products to other countries."

7. Electronic Systems

100% FDI is allowed under the automatic route in the Electronics Systems Design & Manufacturing except for strategic electronics where 100% FDI is permissible under government route.

8. Government Initiatives

Digital India - electronics manufacturing is one of the pillars of Digital India initiative with focus on indigenous manufacturing of FABS, Fab-less design, Set top boxes, VSATs, Mobiles, Consumer & Medical Electronics, Smart Energy meters, Smart cards, micro-ATMs.

9. Food Processing

Food processing industry is indigenous to India, because simple home-based techniques such as fermentation have resulted in creation of world-wide acknowledgment of Indian pickles, papads, chutneys and murabbas. Aarisa Pitha of Odisha, Gushtaba of Kashmir, Chicken Curry of Punjab, Khakhra and Khandvi of Gujarat, Bamboo Steam Fish, Vada and Medhu Vada of Karnataka, Khaja and Inarsa of Bihar, Kebab of Uttar Pradesh and Puran poli of Maharashtra has been selected as traditional regional food to be promoted in the on-going campaign.

10. Exports

In December 2017, India announced it will shortly announce a new agricultural exports policy to promote Indian and organic foods, enhance compliance of phytosanitary international food-safety requirements, development of farm-to-port and farm-to-airport cold chain with focus on 25 farm export clusters.

11. Technology and Business Process Management

Everybody is aware of the growth that the IT sector is witnessing in the present era. If there is one sector in India that is developing at a rapid speed, then that is IT sector. India proudly holds the third position in the list of start-up hubs and has encouraged 4200 start-ups in the country. And, the total revenue of this sector is USD 130 Million. With the help of Make in India, this sector has witnessed the highest growth since last five years in 2015. The sector has registered approximately 13.5% growth.

12. Leather

Under 'Make in India' Action Plan, it was envisaged to provide training and placement to 3 million unemployed youth for all stages of leather development. During last three financial years i.e. 2014-15, 2015-16 & 2016-17, a total of 4,27,865 unemployed persons have been provided skill development training and out of such trainees, 3,45,676 have been employed in leather and footwear industry under Human Resource Development (HRD) sub-scheme of Indian Leather Development Programme (ILDLP).

13. Media and Entertainment

The Media and Entertainment (M&E) industry in India is a sunrise sector growing at a CAGR of 14.3% and is expected to reach INR 2260 billion (USD 33.7 billion) by 2020. Globally, India is the fifth largest media and entertainment market

14. Mining

India is blessed with abundant mineral deposits and the country's mining sector forms an important segment of the economy contributing around 2.6% to the country's GVA (FY 2015-16(PE)).

During the last two years, the sector has witnessed major policy interventions to promote exploration and enhance private sector participation that has aided in sector's growth. The mineral production witnessed a 9% growth in FY 2015-16. The year also witnessed a significant increase in exports of Iron ore and ores & concentrates of copper and chrome along with a significant decrease in imports of Iron ore and ores & concentrates of aluminium, copper, chrome and manganese.

15. Oil and Gas

Oil & Gas sector is a key contributor to India's economy. India is the third largest consumer of crude oil and petroleum products globally accounting for 4.5 % of world oil consumption in 2015, behind US and China. With 48% of the country's sedimentary area yet to be explored, the oil & gas sector provides tremendous opportunities for investment.

16. Pharmaceuticals

India is one of the largest producers of pharmaceutical products and a leading player in the global generics market, exporting nearly 50% of its production. The turnover of Indian pharmaceutical industry was estimated at INR 2, 04, 627 crore in FY 2015-16.

The Indian pharmaceutical industry has witnessed a robust growth in recent years growing from INR 177,734 crore in FY 2014-15 to INR 204,627 crore in FY 2015-16, registering a growth of 29% as compared to the growth of 12% from INR 158,671 crore during FY 2013-14.

17. Ports and Shipping

Ports & Shipping Sector the Indian maritime industry is an integral part of the country's trade and commerce. It supports 90% of India's trade by volume. India's has a coastline of 7,517 kms with potentially navigable waterways of 14,500 kms. 12 major and 200 non-major ports are dotted along the coast.

Over the last two years, a host of policy and regulatory reforms by the Government has resulted in capacity building and service delivery improvement.

18. Railways

Indian Railways is the backbone of long distance passenger transport in India with a network that spans more than 66030 km, making it the world's third largest rail network and the fourth largest rail freight carrier.

Indian Railways have undertaken various initiatives to provide impetus to the Make in India program and also encourage investment in railway infrastructure through investor-friendly policies. Indian Railways have also taken up port connectivity on priority, through the PPP mode of funding in tandem with the Sagarmala project for Port Development.

19. Renewable Energy

India is making giant leaps in the renewable energy sector. In 2016-17 financial year, renewable power projects output rose by 26%, which makes India's renewable energy sector as the fastest growing in the world. India is expected to be the third biggest solar market from 2018 onwards after China and United States of America.

Under the 'Make in India' campaign, Prime Minister Modi aims to raise the renewable capacity to 175 GW by 2022 from 45 at present. This will include 100GW of solar power and 60GW from Wind power.

20. Roads and Highways

Projects related to efficient operations & network management for improving logistics including development of Transport Nagars and Logistic Hubs, enabling seamless inter-state traffic movement, improved public transportation etc.were Launched. Projects such as Intelligent Transport Systems (ITS) were launched by the government and driving training institutes was initiated by the government for the purpose of implementing future advancement.

21. Space and Astronomy

Indigenous defence products unveiled - Akash Surface to Air Missile System, Dhanush Artillery Gun system and Light Combat Aircraft. Were launched and Exports increased to INR 2059.18 crore (2015-16) from INR 1153.35 crore (2013-14)

22. Thermal Power

In May 2017, the Union Cabinet approved the construction of 10 indigenously-built Pressurised Heavy Water Reactors (PHWRs). The contracts for the reactors worth an estimated ₹70,000 crore (US\$9.7 billion) will be awarded to Indian companies. The construction 10 reactors with a combined nuclear capacity of 7 GW are also expected to create 33,400 direct and indirect jobs.

23. Textiles and Garments

- FDI grew 2.2 times - from \$467 million (2011-14) to \$1047 million (2014-17)
- Integrated Textile Office Complex set up at the Indian Institute of Handloom Technology (IIHT) in Varanasi
- 200 new production units have come up in existing textile parks in the last two years generating jobs for 11,000 persons
- 9.5 lakh people trained

II. REVIEW OF LITERATURE

Shankar. M.K. (2017), Digital India is an ambitious programme of the Government of India with a vision to transform India in to a digitally empowered society. The focus areas are: creation of a countrywide digital infrastructure as a utility for every citizen, ensuring governance and services on demand and digital empowerment of citizens.

Sharma Aditya,(2016), 160 million Jan Dhan Accounts, 130 Million Direct Benefit Transfer and 110 million insurance policies only in few weeks. It is the power of Digitalization. Even though India is known as a powerhouse of software, the availability of electronic government services to citizens is still comparatively low

K. Kalaivani (2015) the article entitled "A Study on the Impact of Make in India on HRM Practices – An overview". The study helps to understand the impact of make in India on the HRM practices followed in our country. The study also covers the synergy between the HRM practices and the job opportunities. The study found that, a significant positive and meaningful relationship between HRM practices and the make in India . Boopath (2013) revealed that the Press Council of India has commented on synergic alliance" or equity participation by way of Foreign Direct Investment. The council opined that Foreign Direct Investment should be allowed to break or halt the growing monopoly of a few media giants in India who offer uneven playground and unhealthy competition to small and medium papers.

Jampala, (2013) Jampala, Lakshmi and Srinivasa (2013) discussed Foreign Direct Investment Inflows into India in the Post-reforms period. They concluded that "as far as the economic interpretation of the model is concerned; the size of domestic market is positively related to Foreign Direct Investment. The greater the market, the more customers and more opportunities to invest."

Chausa & Tamazian (2008) Juan Pineiro et. al (2008) in the Paper namely "Does Growth and Quality of Capital markets Drive Foreign capital? - The case of cross-. Border M and As" examined the association between the quantum of FDI in a firm and the quality of capital market growth of that firm. The period of study was from 1987 to 2006. After a comparative study of "both the stock market variables and the financial and regulatory reforms variables, they observed that the coefficients was higher than other variables

Dunning (2004) [1, 10] in his study "Institutional Reform, FDI and European Transition Economics" studied the significance of institutional infrastructure and development as a determinant of FDI inflows into the European Transition Economies.

Sunday et al. (2004) [8, 11], in their work "Explaining FDI Inflows to India, China and the Caribbean: An Extended Neighbourhood Approach" find out that FDI flows are generally believed to be influenced by economic indicators like market size, export intensity, institutions, etc., irrespective of the source and destination countries.

Klaus (2003) in his paper "Foreign Direct investment in Emerging Economies" focuses on the impact of FDI on host economies and on policy and managerial implications arising from this (potential) impact

As we know there are things in this world these do have two faced implication, Make in India also has both pros and cons.

- This initiative do not take in consideration theory of Comparative advantage which mean if it is not economically feasible to manufacturing products in our country , import it from another country The modern manufacturing hubs demands skill labour and resides on capital intensive techniques so the problem of unemployment still exists.

- Make in India will lead to an unsustainable focus on export promotion measures. One such measure is artificially undervaluing the rupee.

III. CONCLUSION

India has already proved itself as one of the fastest growing economies of the world. It has been ranked among the top 10 attractive destinations for investments from all over the world. It has now become a professional license for investors to approach and endow in the escalation legend of India. Since 1991, the regulatory environment in terms of foreign investment has been consistently eased to make it investor-friendly. The measures taken by the Government are directed to open new sectors for foreign direct investment, increase the sectoral limit of existing sectors and simplifying other conditions of the FDI policy. but there are things in this world they do have two faced implication, Make in India also has some negative impact:

- This initiative do not take in consideration theory of Comparative advantage which mean if it is not economically feasible to manufacturing products in our country , import it from another country.
- The modern manufacturing hubs demands skill labour and resides on capital intensive techniques so the problem of unemployment still exists.
- Make in India will lead to an unsustainable focus on export promotion measures. One such measure is artificially undervaluing the rupee.

There was time when India ruled the world economy and look at us today, we are barely able to feed our population. India has opened its arms to the world, it is saying to them to come and invest and grow their companies.

The prime minister has taken this as a personal project and is leaving no stone unturned to visit countries and talk with industry leaders to invest in India.

I envision a future in India due to Make in India, where we are able to employ millions of people and give them adequate food and education facilities. Give them health facilities and raise our social indices.

We have already wasted a lot of time in congress rule, we have lost many decades of reforms. It is time we make our country the golden bird that it once was and a golden bird that is its destiny.

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