



MAKE IN INDIA: AN OVERVIEW

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ABSTRACT

Make in India is an innovative programme of the government of india to encourage multinationals as well as domestic companies to manufacture their products in India launched by the Prime minister of Sri. Narendra Modi on 25th September 2014. The of launching this campaign in India is to make India a world level manufacturing powerhouse which will definitely help in solving the biggest issues of Indian economy.The main objective is to ensure sustainable growth and valuable employment creation in the country with the help of top investors.Make in India focusses on creating number of valuable and honoured jobs as well as skilled enhancement in almost 25 key sectors for improving the status of the youths of the country.This landmark initiative has shown a tremendous impact in the investment climate with a significant growth of overall foreign direct investment in the country.With the start of make in india compaign a number of investors have come forward to start their enterprises in India .Since, launch of Make in india ,in September, 2014,FDI inflows of USD 77 billion including a equity inflows of USD 56 billion has been recieved for the period October, 2014 to March, 2016.This represents about 44% in increase in FDI equity inflows over the same corresponding period.This paper is based on secondary data and it is of descriptive and analytical type.

Keywords:Make in india ,sustainable growth, manufacturing powerhouse,FDI,employment creation.

Introduction

Make in India is an innovative programme of the government of India to encourage multinational as well as domestic companies to manufacture their products in India, launched by the Prime Minister of India, Sri. Narendra Modi, on 25th September 2014. This landmark initiative has shown a tremendous impact on the investment climate with the significant growth of overall foreign direct investment in the country. It is a big step taken by the government of India to reduce the level of unemployment faced by the youths of the country. The aim of launching this campaign in India is to make India a world-level manufacturing powerhouse which will definitely help in solving the biggest issues of the Indian economy. The objective of the Make in India campaign is to build the effective physical infrastructure as well as improve the market of digital network in the country to make it a global hub for business and a successful track of employment of the youths of the country to help in reducing the poverty level and other social issues in India. This campaign focuses on creating a number of valuable and honoured jobs as well as skill enhancement in almost 25 key sectors for improving the status of youths of the country. These 25 key factors are - Automobile, Automobile Components, aviation, biotechnology, chemicals, constructions, defence manufacturing, electrical machinery, electronic systems, food processing, information technology and business process management, leather, media and entertainment, mining, oil and gas, pharmaceuticals, ports and shipping, railways, renewable energy, roads and highways, space, textiles and garments, thermal powers, tourism and hospitality and wellness.

The main objective is to ensure sustainable growth and valuable employment creation in the country with the help of top investors. Sustainable development of India means attaining a balance between environmental protection and human economic development and between the present and future needs of the people of India. It is possible with the improving of Make in India objective with needs to address supply and demand side. In the supply side we need resources, skill development, infrastructure and on the demand side we need innovative practices, technology development, low cost innovations, productivity improving and integrated manufacturing. Make in India mission is one such long-term initiative which will help to realise the dream of transforming India into a global manufacturing hub 'zero defect and zero effect' manufacturing resonate will with our industry as we grow and produce for the world with concern for the environment. The country now can establish their production

line in india and to sell in india and outside india by that way employment and revenue will increase and help to have a healthy GDP report.

Review of Literature

Shalinisood and Mahasin Kasim Cogle(2016) has concluded in their article 'Make in india response and vision 'that make in india attracts the world for business in indian soil with lowest labour cost and best quality of the product to be produced in the modern technology .India is one of the fastest growing economies in the developing countries and will get foreign direct investment through make in india project.Make in india vision is so vast and long lasting and got the good response arround the world for set up manufacturing industries in india.It will help india to improve the GDP of the country and will create better living of life for every one of the country.Through make in india in upcoming years looking forward for bright future in manufacturing industry.Since, lauch of make in india in september,2014,FDI inflows of USD 77 billion including a equity inflows of USD 56 billion has been recieved for the period October 2014 to march 2016.This represents about 44% in increase in FDI equity inflows over the same corresponding period .The government has allowed 100% FDI in Railway and removed restriction in construction.It has also recently increased the gap of FDI to 100% in defence and pharmaceuticals.

Since the year 2009,manufacturing sector of india is showing reverse trend with if share of GDP falling from 2.2 to 2.0 (Bhattacharya,Bruce ande Mukherjee,2014)

It is undoubtly true that ,if india aspires to be a powerful nation by 2030,it needs a strong sustainable growth which can only be achieved if india creates a strong manufacturing base (Shah,2013).

The existing labourlaws are less employment friendly and biased towards the organised labourforce,they protect employment and do not encourage employment and employeability.They give slope for illigitimate demands of the trade unions and are major cause for greater acceptance of capital intensive methods in the organised sectors(Datta and Milly,2007).

Employers complains of major skill gaps and fewer than 25% of graduates are estimated to be employeable in manufacturing (the manufacturing plan).

India underdeveloped infrastrucutre in the top most issues faced by Japanese manufactureres(Make in india:Opportunities and Challenges 2015).

Senior managers of manufacturing companies consistently rank difficulties in acquiring land as one of the top priorities areas to be tackled by government(Bhattacharya,Bruce and Mukherjee,2014).

Objectives

1. To study how make in india explore the opportunities in investment and manufacturing in india in different sectors.
2. To analyse how make in india initiative can propel the economic growth of india.
3. To examine attracting more FDI in india through make in ndia campaign.
4. To study about generating employment as well as skill development in india
5. To study about domestic companies have moved as global competitiveness.
6. to scrutinize the impact of make in india campaign to development infrastcture for industries.
7. To observe the responses of make in india in the socio economic development.
8. To analyse the current initiatives undertaken by the govt. to achieve the target of make in india.
9. To suggest the measures of challenges of make in india.

Present scenario

With the start of make in india campaign a number of investors have shown thier interest to start their enterprise in india.In january 2015 the spice group said it would start a mobile phone manufacturing unit in Uttar Pradesh with an investment of Rs. 500 crores a memorandum of understanding was signed between the spice group and the government of Uttar Pradesh .Lenovo announced on August 2015 that it had begun manufacturer Flextronics International Ltd.The plant has separate manufacturing lines for Lenovo and Motorola as well as quality assuance and product testing.

The Jharkhand government said it has secured 62000crore worth of investment commitments with large corporate such as Adani and Vedanta evincing interest in Power ,Fertilizer, Steel and Chemicals.The state government has signed memorandum of understanding worth 50000crores with Adani group for setting up of Thermal power plant and fertilizer manufacturing unit ,2000 crore pact with the Vedanta as well as 11 letters of intent worth 10000 crores for companies in sector like IT,Textiles and Construction . Momentum Jharkhand a programme organized by the govt. Of Jharkhand in Feb,2017 with a purpose of inviting Foreign and domestic investors to invest and establish industries with a view to make

in Jharkhand .It has been proposed by various investors about Rs. 2,24,419 crore approx to invest in Jharkhand .It has been hoped to create an employment of 7Lac youths in Jharkhand.

In February 2015 Huawei opened a new research and development campus in Banalore.It has invested US \$ 170million to establish the research and development centres.It is also in the process of setting up a Telecom Hardware manufacturing plant in Chennai.The approvals of which have been granted by the central government .In January 2015.Hunched Hong,the President and CEO of Samsung South Asia, met with Kalraj Mishra,Union Minister for micro,small and medium enterprises (MSME) to discuss a joint initiative under which 10 MSME Samsung technical school will be established in India.In February, Samsung said that it will manufacture the Samsung Z1 in plant in Noida.

Advantages

It will help to solve the problem of employment of our growing population.

It will help to solve the problem of poverty faced by the country.

It will help to solve the problem faced by the less production by the industries.

It will help to solve the marketing problems faced by the Indian Economy.

It will also provide a world level marketing environment in our industrial culture.

It will also provide more FDI in different sectors.

Impact

Make in India has already created a strong impact with tangible results.

1. India is now 1st among the world's fastest growing economies (source :IMF)
2. India's rank jumped 12 places on the ease on the doing business 2016 (source : world bank)
3. India moved 16 places on the global competitiveness index 2015-2016(source: world economic forum)
4. India has recorded 35% growth in DDI equity inflows (source: department of industrial policy and research)
5. India is 1st amongst the world's most attractive destinations (Earnst and Young 2015 India attractiveness survey).

6. India is 7th most valued nation brand in the world(source: Brand Finance)
7. India is 1st amongst top 110 investment destination polled globally(source :world investment report 2015,UNCTAD).
8. India is the 1st choice for technology MNCs to set up R& D centres outside their home country (source :Zinnov management consulting report).
9. India is 1st amongst 100 countries in the growth, innovation and leadership index (source :Frost and Sullivan).
10. India is now 1st amongst 110 investment destinations.
(source: Foreign policy magazine , baseline profitability index,2015)
11. India is 1st amongst the topmost Greenfield , January-june 2015 (source: financial time, FDI markets)

Conclusions and suggestions

Make in india campaign is going to completion about 3 years.It is very short period to evaluate its positive and negative impacts which is going towards fulfilling the objectives of marketing manufacturing hubs and economic growth in terms of reducing many development issues.It certainly will help in socio economic growth in terms of reducing poverty and upcoming living standards.But to boost and success this campaign of make in india a number of improvements are required as ease of doing business in term of better governance,easy in system and favourable approach.The prime objective of employment creation and skill development for youths has been in progress.The authors hope make in india campaign will prove a mile stone for sustainable economic development with ‘ zero defect and zero effect’.It will help India to improve the GDP of the country and will create better living of life for everyone in the country.

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