

A RESEARCH PAPER ON EFFECT OF MAKE IN INDIA.

UZMA SULTAN(B.COM.P),

SABA KHAN(B.COM.P)

TEERTHANKER MAHAVEER UNIVERSITY,

MORADABAD, INDIA.

ABSTRACT:

To improve the working of “MAKE IN INDIA” and to evaluate its outcome are the outlined objectives of this paper. In this paper an effort of Mr. Narendra modi is presented that is “MAKE IN INDIA.” Its objective is to encourage the production of goods within the country and making India a manufacturing hub of the world economy.

INTRODUCTION:

This paper aims at highlighting the wide scope of “MAKE IN INDIA” it also analyses how “MAKE IN INDIA” can be successful in making a change in the nation. In India it is very easy to get skilled LABOUR because unemployment is high even among educated class. “MAKE IN INDIA” is the initiative of the government of India to encourage companies to manufacture their products in India in this way foreign investors can also be attracted to invest in Indian economy with an intention to reviving manufacturing business. PRIME MINISTER MR. NARENDRA MODI LAUNCHED “MAKE IN INDIA” Campaign on September 25, 2014 the launch ceremony was held at the VIGYAN BHAVAN in New Delhi. LEADING ENTREPRENEURS and the CEOS of about 300 companies from across 30 countries were invites to attend the Launch.



The vision of “MAKE IN INDIA”:

The manufacturing industry currently contributes just over 15% to GDP. The aim of this campaign is to grow this to 25%. In this process the government expects to generate jobs, attract much foreign direct investment and transform India into a manufacturing hub preferred around the globe.

LITERATURE REVIEW:

The relevant literature reviewed for the present study has been mentioned under the following heads:
According to Aditya Nigam on October 20, 2014 Modi’s “MAKE IN INDIA” is Modi’s war on the poor.
According to S. Soundharya “MAKE IN INDIA” is a scheme for transforming India.

OBJECTIVES:

1. To urge both local and foreign companies to invest in India.
2. To provide employment.
3. To boost economic growth.
4. To convert India into global manufacturing hub.

Expectations of “MAKE IN INDIA”: The launch of “MAKE IN INDIA” campaign by prime minister Mr. Narendra Modi to attract foreign investment and boost the manufacturing sector of India. For “MAKE IN INDIA” campaign the government of India have identified 25 priority sector that shall be promoted adequately. Those sectors are as follows:-

- 1 Automobiles.
- 2 Automobiles components.
- 3 Aviation.
- 4 Bio technology.
- 5 Chemical.
- 6 Construction.
- 7 Defense manufacturing.
- 8 Electrical machinery.
- 9 Electronic system.
- 10 Oil and Gas.
- 11 Pharmaceuticals.
- 12 Ports.
- 13 Food processing.
- 14 IT and business process management.
- 15 Leather.
- 16 Media and Entertainment.
- 17 Mining.
- 18 Railways.
- 19 Renewable energy.
- 20 Road and highways.
- 21 Space
- 22 Textile and Garments.
- 23 Tourism and hospitality.
- 24 Wellness.
- 25 Thermal power.

These are the sectors where likelihood of foreign direct investment (FDI) is highest and investment shall be promoted by government of India.

LOGO OF MAKE IN INDIA:



The logo for make in India is a elegant lion. It is inspired by ASHOKA CHAKRA. The wheels denote peaceful progress.

RECENT INVESTMENT TRENDS: MAKE IN INDIA:

#ON JAN 2015 , The spice group said that it would start a mobile phone manufacturing unit in Uttar Pradesh with an investment of RS 500 CR.

IN JAN 2015 ,HYUNCHIL HONG ,the president and CEO OF SAMSUNG SOUTH WEST ASIA met with KALRAJ MISHRA, Union MINISTER for Micro Small and Medium Enterprise (MSME) to discuss a joint, initiative under which to “MSME-Samsung technical SCHOOLS WILL BE ESTABLISHED IN INDIA.”

In February 2015 SAMSUNG said that it will manufacture Samsung Z1 and its plant in NOIDA .

IN FEB 2015 , HITACHI said that it would increase its employees in INDIA. It also said that an auto component plant will be set up in Chennai in 2016.

IN FEBRUARY 2015, HUAWAI Opened a new research and development campus in Bengaluru it had invested US \$170 million to establish the RESEARCH and DEVELOPMENT SECTOR.

In April 2015 ,AIRBUS said that it will Manufacture its products in INDIA and invest \$2 Billion US dollars.

IN MAY 2015 ,TATA JLR (JAJAUR LAND ROVER) announced that it will make its production of the Land Rover Defender to its Pune facility in INDIA in 2016 .

METHODOLOGY :

The type of research is review. The research is descriptive in nature and the mode of research is suggestive.

CONCLUSION:

India has the capacity to push the GDP to 25% in next few years. The government of India has taken no. of steps to further encourage investment and further improve business climate. “MAKE IN INDIA” is a long term initiative that will change India into a manufacturing hub.

REFERENCES :

Website

1. <http://www.kafila.org/2014/10/20/make-in-india-modis-war-on-the-poor/>
2. <http://www.livemint.com/politics/nEPZGnUMtLN3o86upKbPsI/Raghuram-Rajan-questions-Modis-Make-in-India-strategy.html>
3. <http://www.thehindu.com/opinion/lead/opinion-on-make-in-india-campaign/article6736040.ece>
4. <http://www.dnaindia.com/india/report-make-in-india-campaign-is-a-lions-step-top-industrialists-show-willingness-to-invest-2021464>