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RESEARCH ARTICLE

ON

Make In India

“A tool for Transforming India”

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ABSTRACT:

Make in India is a globalized marketing strategy, and its concept was given by the prime minister of India, Mr. Narendra Damodar Das Modi on 25 September 2014 in order to attract businesses from all around the world and invest over here in India to make India a Hub of Manufacturing. The main motive of Make In India is to take a part of manufacturing in country's GDP from current 16% to 25% by 2022, as it was mentioned in the national policy of manufacturing and to create 100 million jobs by 2022, it also focuses on 25 sectors of the economy for the creation of jobs and the enhancement of skills. Make in India is the key for the growth of the Indian Economy, the foremost aim of Make in India is to correct the composition of Indian GDP which is the main or root cause of recession in India. Make in India campaign surely makes India an innovation and manufacturing Hub.

Keywords : GDP, Manufacturing Hub, Skill Enhancement, Innovation.

Introduction:

The manufacturing sector of India is one of the major example of an industry that has great capacity. The aim of this campaign is to ensure the manufacturing sector which gave its contribution around 16% of country's GDP is to be increased to 25% in next 5 years. Make in India campaign removes unnecessary barriers and restrictions. Three sectors which contribute to GDP of any country are agriculture, manufacturing and services. According to the current contributions of these sectors to Indian economy manufacturing occupies 16% which is very low. There are lots of opportunities to be catered as far as Indian manufacturing sector is concerned. Many business man and entrepreneurs took Make in India as an initiative for betterment of our country. Major objective of this programme focuses on 25 sectors. These sectors are 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, chemicals and Electronic System. VNS Global Services group CEO Keshav Murugesh said " digitization campaign such as digital India, Make in India, creating smart cities and other digitization projects initiated by the Indian Government in the past one year has been made for the betterment of India.

Objectives:

- To transform India into an International Manufacturing Hub

- To Provide more Employment opportunities
- Rapid Growth of Indian Economy
- To encourage both local and foreign companies to invest in India

Significance of Investing in Industry Sector:

- Transforming India into a self-made country and to give global recognition to Indian Economy
- Make in India campaign will generate large scale employment opportunities to the workforce having low skills, as the workforce of India has low skills.
- India has the largest consumer market. Any company investing in India under Make in India campaign will automatically get huge market share of 125 Cr people.
- Job Creation, Enforcement to Secondary and Tertiary sector, enhance national economy.
- India is hugely dependent on FDI to keep the Indian Economy in the right direction. Make in India campaign will attract more FDI to revitalize the economy of India.
- Every manufacturing hub needs the parts to be supplied which are boon for SME's. Make in India will help to create indirect employment through SME's.
- Manufacturing sector also helps in reducing the Indian trade deficit through exports.

Various investment sectors for empowering India:

Automobile manufacturers in India are looking beyond South Asia, Africa and Latin American markets for exports. Swedish commercial vehicle (CV) maker Volvo Bus Corporation said that it will export 'Made in India' buses to developed markets of Europe, its a move that will enhance prime minister Narendra Modi's 'Make in India' programme.

Foxcon is ready to invest over \$2 billion (Rs 12,800 crore) initially to establish manufacturing units in India over the next five years in order to produce mobile devices, TVs, electronic products, batteries and key electronic components, among others, which would be the biggest foreign investor in the government's 'Make in India' campaign up till now. They are also planning to make about 400 million handsets here. Half of them will be exported to Middle East, Russia and Africa.

Japan's Sony Corp. will also take a step of making its popular Bravia television sets in India as a part of the government's Make in India scheme. "India seems to be an important strategic market for Sony .

Sony sees huge potential in television business as most of the Indian customers are expected to switch from CRT (cathode ray tube) to LCD televisions in the next few years. Bravia televisions took more than 40% of Sony India's overall sales. The products which will be manufactured locally, Sony plans to strengthen its distribution channel in India in order to gain higher market share of India.

By following the global competitors like Xiaomi and Motorola, smartphone maker Asus is now setting up to manufacture in India and has set up an internal team in order to research about the prospects of domestic manufacturing. The Taiwanese firm, which currently has a share of about 2% in the Indian smartphone market, aims to raise it to 5% by the end of 2016. India is giving a huge opportunity in the smartphone sector to these companies.

Bosch and Siemens, the Home appliances manufacturers are going to start their first manufacturing plant in the country, which is expected to be set up at a cost of Rs. 350 crore. Switzerland-based chocolate maker Barry Callebaut is looking to set-up a manufacturing unit in India as part of its global expansion which requires a cost of around Rs. 3,000 crore. It also aimed at making India as an export hub for the South East Asian region.

Changing moments:

“Make in India” enhances manufacturing economy and trade. More than 10,000 training centers opened within 2 years which creates job opportunities for more than 10 million people. Make in India makes a rise in the part of the manufacturing sector in gross domestic product (GDP) from its current level of around 16 per cent to 25 per cent by 2022, and creating 100 million new manufacturing jobs in the same period. Indians need to make an initiative for consuming Indian made products. More than 30,000 crore rupees of foreign exchange is being spent out of our country on products such as cosmetics, snacks, tea, beverages, etc. which are grown, produced and consumed over here only. In 1970 1\$ = Rs. 4 Today 1\$ = Rs. 66.56. Dollar is not getting stronger, rupee is getting weaker and only we are responsible for this fall. A Cold Drink produced for 70-80 paise sold at Rs. 9-10. We need to stop drinking them, Drink Lemon juice, Lassi, Fruit juice, buttermilk etc instead of foreign soft drinks. Likewise we also need to start using Indian made products in our daily life. If we notice the products which we use, half of them are foreign made. Due to high usage of these foreign made products by the people, the Government has to pay in dollars for the same, due to which the value of rupee decreases. Although none of the Indian products are inferior in quality, they might look a bit less tempting, but they are of high quality even at reasonable prices so an initiative must be taken by the youngsters of India that they should start using more Indian made products and they should also choose only Indian websites for online purchases.

Challenges:

Small and medium-sized industries of India can play a vital role in making the economy to take the next big step in manufacturing. India must be focused regarding enhancement and innovation for these sectors. The government has to formulate plans to give special chances to these sectors. According to World Bank, India is on the rank of 142 out of 189 countries in terms of ease of doing the business. India need to improve its complex taxation system and poor infrastructure facilities. skillupgradation on a rapid pace is needed to be done because skill involving sectors are the dynamic sectors in India, otherwise there would be no competition in these sectors. India should encourage research and development which is currently a less focused part in India and India should also give more priorities to various innovations.

Conclusion:

Indian has the ability to move the GDP to 25% in next few years. The government of India has taken various steps to motivate investment and to improve business environment. "Make in India" programme is one of the blue-chip investment which will turn out the dream of transforming India as a manufacturing Hub into reality. New setups in the core manufacturing sectors are going to play a significant role in the success of 'Make in Indian' objectives, said by the experts at a meeting of discussion during the 11th India Innovation Summit 2015. "Start-ups in the fields of telecom, defense manufacturing, automobile, Internet of Things, financial technology modules and mobile internet have tremendous capacity to get success in the campaign of 'Make in India'," said by Siddhartha Das, general partner, Venture East addressing aspiring entrepreneurs at the discussion on "Entrepreneurship - Role of Startups towards Make in India". Make in India programme also focuses on the production of products with no defects and no effects on the environment.

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