
MAKE IN INDIA**LOVENEET KAUR****ASSISTANT PROFESSOR****KVA DAV COLLEGE FOR WOMEN, KARNAL****Abstract:**

Make in India is an international marketing strategy and rapidly increasing global competition has provided the manufacturers the opportunities of cheap labour, raw material, potential high profit making markets. Focusing on the employment generation, boosting trade and economic growth, safe guard and sustain the overall development of India and its citizen. The 15th and current Prime Minister of India “Mr.Narendra Damodardas Modi” on September 25th,2014 launched the “MAKE IN INDIA” which is a new national program designed to facilitate investment (both domestic and foreign) in India, fostering innovation, intensify skill development, generate employment opportunities, preventing brain drain and making the use of internationally standardized technology affordable for Indian citizens. The aim behind this paper is to highlight the importance. The aim is to take a share of manufacturing in country’s gross domestic product from stagnant 16% currently to 25%by 2022, as stated in national manufacturing policy, and to create 100 million jobs by 2022. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Make in India is the key to revitalization of Indian economy. It is one of the schemes to pull back the economy from clutches of recession. Make in India initiative aims to correct the composition of Indian GDP which is the root cause of recession. Currently India’s GDP is heavily tilted in favor of service sector. Secondary research is usefor the purpose of the study. The main behind this paper is to highlight the importance discusses about Make in India scheme, its advantages and criticism. Make in India campaign surely makes India an investment destination and global hub for manufacturing and innovation.

Keywords: MAKE IN INDIA, Narendra Damodardas Modi, Prime Minister of India.

Introduction

The 15th and current Prime Minister of India “Mr.NarendraModi” unveiled the “MAKE IN INDIA” program on September 25th 2014 in New Delhi. He along extending an invitation to foreign firms to invest in India also solicited the CEOs of domestic firms to invest in India by saying that, "There is no need to leave the nation. We want our companies to shine as MNCs". The MAKE IN INDIA program laid the foundation of India's new national manufacturing policy and rolled out the red carpet to both domestic and international industrialists with an aim to make India a manufacturing hub that will in turn boost the employment and overall growth of India. The program lays emphasis on 25 sectors such as automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways, auto components, design manufacturing, renewable energy, mining, bio-technology, pharmaceuticals, electronics, etc. with focus on job creation, skill enhancement, economic, technical as well as overall infrastructure development. It also focuses on giving Indian industry a global recognition. Manufacturing industry requires heavy finance to facilitate the buying of latest modern technology, setting up and development of required infrastructure, developing skill set of its human resource to produce best quality products and survive in ever increasing global competition. And if India wants to lure the investors and turn itself into a manufacturing hub, its human resource and financial services will play a vital part in making it's this dream come true. Finance and Human Resource are the most abundant, flexible and readily leveraged resources which demand precise attention and articulation. According to World Bank Data, in 2013 the contribution of Indian Manufacturing sector to Indian Economy was merely 13%. The overall contribution of the manufacturing sector to its gross domestic product (GDP) is just 28%. India also stands at a very low in contributing in the world manufacturing, with its overall share standing at a meager 1.8%. These statistics are the clear indicators that India has not done very well in its manufacturing sector. Domestic manufacturers are also looking for markets to setup their manufacturing units outside the Indian borders. Reasons are many for such an attitude of domestic industrial houses, Fewer subsidies, over interference of government, less availability of financial services etc. are a few to mention among the reason why the attention of industrial houses is towards other countries when it comes to setting up an industry. When domestic industrialists are behaving in such a manner, what can be expected from the foreign players? Merely urging the domestic and foreign investors And industrialists is not going to make India a Manufacturing hub or revive its health. For this we need to understand the role and importance of its domestic work force which is immensely talented and will also have to provide the industrialists with the ample, easy and readily

available financial services which will help them generate and make the finance available as and when needed. Indian brain is immensely intelligent and talented but due to lack of ample and relevant job opportunities, excellent Indian talent is going abroad and working for companies outside Indian borders. And if India is converted to a Manufacturing hub and most preferred investment destination for domestic as well as foreign investors and manufacturers, it will create job opportunities for the immensely talented Indian youth. Transformation of India into a Manufacturing hub will help develop, strengthen and modernize the Indian infrastructure. Such advancement will revive the health of other sectors such as service, agriculture, hospitality, medical, tourism, etc. In order to achieve this dream, India needs to analyze the importance of its human resource and financial services. Out of all the other resources, resource from where the finance is generated and the human resource of an organization are the two most important. Industry cannot be setup

If the industrialist does not have the money or finance available with him as, when and in how much quantity needed. And at the same time if he has setup an industry, has best in class infrastructure and technology, material, etc. all these are of no use if he does not have the people competent and intelligent enough to utilize the available limited resources in the best manner these could be utilized. The country which does not understand the value and importance of its work force and financial services can never survive. Hence, the effective utilization of the financial services and the human capital of an organization is the secret of the success of a firm.

Objectives

1. To convert India into Global Manufacturing Hub
2. To Provide Employment
3. Boost Economic Growth
4. To urge both local and foreign companies to invest in India

Research Methodology

Research Type: Descriptive Research

Type of Data: Secondary Data

The present study is based on secondary data. Basically, the required information has been derived from research papers, Articles from Newspapers, Magazines and Journals and various websites.

Limitations of the study

1. The study is based on published data and information. No primary data is being collected.
2. Every care has been taken to entice qualitative and correct data, still secondary data have collected for the purposes other than problem at hand.
3. The objectives, nature and methods used to collect secondary data may not be appropriate to the present situation.
4. Secondary data may be lacking in accuracy, or they may not be completely current or dependable.
5. Time constraint remained the major limitation in the study
6. The biasness can always be there.
7. Before using secondary data, it is important to evaluate them on above mentioned factors. So, it consumes the same time as the primary data.

Advantages of make in India scheme

1. Make in India scheme will create large scale employment opportunities to low skill workforce since majority of workforce in India are low skilled.
2. India is hugely dependent on FDI to keep the economy positive. Make in India scheme will attract more FDI to revitalize Indian economy.
3. Any manufacturing hub needs supply of parts which is boon for SME's. Make in India will help to generate indirect employment through SME's. (Small & Medium Sized Enterprises)
4. Manufacturing sector helps to reduce India's trade deficit through exports.
5. India is the largest consumer market. Any company investing in India under Make in India initiative will directly get access to huge market of 125 Cr people.
6. Job Creation, Enforcement to Secondary and Tertiary sector, boosting national economy.
7. Converting the India to a self-reliant country and to give the Indian economy global recognition.

Description on logo

The logo for the Make in India campaign is an elegant lion, inspired by the Ashoka Chakra and designed to represent India's success in all spheres. Wheel denotes peaceful progress and dynamism. Lion has been the official emblem of India and it stands for "courage, tenacity and wisdom – all Indian values. The campaign was dedicated by the Prime Minister to the eminent patriot, philosopher and political personality, Pandit Deen Dayal Upadhyaya who had been born on the same date in 1916.

Some key takeaways from the Prime Minister's speech at the launch ceremony

1. We do not want to see any company or enterprise leave India due to business constraints
2. An environment of trust will convince industry leaders of the government's commitment to developing industry
3. The movement will help in increase in employment; employment will come only when we start developing the manufacturing sector in India.
4. Investors are not attracted by incentives, investment will be attracted only by friendly policies and a secure environment
5. Ease of business is important for development, India has slipped low in the list of countries in terms of ease of doing business
6. Scrutiny and red tape should not create barriers for development, simplification of processes should be the focus
7. The world is looking to invest in Asia, particularly in Asian democracies, and in places with high demand – India fits the bill perfectly
8. Effective governance is a key factor in attracting investors; the government needs to reassure investors of its effectiveness in promoting business and industry
9. Skilled manpower mapped to the natural potential and creation of sustainable growth will be the focus of 'Make in India'
10. Private-public partnership must be the basis of skills development in the country
11. Digital India is the crux of effective governance; if this is not achieved, the governance and society will stay divergent. Ease of governance will come only with use of technology
12. For years we have been emphasizing on Look East; only when we link West to this will we develop

13. There are numerous opportunities in manufacturing and to develop this sector we will require a whole new world of infrastructure – from highways to I(information) ways, gas, water pipelines, ports, and a lot many more
14. This government does not have a political agenda; it is dedicated tom development as an article of faith
15. The life and destiny of India can and will be changed for the better .May Indian companies become multinational organizations but only when they grow and develop with India
16. ‘Make in India’ is our responsibility; may India gain strength with this mission .The ‘Make in India’ campaign is dedicated to Pandit Deen Dayal Upadhyaya, the patriotic thinker and Philosopher

Recent Investment trends: Make in India

In January 2015, the Spice Group said it would start a mobile phone manufacturing unit in UttarPradesh with an investment of 500 crore. A memorandum of understanding was signed between the Spice Group and the Government of Uttar Pradesh. In January 2015, HyunChil Hong, the President and CEO of Samsung South West Asia, metwith Kalraj Mishra, Union Minister for Micro, Small and Medium Enterprises (MSME), to discuss a joint initiative under which 10 "MSME-Samsung Technical Schools "will be established in India. In February, Samsung said that will manufacture the Samsung Z1 in its plant in Noida. In February 2015, Hitachi said it was committed to the initiative. It saidthat it would increase its employees in India from 10,000 to 13,000 and it would try to increase its revenues from India from ¥100 billion in 2013 to ¥210 billion. It said that an auto component plant will be set up in Chennai in 2016.In February 2015, Huawei opened a new research and development (R&D) campus in Bengaluru. It had invested US\$170 million to establish the research and development center In April 2015, Airbus said that it will manufacture its products in India and invest \$ 2 Billion US dollars. Also in February, Marine Products Export Development Authority said that it was interested in supplying shrimp eggs to shrimp farmers in India under the initiative. In May, 2015 Tata JLR (Jaguar Land-Rover) announced that it will move its production of the Land Rover Defender to its Pune facility in India in 2016.Shiv Kumar Rungta, president, FTAPCCI, stressed on key sectors like services (mainly in IT), mechanization of Agriculture sector for achieving increased productivity, among others, for the success of ‘Make in India.

Challenges and Criticism

India's small and medium-sized industries can play a big role in making the country take the next big leap in manufacturing. India should be more focused towards novelty and innovation for these sectors. The government has to chart out plans to give special privileges to these sectors. According to World Bank, India ranks 142 out of 189 countries in terms of ease of doing business. India has complex taxation system and poor infrastructure facilities. Rapid skill up gradation is needed because skill intensive sectors are dynamic sectors in India, otherwise these sectors would become uncompetitive. India should motivate research and development which is currently less in India and should give more room for innovation. The NDA government's Make in India campaign has till early October attracted INR 2000 crore worth investment proposals. The campaign has, despite this, found its fair share of critics. The topmost of these criticisms is leveled against the incumbent government. It has been felt that the government does not walk its talk - labour reforms and policy reforms which are fundamental for the success of the Make in India campaign have not yet been implemented. A number of layoffs in companies such as Nokia India cast long shadows over the campaign. A number of technology based companies have not been enthused by the campaign launch and have professed to continue getting their components manufactured by China. Providing the strongest critique to the government's Make in India strategy, Reserve Bank of India (RBI)governor Raghuram Rajan said India rather needs to make for India, adding that either an incentive-driven, export growth or import-substitution strategy may not work for the country in the current global economic scenario. Speaking at an event organized by industry lobby Federation of Indian Chambers of Commerce and Industry, Rajan said an export-led growth strategy will not pay for India as it did for Asian economies, including China, due to the tepid global economic recovery, especially in the industrial countries. "Other emerging markets certainly could absorb more, and a regional focus for exports will pay off. But the world as a whole is unlikely to be able to accommodate another export-led China," he said. Rajan said the government should rather focus on creating an environment where all sorts of enterprise can flourish, and then leaving entrepreneurs to choose what they want to do. "Instead of subsidizing inputs to specific industries because they are deemed important or labour-intensive, a strategy that has not really paid off for us over the years, let us figure out the public goods each sector needs, and strive to provide them," he added. Speaking at the same event, former Prime Minister Manmohan Singh said India can achieve a growth rate of 8- 9% provided there is a "national consensus" on methods to take advantage of globalized world. Former Tamil Nadu deputy chief minister Stalin said Make in India is being confused with Make in Coal India,

Make in Air India, Make in MSMEs, and Make in SEZs and so on. Modi should focus on making business as easy and honest as possible, avoiding artificial props, curbing inflation and fiscal deficits, ensuring a realistic exchange rate, and letting the market decide which sectors should flourish. Investors from everywhere will then rush in to make in India. The proverbial cat, however, is now finally out of the bag, for the slogan to 'Make in India' is an invitation to global corporate capital to come loot and plunder the natural commons, to destroy the environment, to dispossess populations made dispensable and to exploit cheap Indian labour; it is an invitation to global corporations who are being forced out of their home countries because high environmental and labour costs have been long been eating into their profits.

Conclusion

India has the capacity to push the GDP to 25% in next few years. The government of India has taken number of steps to further encourage investment and further improve business climate. "Make in India" mission is one such long term initiative which will realize the dream of transforming India into manufacturing Hub. Start-ups in the core manufacturing sectors are poised to play a crucial role in the success of 'Make in India' ambitions. "Start-ups in the fields of telecom, defense manufacturing, automobile, Internet of Things, financial technology modules and mobile internet have immense potential to succeed in the scheme of 'Make in India'. Make in India scheme also focuses on producing products with zero defects and zero effects on environment. Improved quality and better performance management system needs to be in place to guide, monitor and enhance the skill set of its work force. Mind set of Industrialists both foreign and domestic towards India needs to be changed. On the basis of the study it can rightfully concluded that People and money, both are the organization's greatest competitive edge. It is essential to unlock the human talent for the success and sustainability of any organization. The development, prosperity and sustainability of India as a Manufacturing hub clearly depend upon the immense potential of its human resources and the financial services that are available for the domestic and foreign players. Employees possessing high value and unique intellectual skills significantly contribute to generate intellectual products. If India successfully provides the industrial houses all this then it will certainly become a world manufacturing hub. This study both empirically and rationally explained the patterns through which India can become a manufacturing hub. Favorable investment climate, assistance of financial services, relax and industry favorable government policies are the essential ingredients of "MAKE IN INDIA"

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