
Modi's Make in India for Youths Empowerment in Employment Generation

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Abstract

*Make in India is an initiative launched by the Government of India to encourage multinational as well national companies to manufacture their products in India. It was launched by Prime Minister Mr.Narendra Modi on 25th September 2014 India emerged after initiation of the programme in 2015 has the top destination and wants to be recognition globally for attracting foreign direct investment. The major object behind the initiative is to focus on job creation and skill enhancement. The initiative also aims at high quality standards and minimising the impact on the environment. In the process, the Government to expect to generate jobs, attract much foreign direct investments and transform India into a manufacturing hub preferred around the globe. The employment generation and poverty alleviation that would be inevitably accompany the success. India is a country rich in natural resources and plenty of Human Resources are also strength of our democratic India. Especially, the percentage of youth occupies the major place. Those youths have the creative and innovative ideas; they always want to be out of box with their creative minds. They have an aim to become an entrepreneur and empower them with their new and innovative ideas. This make in India is a right path to achieve their goals in a right time. Hence, the present study, undertaken by the research is **Modi's Make in India for Youths Empowerment in Employment Generation**.*

Keywords: FDI, Innovation, Job creation, Skill enhancement.

Introduction:

India is known as one of the strong country at global who compete in International Level in all fields. India has optimum, strong and useful environment as well as natural resources. Make in India is future plan of Government of India to Encourage Multinational and domestic companies to invest the money for each and every activities. Make in India is future plan of Government of India to Encourage Multinational and domestic companies to invest the money or manufacture their products in India. The major objective behind the initiative is to focus on 25 Sectors of the economy for job creation and skill enhancement. Some of these sectors are automobile, chemicals, information technology, textiles, ports, aviation, leather, Tourism hospitality, railways, pharmaceuticals, and wellness.

Make in India is different, in this movement we allowed and invite to other countries, industrialist to come in India invest money and make in India Make in India project launched by Hon. Prime Minister Narendra Modi on 25th September 2014. . Make in India is project is inspired by the Chinese project 'Make in China', which raised china's GDP considerably. In this project foreign company can set up their factories in India by investing their capital and technology. Government provides subsidies to make them run. So, in Make in India foreigner manufacture product of their own patent.

The main objectives are, to create employment, to bring foreign Investment and technology, to remove red tap barriers, to remove license Raj and to speed up industrialization process. To increase India's GDP .Make in India will bring capital which will trigger technology and unemployment problem. Development of India's infrastructure will take place. It will provide global linkages and boost India's trade and this will reduce India's current account deficit.

On 25th Sept 2014 our Prime Minister announces the Make in India concept and appeal at national and international platform "Come and Make in India" this movement getting a great response from International and National level some of them are listed below:

- **Hitachi** invest ₹100 billion in auto-component plant in Chennai,
- **Huawei** announces to invest US\$170 million in Telecom Hardware Plant in Chennai,
- **Spice group** invest (US\$75 million In Mobile phone manufacturing industry in Uttar Pradesh.
- **France** offered to provide 36 fighter Jet air craft to India and participate in Make in India movement.
- **Haier** invest 100 cr. In Pune by 2017 for Air conditioner and L.E.D. project
- **Data wind**, China announces to participate along with investment for two manufacturing unit for mobile in Amritsar to assess and accredit institutions of higher education in the country. 1.10 lacks Cr. investment proposals have been received in the electronic sector in

Objectives of Make in India

A major national initiative design to facilitate investment; fosters innovation; enhance skill development; project intellectual property, and build best in class manufacturing infrastructure. There is never been a better time to Make in India.

India is a capital hungry country, so the state doesn't have enough money to pull people out of poverty. That's why Indian Government is creating a lot of policy changes to encourage foreign direct investment. So, investors will open manufacturing plant in India, everyone will get a job. The state will get a lot of revenue, which will be invested back in infrastructure, education and health care. This will help us becoming a first world country in next 50years and this is the good initiative of achieve the visionary idea and make this idea into action.

Scope of the study:

As per the recent survey states that the Indian population is expected to become the world's youngest; more than 500 million Indian citizens where be under 25years of age and above 2/3rd of the population will be eligible to work. These young populations need a proper education and skills based training.

Our honorable Prime Minister Mr.Narendra Modi has to enhance the talent of young people in a way to greater education, employment and entrepreneurship opportunities.

The Make in India is platform for cultivating and encouraging youth entrepreneurship.

Hence, the Make in India is platform.

- To incubate the idea.
- To cultivate those innovative ideas into action by way providing proper financial assistance.
- Next, these should be a requirement of strong internet source.
- There will be a scope to benefit through the tax exemptions.
- The last but not the least, the government has ready to throw the red carpet for Public Private Partnership (PPP).

Statement of the problem

The Make in India encourages the faster innovation, protect intellectual property, and provide the best in class manufacturing infrastructure.

Under the Make in India, the Digital India plays a significant role because India in the last 2 decades has seen a new dimension which is the boom of IT infrastructure. Now the IT is the need of an hour, to satisfy the youth dream.

The Digital India concept mainly concentrates on 3 important things i.e.;

- Broadband highways.
- Public internet access.
- Electronics manufacturing and aims to delivering services digitally. That is
 - Electronically delivery of services.
 - Information for all.
 - Create an awareness on Digital Library.

These above issues are properly addressing the role of youth for success for Make in India. Hence, the present study concentrates on **Modi's Make in India for Youth Empowerment in Employment Generation.**

Literature review

Dr. Radha Gupta (2015) studied *The Impact of Make in India Vis-à-Vis Economic Development of India*. The research shows that the campaign, Make in India is a major national program designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best-in-class manufacturing infrastructure & bringing everyone together. The study concluded that only such motivational agenda has inspired the people & government for betterment. It is the need of today that Make in India campaign become the philosophy of the country and national movement.

Manish Dadhich et.al (2015), studied *Make in India and Entrepreneurship: The Way Forward*. In their study the researchers discuss that starting a new business is not an easy task; however, despite the obstacles, many entrepreneurs work hard in order to achieve success. Regardless of country of origin or gender, successful entrepreneurs share some very common characteristics that are highly distinguishable. Many successful entrepreneurs are extremely passionate about their business ideas. Hence, the study concluded that the successes of mission of Make in India with strong spirit of entrepreneurship are bound to happen with concrete firm policy and proper implementation at grass root level.

Tanvi Gaur (2015), studied the *Impact of Make in India Campaign: A Global Perspective*, this campaign has shown serious and remarkable developments from 2014 to 2015. Each sector be it electronics, automobiles, defence, railways, aviation, food processing, energy and power, mining, media and entertainment, has its own success story to tell. The job opportunities have increased tremendously as more and more companies are investing in India directly or indirectly. The youth has been benefitted the most as they now have ample of job opportunities.

Big companies like Apple, Hyundai, and Mercedes Benz etc. are in process of making investments in the country. One must realize that this campaign will take another year or two to show developments. The

government has also liberalized Mergers and Acquisition norms in the wake of this campaign so as to foster more and more foreign investments.

Youth Empowerment

Youth empowerment is a process where children and young people are encouraged to take charge of their lives. They do this by addressing their situation and then take action in order to improve their access to resources and transform their consciousness through their beliefs, values, and attitudes.

Importance of Youth Empowerment:

1. It makes for the transfer of skills and work ethics.
2. It gives or adds meaning to life, especially as one is given a position of authority or as one commands respect.
3. It helps to reduce crime rate; when someone has a skill to trade, he misses the chances of engaging in anti-social behaviours.
4. It leads to self-employment and rapid industrialization.
5. It facilitates the process of nation-building and development.
6. One saves money to cater for urgent needs and family matters.
7. It enables one to consider vital tenets and societal values and committing oneself to worthwhile values.

Relationship between Youth Empowerment & Employment Generation

Make in India

Our Indian Economy meet so many challenges remain, from persistent poverty and grinding inequalities to climate change and environmental sustainability in general, and to conflict and instability. These all create barriers to people fully engaging in decent work, and as a result huge amounts of human potential remain untapped. This is of particular concern for young people, women, and people with disabilities and others who may be marginalized.

The Report argues that if the potential of all people is harnessed through appropriate strategies and proper policies, human progress would be accelerated and human development deficits would be reduced.

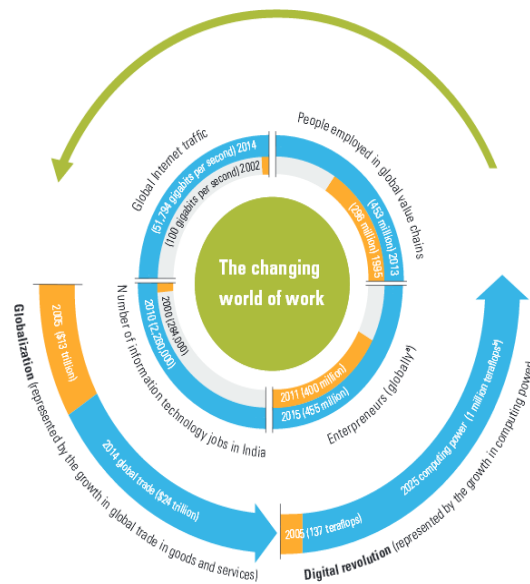
Huge human potential not in use

Despite impressive achievements in many areas, huge human potential remains unused. In 2015, 204 million people worldwide including 74 million young people (ages 15–24) were unemployed.

About 830 million workers in developing country regions live on less than \$2 a day. Half of workers and their families in developing countries live on less than \$4 a day.

The work potential for these people is not fully used or rewarded.

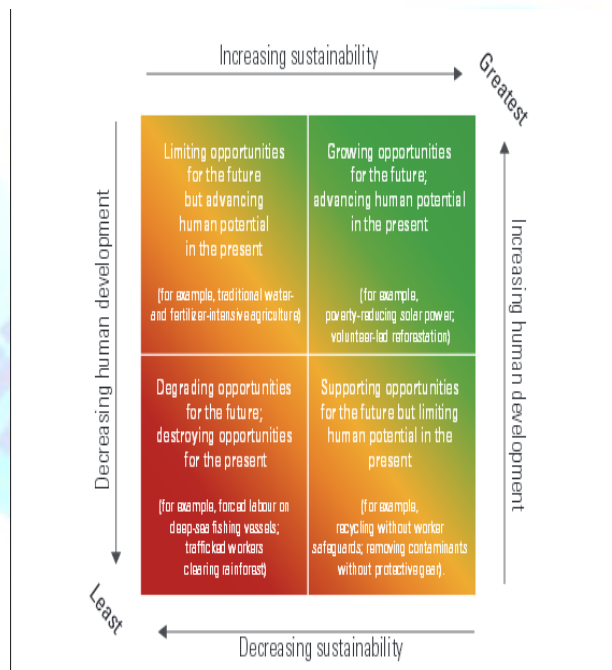
Digital Revolution



Source: http://hdr.undp.org/sites/default/files/2015_human_development_report_1.pdf

This digital revolution also one of the part for achieving the Make in India through empowering youth for generating employment.

Moving to Sustainable work Towards Achieving Make in India



Conclusion

The youth accept the theme Make in India theme and also accept that this is an opportunity before us and we must cash it. Youths are confident that they can stand globally with strong economy along with our Indian brand through Make in India. On the basis of the study it can rightfully concluded that Youth 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. Youths are looking for jobs creativity and are also still hopeful about overall development of India, through Make in India.

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