



MAKE IN INDIA

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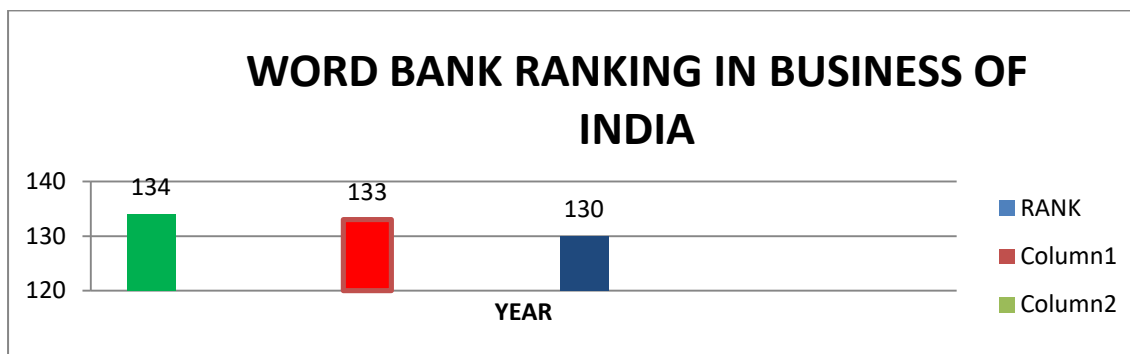
Abstract : Make in India is main object to “ Is doing Business”. Means It is easily situated the business I in the India Not only for India but also for the foreigner person. Due to this reason, increasing the business in India. Special cell is frame for solving foreigner business problems. Besides of it solve the Indian doubt related to business within 72 hours. 25 business has included in it scheme.

World bank report India ranking in the business of world has such last three years after the make in India.

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| Year | Rank |
|------|------|
| 2015 | 134 |
| 2016 | 133 |
| 2017 | 130 |



“Zero Defect zero effect ” means that quality of product will be good and not side effect on every live and not live things. Product will India has an opportunity to become one of the world’s most dynamic economics. Keeping this in mind, our Honorable Prime Minister Sri Narendra Modi was initiated and launched ‘Make in India’ a manufacturing hub campaign on 25th September, 2014 by inviting and motivating all global and domestic companies to manufacture their products in 25 identified industrial sectors in India. The aim of this initiative is to take the share of manufacturing in the country’s Gross Domestic Product (GDP) from a stagnant 16% currently to 25% by 2022 and thereby create more than 100 million skilled jobs in manufacturing sector.

SYMBOL OF LION: It is made of machine’s wheel. Which are symbol of the intelligent and motivate to invest in India. It logo are mention of all rail and metro of the Japan. Which has motivated to every person of Japan and other country who are living in the Japan to invest money in the India. Some sector 100% FDI permitted in India for e.g. Aviation, Automobile, automobile component etc.

INTRODUCTION:

The Make in India initiative was launched by Prime Minister in September 2014 as part of a wider set of nation-building initiatives. Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation: by 2013, the much-hyped emerging markets bubble had burst, and India’s growth rate had fallen to its lowest level in a decade. The promise of the BRICS Nations (Brazil, Russia, India, China and South Africa) had faded, and India was tagged as one of the so-called ‘Fragile Five’. Origin : This initiative has its origin in the Prime

Minister's Independence Day speech where he gave a clarion call to 'Make In India' and 'Zero Defect; Zero Effect' policy.

Announcement & launch: On 15th August 2014 & On 25th September 2014 by Our Honorable Prime Minister Sri Narendra Modi & Governed by Govt. of India.

Objectives : 1.) Ultimate objective is to make India a renowned manufacturing hub for key sectors. Companies across the globe would be invited to make investment and set up factories and expand their facilities in India.

2.) Using India's highly talented and skilled manpower to create world class zero defect products.

Aims : 1.) To convert India into a global manufacturing hub.

2.) To help create jobs and boost economic growth.

3.) To urge both local and foreign companies to invest in India.

LOGO of make in India:

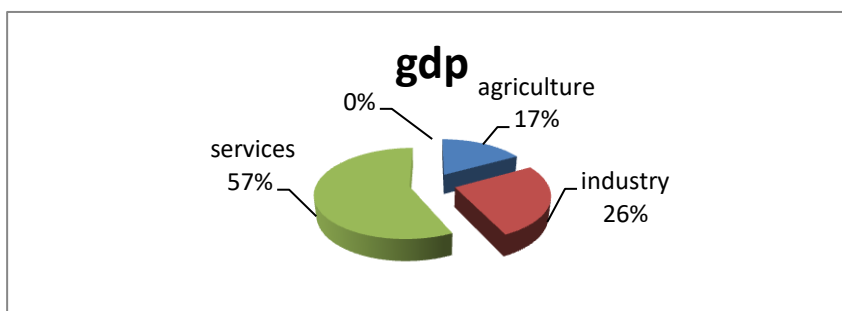


Symbol of make in India is the lion. Whose are represent the intelligence in the business of the persons. Secondly, it represents to boost the FDI in the India in four pillars of India economy. It symbol is made by Japan engineer, after very deliberately.

INDUSTRIAL CORRIDOR: Five industrial corridor projects across India have been identified, planned and launched by the Government of India. These corridors are spread across India, with strategic focus on inclusive development to provide an impetus to industrialization and planned urbanization. In each of these corridors, manufacturing will be a key economic driver and these projects are seen as critical in raising the share of manufacturing in India's Gross Domestic Product (GDP) from the current levels of 15% to 25% by 2025. Smart Industrial Cities are being developed along the Corridors. *****The make in India initiative started by government of India helps to facilitate investment, foster innovation, enhance skill development, protect intellectual property, build manufacturing infrastructure.

Make In India Contribution in the GDP

| Sector | Agriculture | Industry | Services |
|------------------|-------------|----------|----------|
| GDP contribution | 17% | 26% | 57% |



In GDP, Overall, agriculture has 17%, Industry has 26% and has 57%. It concluded that service sector has more contribution in GDP. India economic has four pillar. On which Indian economics fully dependent. At present, Media and Services sector has more contribution.



A web portal (www.makeinindia.com) has been created to answer investor queries . The portal has a comprehensive set of FAQs which would help the investor find instant answers to his general queries . Additionally, the portal will have a back-end support team, who would seek to answer specific queries within a period of 72 hours . The website will make use of analytics to track visitors' location, interests, etc. and the user experience will be customized for the visitor based on the information collected. The Government has identified 25 key sectors in which Indian industries have the potential to compete with the best in the world. These sectors have been listed on the Make in India web portal and separate brochures for these sectors will be released along with a general brochure to guide companies.

Response to the Initiative-

- 1) Spice Group The company will start a mobile phone manufacturing unit in Uttar Pradesh with an investment of ₹500 crore (US\$75 million). Samsung A joint initiative undertaken in which 10 "MSME- Samsung Technical Schools" will be established in India.
- 2) Hitachi : It said that an auto-component plant will be set up in Chennai in 2016
- 3) Huawei : Opened a new research and development (R&D) campus in Bengaluru. France-based LH Aviation : Signed a MoU with OIS Advanced Technologies to set up a manufacturing plant in India to manufacture drones.
- 4) Xiaomi : The company began initial talks with the Andhra Pradesh government to begin manufacturing smart phones at a Foxconn-run facility in Sri City.
- 5) Lenovo : The company has announced that it had begun manufacturing Motorola : smart phones at a plant in Sriperumbudur near Chennai, run by Singapore-based contract manufacturer Flextronics International Ltd.
- 6) Boeing : The chairman of Boeing, James Mc Nerney said that the company could assemble fighter planes and either the Apache or Chinook defense helicopter in India

Highlighted Key Factors -

Major 25 Sectors involved in Make in India Programme.

1. Automobiles: India's car market potential: 6+ Millions units annually by 2020.
2. Auto-components: Over 35 IPOs of Global OEMs & Tier 1 procuring from India.
3. Aviation: 9th largest civil aviation market in the world.
4. Biotechnology: Make In India Scheme amongst top 12 biotech destinations in the world;3rd in the Asia-Pacific region.
5. Chemicals: 3rd largest in Asia & 6th largest by output in the world.
6. Construction: Approx. USD 650 billion required for urban infrastructure over the next 20 years
7. Defense: Up to 49% FDI is now allowed under the government route and beyond 49% with the approval of cabinet committee
8. Electrical Machinery: The industry has grown close to USD 25 billion. It contributes 1.4% to the nation's GDP and 10% to the manufacturing growth.
9. Electronic Systems: Expected demand to reach USD 400 Billion by 2020, aided by government schemes
10. Food Processing: National Food Processing Policy aims to increase the level of food processing from 10% in 2010 to 25% in 2025.
11. IT & BPM: The IT-BPM sector constitutes 8.1% of the country's GDP and contributes significantly to public welfare
12. Leather: Total production value of US\$11 bn with great potential for exports and a huge domestic market
13. Media and Entertainment: The industry is expected to register a CAGR of 14.2%, reaching INR 1785.8 Billion in 2018
14. Mining: India has vast minerals potential with mining leases granted for longer durations of 20 to 30 years
15. Oil and Gas: Threefold increase in energy demand expected in India by 2035 to 1,516 mn tones of Oil Equivalent from 563 mn Tones of Oil Equivalent in 2012.



16. Pharmaceuticals: Expected to rank among top 3 pharmaceutical markets in terms of incremental growth by 2020.
17. Ports: Special Economic Zones are being developed in close proximity to several ports – comprising coal-based power plants, steel plants and oil refineries.
18. Railways: 100% FDI under the auto route in the railway infrastructure segment.
19. Roads and Highways: Extensive road network of 4.86 mn kms : 2nd largest in the world.
20. Renewable Energy: India stands fifth in the world in the overall renewable energy capacity installation with an installed capacity of 33,792MW.
21. Space: India is a world leader in low cost space exploration and Indian space program stands out as the most cost effective in the world.
22. Textiles: India has the second-largest manufacturing capacity globally.
23. Thermal Power: 4 ultra mega power projects awarded and five more ultra mega power projects), under the plug and play model will be set up with total investments of 1 trillion
24. Tourism: Foreign tourist arrivals to India has risen 7.1% to 7.5 million in 2014.
25. Wellness: The sector is growing at 20% from year to year and is projected to amount to INR 162 Billion in 2014 .

Advantages of Make in India:

1. Job Opportunity: One of the main purposes of Make in India crusade is to provide job opportunities for as many citizens of India as possible. It has targeted the young generation of the country as its prime beneficiary.
2. Ameliorate the Vicinity: In order to manufacture in India, a particular industry requires a promising location to set up machinery as well as factories. To fulfill this requirement, not only the areas chosen are would be improved but also the neighboring locations will be highly benefited.
3. Expand GDP: Due to the manufacturing of products in India, economic growth is inevitable, which will not only boost the trade sector but also will increase the GDP of Indian economy as with the setting up of new factories and various investments being speculated in the Indian commercial sectors the flow of income will be humongous. Various sectors such as exportation, architecture, textiles, telecommunications etc. are likely to flourish inevitably, strengthening the Indian economy which is already the seventh largest in the world.
4. Fortify the Rupee: The emergence of the manufacturing industries would automatically convert India into a hub for the fabrication of various commercial products; as a result, there would be a grand collection of the FDI, which, in turn, would strengthen the rupee against the domination of the American dollar.
5. Increase in Brand Value: Most of the urban population prefer international brands rather than putting their faith in Indian retailers. As a result, the small manufacturing companies suffer an extreme loss in the market. Due to the Make in India campaign, such small manufacturers will be provided with a real shot at the business.
6. Up-gradation of Technology: India being an underdeveloped country lack various latest mechanization, which, is a big hurdle in the path to development of the nation. Hence, the myriad of countries coming forth by the make In India crusade, India will be given the opportunity to make use of the latest technology these countries bring along.
7. Ease of Business: India is a nation which ranked 130th on the ease of doing business scale. But with the open invitation given to the entire world to manufacture their products in India, the various restrictions opposed over the entrepreneurs will be lifted and aspiring businessmen from all over the globe could invest in India with no stress at all.
8. Availability of Young Minds: With the Make in India campaign, the young population would not only be provided with employment but also their young and fresh minds would take the industrial sector to new heights.
9. Development of Rural Areas: It is a well-known fact, that a factory set up not only improves a particular area but also provides for the locals with employment, thus the quality of life of people would automatically enhance. Amenities like schools, hospitals, and other public conveniences will be developed for the betterment of the public.



10. Flow of Capital: Since the beginning of capitalization, the Indian currency is being spent on the foreign countries. With the introduction of make in India, the capital will not only remain in India, but also the foreign currency will be provided to the nation as well.

Disadvantages of Make in India:

1. Negligence of Agriculture: The most negative impact of the Make in India campaign will be in the agriculture sector of India. It is a well-known fact that Indian Territory has 60% cultivable land. With the introduction of industrial sectors, the agriculture in India will be neglected somewhat.

2. Depletion of Natural Resources: Since Make in India is primarily based on manufacturing industries, it demands the set-up of various factories. Such projects consume the natural resources such as water, land etc on a large scale.

3. Loss for Small Entrepreneurs: The Make in India campaign welcomes foreign countries to manufacture in India with open arms, this automatically eases up the various restrictions over trade with foreign countries, inviting the attention of the international commercial companies. The Indian would dominate the small local entrepreneurs and force them out of business.

4. Disruption of Land: As stated above, India is very rich in the agriculture sector. About 60% of the Indian soil is arable. With the emphasis being given to the Make in India campaign, thousands of companies would come forth to set up their factories on the land which could be used for cultivation. Eventually, this set up of manufacturing factories would lead to the permanent disruption of the agrarian land in the near future.

5. Manufacturing based Economy: Indian economy is one of the largest economies in the world. It constitutes of three sectors i.e. agriculture, industry, and services. Now the Indian economy majors up from the service sector which contributed up to 57% of the GDP. But with the introduction of the Make in India campaign, the economy is likely to rely completely on the manufacturing and exporting while the import industry will remain static.

6. Interest in International Brands: As stated earlier, the brand value of Indian merchandise will definitely increase. But the Indian upper class, which can actually afford such merchandise, is addicted to the foreign label. This will eventually become a big hurdle for the local entrepreneurs as a great level of promotion is required to build the confidence of people in the local brands.

7. Pollution: One of the biggest problems which are prevailing in India is pollution. According to statistics, India has a pollution index of 76.50. With the make in India movement, this pollution level is likely to arise in a couple of years. Eventually, making the condition in India worse.

Conclusion: Make in India Campaign was launched by PM Modi in order to do investment from foreign investors in India as well as to increase the employment level of the country. India is the largest democracy in the world and also has the second highest population in the world with 1.25 billion people. People in India face many problems in their daily life. India is also affected by illiteracy, unemployment, falling male-female ratio, corruption, poverty, lack of health, education and hygiene facilities. From last few years, the scenario is changing. The make in India initiative started by government of India helps to facilitate investment, foster innovation, enhance skill development, protect intellectual property, build manufacturing infrastructure. For contribution of at least 25% of GDP by 2022 in manufacturing sector growth should be 12-14% Per annum higher than the GDP rate.

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