

## Unit 38. Make In India Initiative



If we count the population employed, India is largely an agrarian country. Nearly 50 percent of Indian population depends on agriculture and allied activities for livelihood. But if contribution to GDP is taken as the parameter, India is predominantly a service economy, and service sector has near 60 percent share of total GDP. Whatever way we see India, there is no doubt that India lacks behind in one sector : The Manufacturing Sector. Yes, this structural problem of Indian economy is highlighted by many economists for many years, and all previous governments had taken some steps to boost manufacturing. The Make in India Initiative by the present government is a big step in this direction, towards making India, an investment hub for manufacturing.

### What is Make In India?



Make In India is a new national program designed to transform India into a global manufacturing hub. It contains lot of proposals designed to urge companies — local and foreign — to invest in India and make the country a manufacturing powerhouse.

### Sectors covered under Make In India programme

The focus of Make In India programme is on creating jobs and skill enhancement in 25 sectors. These include:

1. Automobiles.
2. Aviation.
3. Chemicals.
4. IT & BPM.
5. Pharmaceuticals.
6. Construction.
7. Defense manufacturing.
8. Electrical machinery.
9. Food processing.
10. Textiles and garments.
11. Ports.
12. Leather.
13. Media and entertainment.
14. Wellness.
15. Mining.
16. Tourism and hospitality.
17. Railways.
18. Automobile components.
19. Renewable energy.
20. Mining.
21. Bio-technology.
22. Space.
23. Thermal power.
24. Roads and highways.
25. Electronics systems.

### **Make In India Initiative : What's new?**

1. Website for business queries : [www.makeinindia.com](http://www.makeinindia.com).
2. Social media pages to explain the idea : Eg: MakeinIndia Facebook page.
3. Invest India Cell : Foreign investor facilitation cell.
4. eBiz : single window online clearance portal.

### **In Pipe-line**

1. Single labour law for small scale industries.
2. Online filing of all returns in a unified form.

### **Why 'Make in India Initiative'?**



Narendra Modi stated the reason and motive to launch Make In India very clearly,

*It is important for the **purchasing power** of the common man to increase, as this would further boost demand, and hence spur development, in addition to benefiting investors. The faster people are pulled out of poverty and brought into the middle class, the more opportunity will there be for global business. Therefore, investors from abroad need to create jobs. Cost effective manufacturing and a handsome buyer – one who has purchasing power – are both required. **More employment means more purchasing power.***

### **Vision: Zero Defect and Zero Effect**

If each one of our millions of youngsters resolves to manufacture at least one such item, India can become a net exporter of goods. I, therefore, urge upon the youth, in particular our small entrepreneurs that they would never compromise, at least on two counts. First, zero defect and, second again zero effect. We should manufacture goods in such a way that they carry zero defect, that our exported goods are never returned to us. We should manufacture goods with zero effect that they should not have a negative impact on the environment.

### **Aggressive branding and marketing**

Many previous governments had taken different steps to attract foreign investment (FDI) to boost manufacturing. 'Make in India initiative' talks about nothing different, but this initiative involves better branding and marketing to gain investor confidence. The need to give stress to manufacturing and industries is made clear. An entrepreneurial culture is encouraged, with relaxation in policies. Make in India is

surely a visionary move considering the low performance of our industries in last 3-4 years.



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