

MAKE IN INDIA RESPONSE AND VISION

SHALINI. SOOD¹ & MOHASIN KASIM CHOUGLE²

¹Department of Home Science, Government Girls PG College, Rewa M.P. India

²Finance Control Department, Banta Furniture, Al-Dajeej, Kuwait

ABSTRACT

Make in India is the best innovative idea has been created by Indian Prime Minister Mr. Narendra Modi to develop Indian economy and infrastructure of the country in manufacturing sector. It will create a huge foreign investment for the country. The initiative taken for to create the job opportunities and increase the Gross domestic product of the country and competition in the developing world. Here we had shown a small study for make in India's response from around the world and vision of the make in India since it has been started.

KEYWORDS: Make in India, Foreign Direct Investment, Infrastructure of Indian economy, Small & Large scale of Manufacturing sector, Investments

INTRODUCTION

Make in India is an initiative of the Government of India to encourage multinational, as well as domestic, companies to manufacture their products in India, launched by Prime Minister Narendra Modi on 25 September 2014. The landmark initiative has made a tremendous impact on the investment climate of the country, and reflects in the significant growth of overall Foreign Direct Investment (FDI)

This initiative started in twenty-five sectors of the economy. These include- automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways, design manufacturing, renewable energy, mining, bio-technology, and electronics.^[1] The 35th edition of the India International Trade Fair held at Pragati Maidan in November 2015, had *Make in India* as its theme^(1, 2, 3, 4)

OBJECTIVES

- Focus on Job Creation, Skill Development and Enhancement.
- Hope to increase GDP growth and tax revenue.
- Focus upon the heavy industries and public enterprises while generating employment in India.
- To facilitate Investment and Foster innovation.
- Protect intellectual property and to built best-in-class manufacturing infrastructure
- High quality standards and minimizing the impact on the environment.
- To attract capital and technological investment in India.
- Over 1000 training centers would be open across India in next 2 years.

- Skill certification would be given to training process, a standard. Currently manufacturing in India suffers due to low productivity rigid laws & infrastructure resulting in low quality products getting manufactured.
- The e-biz portal would be launched which would be real time and available 24x7.

PRESENT RESPONSE

In January 2015, the Spice Group said it would start a mobile phone manufacturing unit in Uttar Pradesh with an investment of 500 crore (US\$75 million). A memorandum of understanding was signed between the Spice Group and the Government of Uttar Pradesh.⁽⁵⁾

In January 2015, HyunChil Hong, the President & CEO of Samsung South Asia, met with 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.⁽⁶⁾ In February, Samsung said that will manufacture the Samsung Z1 in its plant in Noida.⁽⁷⁾

In February 2015, Hitachi said it was committed to the initiative. It said that 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.⁽⁸⁾

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 centre.^(9,10) It is also in the process of setting up a Telecom hardware manufacturing plant in Chennai, the approvals of which have been granted by the central government.⁽¹¹⁾

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.⁽¹²⁾

In June 2015, France-based LH Aviation signed an MoU with OIS Advanced Technologies to set up a manufacturing plant in India to manufacture drones.⁽¹³⁾

In February 2015, Xiaomi began initial talks with the Andhra Pradesh government to begin manufacturing Smartphone's at a Foxconn-run facility in Sri City. On 11 August 2015, the company announced that the first manufacturing unit was operational and introduced the Xiaomi Redmi 2 Prime, a Smartphone that was assembled at the facility.⁽¹⁴⁾

Lenovo announced on August 2015 that it had begun manufacturing Motorola Smartphone's at a plant in Sriperumbudur near Chennai, run by Singapore-based contract manufacturer Flextronics International Ltd. The plant has separate manufacturing lines for Lenovo and Motorola, as well as quality assurance, and product testing. The first Smartphone manufactured at the facility was the 4G variant of the Motorola Moto E (2nd generation).^(15,16)

On 16 October 2015, Boeing chairman James McNerney said that the company could assemble fighter planes and either the Apache or Chinook defense helicopter in India.⁽¹⁷⁾

VISION

The aim is to take the share of manufacturing in the country's GDP from a stagnant 16% currently to 25% by 2022, as stated in the National Manufacturing Policy, and to create 100 million jobs by 2022. India had fallen to a lowly 134th rank out of 189 countries this year (three down from 2013) in the World Bank's Ease of Doing Business rankings. India is one of the world's fastest-growing economies.

The tenth-largest in the world by nominal GDP and the third-largest by purchasing power parity (PPP). India has been recording sustained trade deficits since 1980 mainly due to the high growth of imports, particularly of crude oil, gold and silver.

Receipts Exports during October, 2014 were valued at US \$ 12146 Million (Rs. 74505.99 Crore). Payments Imports during October, 2014 were valued at US \$ 5942 Million (Rs. 36449.42 Crore). The trade balance in Services (i.e. net exports of Services) for October, 2014 was estimated at US \$ 6204 Million.

On Independence Day 2014. Our Prime Minister, invited global companies to pick India to locate factories, promising to replace red tape with red-carpet welcomes. To make India break into the top 50 in the World Bank's ease of business index ranking from the current 134th position.

IMPACT

Make in India has already created a strong impact with tangible results:

- India is now 1st amongst the world's fastest growing economies (Source: International Monetary Fund).
- India is 1st amongst the world's topmost Greenfield FDI destinations, January-June 2015 (Source: Financial Times, FDI Markets).
- India is 1st amongst the 100 Countries in the growth, innovation and leadership index. (Source: Frost & Sullivan)
- India is 1st amongst the world's fastest growing economies in both 2016-2017. (Source: WESP Report 2016, United Nations)
- India is the 1st choice for technological MNCs to set up R&D centers outside their home countries. (Source: Zinnov Management Consulting Report)
- India is the 7th most valued nation brand in the world. (Source: Brand Finance)
- India is 1st amongst the world's most attractive investment destinations. (Ernst & Young – 2015 India Attractiveness Survey)
- India is now 1st amongst 110 investment destinations polled globally. (Foreign Policy Magazine, Baseline Profitability Index, 2015)
- India is amongst the top 10 investment destinations. (Source: World Investment Report 2015, UNCTAD).
- India's rank jumped 12 places on the 'Ease of Doing Business' 2016 list. (Source: World Bank).
- India moved 16 places on the Global Competitiveness Index 2015-16. (Source: World Economic Forum)

- India has recorded 35% Growth in FDI Equity Inflows. (Source: Department of Industrial Policy & Research)

CONCLUSIONS

Make in India attract the world for business in Indian soil with lowest labor cost & best quality of the product to be produced in the modern technology. India is one of the fastest growing economies in the developing countries and will get foreign direct investment through Make In India project. Make in India's vision is so vast and long lasting and got the good response around the world for set up manufacturing industries in India. It will help India to improve the GDP of the country and will create better living of life for everyone in the country. Through Make in India in upcoming years looking forward for bright future in manufacturing industry.

REFERENCES

1. "Look East, Link West, says PM Modi at Make in India launch". Hindustan Times. 25 September 2014. Retrieved 27 February 2015.
2. "India pips US, China as No. 1 foreign direct investment destination - The Times of India". *Timesofindia.indiatimes.com*. Retrieved 2015-10-01.
3. "India Pips China, US to Emerge as Favourite Foreign Investment Destination: Report - NDTVProfit.com". *Profit.ndtv.com*. Retrieved 2015-10-01.
4. "Pay-off time for Modi: India displaces US, China as the top FDI destination in 2015". *Firstpost*. 2015-07-29. Retrieved 2015-10-01.
5. "Spice Group announces Rs 500 crore investment to build mobile manufacturing unit in UP". DNA India. 28 January 2015. Retrieved 27 February 2015.
6. "MSME-Samsung Technical School to promote 'Make in India'". Business Standard. 15 January 2015. Retrieved 2 March 2015.
7. "Samsung launches new 4G phones, says still on top in India". The Indian Express. 17 February 2015. Retrieved 2 March 2015.
8. "Hitachi keen to push 'Make in India' programme". The Hindu. 16 February 2015. Retrieved 27 February 2015.
9. "China's Huawei makes \$170 million 'Make in India' investment". Reuters. 5 February 2015. Retrieved 2 March 2015.
10. "Huawei India opens new R&D campus in Bengaluru". Deccan Herald. 5 February 2015. Retrieved 2 March 2015.
11. Aman Sharma, *ET Bureau Jul 14, 2015, 06.08PM IST*. "Make in India: Chinese telecom giant Huawei to set up a unit in Tamil Nadu - timesofindia-economictimes". *Articles.economictimes.indiatimes.com*. Retrieved 2015-10-01.
12. "MPEDA keen on producing 'Make in India' shrimp seed". The Hindu. 1 February 2015. Retrieved 27 February 2015.
13. "French drone maker LH Aviation to Make in India now | business". *Hindustan Times*. 2015-06-19.

Retrieved 2015-10-01.

14. "#MakeInIndia: Xiaomi launches Redmi 2 Prime which is made in Andhra Pradesh". *The Indian Express*. 2015-08-11. Retrieved 2015-10-01.
15. Romit Guha, *ET Bureau Aug 18, 2015, 12.56PM IST*. "Make In India: Lenovo-Motorola starts making Smartphone's at Chennai plant - timesofindia-economictimes". *Economictimes.indiatimes.com*. Retrieved 2015-10-01.
16. "Lenovo starts manufacturing Smartphone's in India". *Livemint*. Retrieved 2015-10-01.
17. Boeing boost for Make in India, New Delhi: The Times of India, *TNN, 17 October 2015*.
18. <http://www.makeinindia.com/article/-/v/make-in-india-week-mumbai>.

