



Vivekanand Shikshan Sanstha's
**Vivekanand Arts,
Sardar Dalipsingh
Commerce & Science College**



Reaccredited by NAAC with 'A' Grade (3.36 point)
A College with Potential for Excellence
An ISO 9001-2008 Certified Institution



Proceedings of
UGC SPONSORED
National level Seminar on
***Emerging Trends in
Commerce & Management***

Dr. B. S. Solunke
Chief Editor

Dr. K. B. Laghane
Associate Editor



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New Voices Publication, Aurangabad.

ISBN : 978-93-82504-64-1

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A Study of Problems & Prospects of Make in India

Mr. Sangapal Prakash Ingle

Abstract:

Foreign direct investment is play a very vital role in the development of nation through increase in production, enhance competitiveness through transfer of domestic technology, also it generate employment opportunities. The main idea of "Make in India" is to make India as a "manufacturing hub", manufacturing super power in the world. And the world also see to India as a global economic powerhouse. It focuses on job creation &, skill enhancement, manufacture in India & sell products worldwide. It get well support from industrial leaders from India & abroad also. If our government continues Make in India campaign in systematic manner then definitely we will see the desired impact of it to make India as a Manufacturing hub".

Introduction:

India is a rich country in natural resources. Make in India is an initiative of the Government of India, which is encourage to companies to manufacture their products in India. "Zero Defect Zero Effect" is a slogan coined by Prime Minister of India; Narendra Modi which signifies production mechanisms wherein products have no defects and the process through which product is made has zero adverse environmental & ecological effects. The slogan object also is to prevent products developed from India from being rejected by the global market. Make in Maharashtra is an initiative started by the Government of Maharashtra state on the sidelines of the make in India initiative. The main aim is to create a business friendly atmosphere in Maharashtra by increasing ease of doing business as much as possible. Its target is to increase FDI & local investment in the region to further increase industrialization in Maharashtra.

Objectives of the Study:

- 1) To study of problems & prospects of Make in India.
- 2) To know the employment opportunities & skill enhancement under Make in India.

Research Methodology :

This study is based on secondary data. It is collected from books, Magazines, journals, articles, research papers, internet, agriculture reports, other publications, etc.

Needs of the Study :

The need of this study is to focus on problems & prospects of Make in India. It will contribute in the economic development of the nation.

Prospects & Problems of Make in India :

Prospects :

Make in India is an initiative of the Government of India to encourage multi-national, as well as domestic, companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014. India would emerge, after initiation of the programme in 2015, as the top destination globally for foreign direct investment, surpassing China as well as the United States. To our nation make as a "Manufacturing hub" through increase in investment, create favourable business environment, increase in production in India for this purpose Make in India campaign started by Government of India. This campaign was designed by Wieden & Kennedy. It focuses on skill enhancement & job creation in 25 sectors of the economy. These are -

1. Automobiles	2. Automobiles Components	3. Aviation
4. Biotechnology	5. Chemicals	6. Construction
7. Defence Manufacturing	8. Electrical Machinery	9. Electronic System
10. Food Processing	11. IT & PBM	12. Leather
13. Mining	14. Media & Entertainment	15. Oil & Gas
16. Pharmaceuticals	17. Ports	18. Railways
19. Renewable energy	20. Road & Highways	21. Space
22. Textiles & Garment	23. Thermal power	24. Tourism & Hospitality
25. Wellness		

The Indian government permitted 100% FDI in all the above sectors, except for space (74%), defence (49) and news media (26%). And the initiative also aims at high quality standards & minimizing the impact on the environment. It hopes to attract capital & technological investment in India. The Ministry of Defence is auctioning a 600 billion (IS\$8.8 billion) contract to design & build a fighting infantry combat vehicle in India. And this contract will be awarded in 2016. In Feb. 2016, Lockheed Martin stated that it was "ready to manufacture F-16 in India & support the Make in India Campaign", although it did not announce any time frame. Between September 2014 & November 2015, the government received 1.20 lakh crore (US\$18 billion) worth of proposals from companies interested in manufacturing electronics in India. 24.8% of smart phones shipped in the country in the April-June quarter of 2015 were made in India, up from 19.9% the previous quarter.

Problems: There are some obstacles in way of Making of India like inadequate infrastructure & lack of skilled manpower. India has a job problem. Millions of families depend on low productivity agriculture for a living as a result. RBI Governor, Raghuram Rajan says, in the economic survey for 2012-13, chapter on "Seizing the Demographic Dividend", He says, "While industry is creating jobs, too many such jobs are low productivity, non-contractual jobs in the unorganized sector, offering low incomes, little protection & no benefits. Service jobs are relatively high productivity, but employment growth in services has been slow in recent years."

A leading economist said the big challenge for 'Make in India' campaign would face constant comparison with China's 'Made in China' campaign. The China launched the campaign at the same day as India seeking to retain its manufacturing prowess. "India should constantly keep up its strength so as to outpace China's supremacy in the manufacturing sector," he noted.

According to Pankaj Kulkarni, director, JSW Cement adds, "In the last decade, the country's growth was mainly driven by the service sector and manufacturing had taken a backseat. This has resulted in engineers from the best engineering colleges and managers from the best management institutes joining the service sector and not manufacturing. The country on one hand stopped producing skilled technicians, but on the other, is flooded with unemployable university graduates. It is high time that our education system is reformed by introducing a dual education system & vocational schools in line with the German model," he suggests. India needs to make laws more business friendly related to labour, tax & land. Also improve its infrastructure & slash red tape for a manufacturing revival and for creating jobs for its largely unskilled workforce.

Conclusions:

The main idea of "Make in India" is to make India as a "manufacturing hub", manufacturing super power in the world. It focuses on job creation &, skill enhancement, manufacture in India & sell products worldwide. It get well support from industrial leaders from India & abroad also. If our government continues Make in India campaign in systematic manner then definitely we will see the desired impact of it to make India as a Manufacturing hub". Make in India is an ambitious project, but it is one that India desperately needs to kick start and sustain its growth momentum. With relentless policies towards this end, it is possible to make India the manufacturing powerhouse sector in the world. There is need to attract more & more domestic & foreign industrialists towards India.

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