

Modi's Make in India drive: Right Time to give a National Call to become Global Manufacturing Hub

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Abstract

Background: In the present scenario “economy” and other related phenomena have taken the centre stage, every area of society; be it politics, business or professional; revolves around the principles of economy. In this competitive world, realising the interdependence of the globe for economic survival, the potential of India to set up production units and easy access to skilled and unskilled labour in the country, Prime Minister Narendra Modi came up with the notion “Make in India”. **Objectives:** The objective of this research is to explore the feasibility of launching a national call to become global manufacturing Hub. **Method/Analysis:** The study is based on both primary as well as secondary sources of information. Secondary data is collected from case studies, articles, journals, newspapers and magazines. Primary data was collected through a questionnaire survey over a group of 300 people from Pune in the age groups of 18-28 years, 28-40 years and 40-50 years in the 1:1:1 proportion. Views of eminent personalities were also duly considered. **Findings:** At the end the researcher concluded that it is indeed the right time to roll out ‘Make in India’ initiative. According to survey analysis, majority of the population strongly believed that India is fully prepared to host such an initiative which may initially sound difficult but would definitely be paying huge dividends soon in the terms of employment, economic development and prosperity to the nation. Study also delved upon the challenges and threats before the country today and inferred that though on one hand we have major challenges confronting our ways, but none of these barriers are insurmountable. The population strongly believed that we are capable enough to overcome these hurdles and become a global manufacturing hub. Positive experiences in past like Mission Mangalyaan and the fact that India - a democracy with 1.29 billion populations and that too mainly dominated by the young population in the age group of 10 to 24 years with good economic status and literacy rate seems to have affirmed their faith. **Applications:** On one side where many people are calling Make in India drive just a hoax and results of some studies are also averse to its feasibility, the results of this empirical study conducted over a sample that understands the topic well would be big a respite and very encouraging for the people who want to trust this move. After all it is this faith of the population which will decide the success of this initiative.

Keywords: Economy, Feasibility of ‘Make in India’, ‘Make in India’, Potential of India, Production units

1. Introduction

It is a new national program designed to transform our country into a global manufacturing hub. It consists of series of offers designed to urge companies, local and global, to invest in India and make India a manufacturing powerhouse.

The objective behind this national program is to create jobs and enhance skills in 25 different sector

including automobiles, aviation, chemicals, IT and BPM, pharmaceuticals, construction, defense manufacturing, electrical machinery, food processing, textiles and garments, ports, leather, media and entertainment, wellness, mining, tourism and hospitality, railways, automobile components, renewable energy, mining, bio-technology, space, thermal power, roads and highways and electronics systems¹.

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1.1 Logo

The logo of this roaring move from Indian government is derived from India's national emblem. The wheel inscribed on the body of lion denotes the peaceful progress and dynamism, commemorating with the rich Indian past and culminating to a vibrant future. The prowling lion stands for strength, courage, tenacity and wisdom², showcasing the strong Indian values. Prime Minister Modi laid down proper foundation before launching this big national initiative.

1.2 Plans for Implementing 'Make in India'

The government first urged people to understand that "FDI" not only means "Foreign Direct Investment" but also "First Develop India". They also requested investors to look at India as a manufacturing hub and not just the market³.

It involves a step by step approach for successful implementation of the plan including creation of Invest India cell, consolidated services and faster security clearances, dedicated portal for business queries, interactions with the users/visitors, easing policies and laws. The mission has stringent requirement of ensuring that the goods have zero defect and zero effect (on environment).

Its success would purely depend upon the new companies & specially the startups. Our young entrepreneurs will have a vital role to play in this endeavor.

1.3 Background

At the time of independence i.e., year 1947, the socio-economic environment of the country was not very conducive for the economic growth of the country. Despite being an independent sovereign we were heavily dependent on west for the very basic things like food grains to petty industrial spare parts to heavy machineries. In



Figure 1. Make in India Logo.

Source: Make in India Official website: <http://www.makeinindia.com>

nutshell; the import list was far lengthier than the export list leading to balance of payment deficit and excessive external debt burden rendering sustenance of economy impossible.

1.4 Import Substitution

The then government did not give up and rather gave country the national call for import substitution through its five year plans. The practise involved substituting basic commodities that we imported with ones that could be locally manufactured.

A move criticised by many at that point of time did turn everything around. Dr. Kishore G. Kulkarni and Kip Jon Meister (2009)⁴, a distinguished economics professor, in his research paper, 'Trouble with Import Substitution and Protectionism: A Case of Indian Economy' wrote about how India committed a mistake by adopting the policy of import substitution. He and Mr. Kip Jon Meister, his co-author, talked about the state of Indian economy then and came to a conclusion that India acted far too early in adopting the then highly looked down upon policy of import substitution and that the state of the Indian economy would have been better than what it is currently, had the government waited and initiated the policy of import substitution and industrialization later. Dr. Kulkarni analysed the shortcomings of Import Substitution and Industrialization Policy but failed to look upon the benefits the country gained from the policy which clearly outweighed the negativities. Not only did the GDP of the country rise, but the FDI inflow also increased.

1.5 Green Revolution

In early 1950s India faced a huge food shortage due to an explosive boom in the population. The country's farmers were not able to meet the market demand for basic staple food products. These discrepancies lead to an inflation of prices causing majority of the population to be unable to afford food. To meet this crisis an initiative was put into place which came to be called the 'Green Revolution'⁵.

The revolution was a success with various things like bringing in land reforms, introduction of high yielding varieties, huge improvements in mechanisation etc. This revolution brought in huge technological innovations which were a necessity both during 1950s and in the recent times⁶. The green revolution worked simply because the citizens of India decided to do it. Nothing could deter us from reaching the mile stone despite serious challenges.

The country that was then struggling with high imports, which included even food grains, with the advent of Green Revolution became an exporter of food grains in a span of 8-10 years⁷.

1.6 Operation Flood

Moving on, in the 1970s, right after the Green Revolution had become a success, India felt a sudden need to stop the import of milk and its products as well⁸. Not having enough milk to even feed children and the elderly, Dr. Verghese Kurien, under Prime Minister Lal Bahadur Shastri gave a start to Operation Flood. Also known as the White Revolution, its primary aim was to ensure that India no longer imported milk and products and became self-sufficient. This white revolution marked history. It not only made India self-reliant but also the largest exporter of milk and milk products in the world. Though full of criticisms⁹ when it was launched, including such like that it was too soon to launch another revolution just after the success of green revolution and that the country did not have enough resources for another revolution, the White Revolution not only turned out to be a success but also bigger than expected breaking the records of Green Revolution and climbing greater heights¹⁰.

1.7 Make in India

The Make in India initiative by Prime Minister Narendra Modi has caught the imagination of the people all around the world. However, the idea has also earned attention of a good number of critics. Srirang Jha (2015)¹¹ was of the opinion that there is a possibility that 'Make in India' could be nothing more than just a slogan by the end of the day. He puts forth the point that the initiative shall be a failure because of India's current ranking in 'Ease of Doing Business Index' and other factors like persistent corruption and bureaucracy. He said even though the county is set to embark on 'Make in India', the road ahead is clouded by limited advantage that India has in the manufacturing sector when compared to countries like China and Brazil.

On the contrary Russel A. Green (2014)¹² illustrated the importance of Make in India to ensure job creation. The author, in this paper, did not just talk about the poor employment figures of the country with respect to the demographic dividend but also considered the national manufacturing movement as one that will heavily contribute towards the generation of employment.

Samridhi Goyal et al. (2015)¹³ in their paper addressed the impact of HR and Financial Services on the development of Manufacturing sector in India and overall Indian economy. They also suggested different technique and systems through which financial assistance could be provided to propel the manufacturing industry. They directed the attention to understand the importance of capitalizing human potential and forward new ways of enriching human resources which is essential for the growth of Manufacturing Firms all the while emphasizing the promotion of assistance of financial services and importance of tapping of human potential required for face-lifting the Indian Manufacturing Sector.

All these papers though employed a lot of statistics but lacked sufficient primary data backing. Unfortunately majority of the authors focused only on the one aspect of it. They did not cover the probable effects of the programme in entirety, which the researchers of this paper intent to do.

2. Objectives of the Study

The researchers through this paper have made an attempt to find out whether this is an appropriate time to roll out 'Make in India' initiative despite the fact that the country as per 2014 statistics is ranked low in the Ease of Doing Business Index and also that country bears a tough challenge from countries like China

To find out if India is presently capable enough to implement "Make in India".

2.1 Materials and Methods

The study is based on both the primary as well as the secondary source of information.

2.2 Data

Secondary information used in the study is collected from case studies, articles, journals, newspapers and magazines. Primary data was collected through questionnaire survey and in-depth interview.

2.3 Sample Size

Sample size for survey was 300 people selected from the city of Pune with a population of 6 million as per 2010 census. Sample included people from management, law, engineering and Economics background in the age group of 18 to 28 years, 28 to 40 years and 40 years to 50 years

in the proportion of 1:1:1. Views of eminent personalities were also duly considered.

The results of research are based on analysis and interpretation of the findings on the basis of graphic representation.

3. Result and Discussions

“Make in India” has already added a number of achievements and a boost in India’s global reputation. Nevertheless, the campaign being newly launched and one of its kinds, let’s try to understand the attitude of people towards it along with its feasibility.

3.1 SWOT Analysis

In the following text the authors have carried out a SWOT Analysis of the Country to understand the country’s level of preparedness to support MII (Make in India). The paper shall also analyse the SWOT of MII.

3.2 Strength of India

The success of “Mission Mangalyaan” (Mars Orbiter Mission, MOM) has left no doubt about the potential of India to handle moves like “Make in India. The visionaries of the campaign saw a lot of untapped potential in India’s resources at present to increase the contribution of the manufacturing sector in the economy. India is the second most populous country in the world, nevertheless when it comes to work force, we have around 78 Crore people as our human resource, which in fact is nearly equivalent to total combined workforce of USA, UK and China. But are we anywhere close to them in terms of manufacturing industry and employment rate, the answer is no. One idea is to create opportunities here so that this work force moves in right direction and there occurs no brain drain. This way, not only is the employment ensured but a larger chunk of the Indian population would move to a tax paying segment which in turn gives government more revenues, which will be further used to develop the nation.

The campaign also seeks to address the need to enhance skill development, which will provide for the enhancement of the global competitiveness of the Indian manufacturing sector, which will ultimately turn domestic companies into global champions.

All these goals are to be achieved by ensuring sustainability of growth, particularly with regard to environment.

Looking at the past sixty plus year’s sector wise contribution of GDP (1951 to 2014), as shown in Figure 1 and Table 1, we understand that the industrial sector is showing a gradual upward shift with little drooping down towards the last couple of years. If we compare the contributions of three major sectors viz. agriculture, services and industry for the past 60 years we will notice that Agriculture has come down to rank three from rank one, services have gone up to number one from 2nd rank earlier and the industry has also improved from number three to number two. Though the growth is not very satisfying and needs lots of effort, but the contribution of citizens of country will and especially the young entrepreneurs will make it happen. Indian population is also showing due concern towards environment through practicing green marketing¹⁴ and popularising concepts such as work from home¹⁵.

Responding to whether the three instances, i.e., ‘Success of Mission Mangalyaan - a morale booster’, ‘India today hosts world’s youngest population’ and ‘Industrial sector is showing a gradual upward shift’ represent strengths of India and show the potential of India to host an opportunity like MII, the sample in Table 2 revealed that ‘India today hosts world’s youngest population’, as a strength. According to Figure 2, close to 80% of the sample considers the above mentioned factors as the strength of India. With respect to India housing world’s youngest population as the strength, though only 56% strongly agreed to this as strength, a significant proportion i.e., 32% neither agreed nor disagreed with the statement. Statistics probably hint at the fact that it may work as strength if the youngest population gets proper avenues for acquiring education, skills and proficiency to contribute to the prosperity of nation in the form of entrepreneurial endeavours otherwise this big young population without proper education

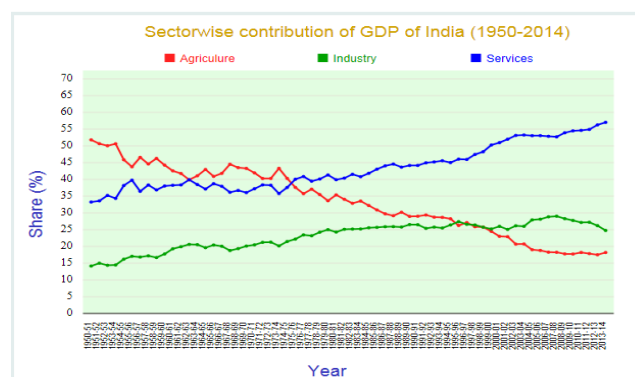


Figure 2. Sector wise contribution of GDP (1951–2014)²³.

Table 1. Sector wise contribution of GDP (1951–2014)24

Year	Agriculture & Allied		Agriculture		Industry		Mining & Quarrying		Manufacturing		Services	
	Current	04-05	Current	04-05	Current	04-05	Current	04-05	Current	04-05	Current	04-05
1950-51	51.81	51.88	45.48	41.83	14.16	16.19	0.75	1.84	10.51	8.98	33.25	29.54
1951-52	50.67	51.45	44.56	41.54	15	16.69	0.79	2.02	11.04	9.05	33.59	29.63
1952-53	50.05	51.61	44.43	42.08	14.38	16.22	0.83	2.01	10.54	9.1	35.22	29.71
1953-54	50.64	52.39	45.24	43.23	14.47	16.15	0.77	1.92	10.91	9.25	34.34	28.81
1954-55	45.86	51.73	40.41	42.63	16.2	16.77	0.85	1.92	12.05	9.49	38.18	28.94
1955-56	43.77	50.01	38.43	40.95	17.06	18.07	0.86	1.9	12.19	9.98	39.78	29.62
1956-57	46.58	49.89	41.19	41.06	16.84	18.56	0.87	1.89	12.16	10.15	36.44	29.31
1957-58	44.61	48.23	39.35	39.45	17.2	18.61	0.99	2.04	12.66	10.67	38.34	30.78
1958-59	46.27	49.34	41.05	40.8	16.69	18.49	0.95	1.95	12.09	10.41	36.87	29.79
1959-60	44.26	47.8	39.09	39.34	17.76	19.33	0.96	2.01	12.89	10.88	38.04	30.6
1960-61	42.56	47.65	37.45	39.41	19.3	20.09	1.04	2.16	13.71	11	38.25	30.19
1961-62	41.77	46.25	36.55	38.1	19.93	20.8	1.04	2.21	14.33	11.58	38.36	30.85
1962-63	39.89	44.39	34.9	36.51	20.61	21.76	1.17	2.43	14.88	12.17	39.91	31.92
1963-64	41.08	43.24	36.1	35.41	20.54	22.74	1.11	2.38	14.85	12.68	38.47	32.19
1964-65	42.96	43.9	38	36.31	19.64	22.57	1	2.24	13.97	12.6	37.15	31.64
1965-66	40.91	40.53	35.96	32.61	20.43	24.38	1.1	2.6	14.23	13.2	38.73	33.76
1966-67	41.81	39.56	36.79	31.54	20.06	25.01	1.05	2.63	13.67	13.17	37.95	34.45
1967-68	44.53	42.02	39.43	34.15	18.78	23.89	1.04	2.51	12.43	12.22	36.16	33.07
1968-69	43.52	40.88	38.24	33.17	19.35	24.41	1.06	2.52	12.75	12.57	36.71	33.71
1969-70	43.29	40.85	38.16	33.39	20.11	24.62	1.07	2.48	13.36	13.07	36.07	33.28
1970-71	41.95	41.66	36.88	34.16	20.48	23.62	1.05	2.2	13.7	12.74	37.22	33.26
1971-72	40.28	40.47	35.25	32.92	21.23	23.97	1.03	2.23	14.29	13.02	38.37	34.14
1972-73	40.28	38.56	35.17	31.16	21.29	24.92	1.01	2.37	14.44	13.57	38.27	35.25
1973-74	43.31	39.54	37.97	32.32	20.16	23.99	0.94	2.3	14.25	13.56	35.79	34.82
1974-75	40.31	38.49	35.14	31.07	21.47	24.05	1.15	2.38	15.56	13.8	37.6	35.84
1975-76	37.62	39.86	32.59	32.55	22.19	23.62	1.37	2.45	15.24	12.92	40.05	35.06
1976-77	35.75	37.09	30.84	30.19	23.45	25.35	1.46	2.51	15.69	13.88	40.86	36.23
1977-78	37.09	37.98	32.13	31.61	23.2	25.24	1.41	2.41	15.4	13.72	39.47	35.38
1978-79	35.47	36.83	30.43	30.55	24.26	25.58	1.43	2.34	16.5	14.61	40.12	35.77
1979-80	33.63	33.89	28.55	27.92	25.02	26.13	1.64	2.5	17.31	14.92	41.33	38.57
1980-81	35.39	35.69	30.2	29.82	24.29	25.66	1.71	2.62	16.18	13.95	39.92	37.65
1981-82	34.07	35.35	28.96	29.6	25.12	26.23	2.6	2.82	16.25	14.28	40.39	37.49
1982-83	32.88	34.25	27.79	28.72	25.19	25.85	2.87	3.06	15.88	14.33	41.53	39.03
1983-84	33.54	34.97	28.58	29.49	25.22	25.86	2.75	2.92	16.1	14.65	40.81	38.25
1984-85	32.21	34.17	27.36	28.79	25.57	25.88	2.75	2.84	16.11	14.69	41.83	39.04
1985-86	30.89	32.91	26.21	27.69	25.7	25.94	2.64	2.88	15.98	14.55	43.06	40.36
1986-87	29.74	31.42	25.12	26.44	25.89	26.3	2.76	3.1	15.84	14.71	44.05	41.62
1987-88	29.18	29.86	24.64	25.1	25.92	26.81	2.55	3.1	15.87	15.01	44.58	42.76

(Countined)

Table 1. Countined

1988-89	30.2	31.35	25.7	26.62	25.79	26.56	2.79	3.27	15.68	14.78	43.67	41.51
1989-90	28.97	29.89	24.53	25.18	26.53	27.1	2.67	3.32	16.41	15.16	44.17	42.58
1990-91	29.02	29.53	24.65	24.94	26.49	27.63	2.6	3.48	16.16	15.08	44.18	42.55
1991-92	29.39	28.54	25.16	24.02	25.4	27.33	2.47	3.55	15.21	14.51	44.96	43.91
1992-93	28.74	28.89	24.56	24.41	25.77	26.77	2.48	3.4	15.36	14.2	45.22	44.05
1993-94	28.68	28.24	24.46	23.83	25.5	26.73	2.48	3.26	15.32	14.59	45.57	44.76
1994-95	28.27	27.8	24.08	23.46	26.41	27.42	2.4	3.35	16.2	15.2	45.03	44.52
1995-96	26.26	25.73	22.39	21.65	27.4	28.44	2.28	3.3	17.3	16.36	46.05	45.69
1996-97	27.13	26.19	23.25	22.14	26.6	28.03	2.15	3.08	16.94	16.59	45.96	45.51
1997-98	25.89	24.47	21.98	20.59	26.41	27.95	2.33	3.24	15.85	15.91	47.45	47.53
1998-99	25.79	24.39	22.04	20.68	25.74	27.28	2.16	3.12	15	15.38	48.26	48.24
1999-2K	24.5	23.18	20.96	19.61	25.22	26.77	2.25	3.01	14.6	15.01	50.27	50.05
2000-01	23.02	22.26	19.43	18.71	26	27.25	2.29	2.96	15.31	15.46	50.98	50.49
2001-02	22.92	22.39	19.34	18.9	25.08	26.54	2.21	2.86	14.64	15.01	51.99	51.07
2002-03	20.7	20.13	17.26	16.72	26.17	27.39	2.69	2.98	14.87	15.44	53.13	52.48
2003-04	20.74	20.33	17.49	17.16	26.01	27.22	2.44	2.84	14.9	15.21	53.25	52.44
2004-05	19.03	19.03	16.04	16.04	27.93	27.93	2.86	2.86	15.25	15.25	53.05	53.05
2005-06	18.81	18.27	15.83	15.46	28.13	27.99	2.79	2.65	15.39	15.34	53.06	53.74
2006-07	18.29	17.37	15.3	14.69	28.84	28.65	2.7	2.6	16.06	16	52.87	53.98
2007-08	18.26	16.81	15.63	14.29	29.03	28.74	2.72	2.46	15.99	16.14	52.71	54.45
2008-09	17.78	15.77	15.21	13.36	28.29	28.13	2.64	2.36	15.43	15.78	53.93	56.11
2009-10	17.74	14.64	15.2	12.35	27.76	28.27	2.61	2.3	15.1	16.17	54.5	57.09
2010-11	18.21	14.59	15.78	12.42	27.16	27.92	2.83	2.25	14.8	16.17	54.64	57.48
2011-12	17.86	14.37	15.5	12.26	27.22	28.22	2.65	2.11	14.73	16.28	54.91	57.42
2012-13	17.52	13.95	15.1	11.85	26.21	27.27	2.37	1.98	14.07	15.76	56.27	58.79
2013-14	18.2	13.94	15.79	11.87	24.77	26.13	2.13	1.86	12.89	14.94	57.03	59.93

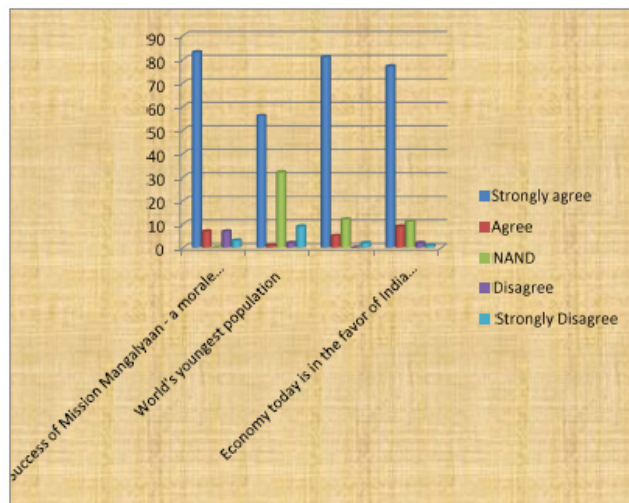

Figure 2. Strengths of India.

Table 2. Strengths of India

Statements	Strongly agree	Agree	NAND	Disagree	Strongly Disagree
Success of Mission Mangalyaan - a morale booster	83	7	0	7	3
World's youngest population	56	1	32	2	9
Economy today is in the favor of India thus MII is feasible	77	9	11	2	1
Industrial sector is showing a gradual upward shift	81	5	12	0	2

and direction may become a menace. This must be the reason for 32% people choosing to stay neutral and 9% strongly disagreeing with it. The other factors viz. Success of Mission Mangalyaan - a morale booster, Creation of opportunities due to Make in India call and the fact that Industrial sector is showing a gradual upward shift, have all been accepted as the strength by the sample. 'Economy today is in the favor of India thus MII is feasible', received 74% positive support.

3.3 Strengths of Make in India

The viability of MII (Make in India) has been taken care of by making its norms more investor friendly, cutting down red-tapism and introduction of counselling cells to expedite the investment process. A unit called 'Invest India' has been set up. The main focus of this department would be to make doing business in India easy by making all the approval processes simpler and resolving the issues in getting regulatory clearances within 48-72 hours so that clearances are fast^{16,17}.

Currently there are approximately 60 approvals required just to start a manufacturing unit in India which is then followed by series of intricate processes. Under Make in India 8- member expert panel will be formed with responsibility to interact with global investors, redress grievances and act as a help-desk, suggest reforms to central and state governments and resolve issues pertaining to government policy. The stipulation of 48 hours' deadline to resolve issues of anyone approaching this team brings accountability to this effort¹⁸.

On the basis of the secondary information in Table 3, the author tried to check the feasibility of MII in the opinion of sample which revealed the following table.

In Figure 3, if we look at the proportion of people disagreeing, whether strongly or not, we find that the percentages range from the minimum of 4% together to 11% together, hinting at the fact that some 89% to 96% of people are not disagreeing to the fact that these features are going to work. But at the same time the fact that the remaining 89 to 96 per cent of the population, who are not dissatisfied with the feasibility of these features of MII are not satisfied also. But a range of 58% to 70% of the population is for the features of MII trusting that the call is going to work. Another important thing to note is the fact that, a range of 20% to 33% of the population have voted for neither agree nor disagree option, revealing the fact that either these people are not aware of the concept of MII or are doubting the feasibility of the call.

Table 3. Strengths of Make in India.

	Strongly Agree	Agree	NAND	Disagree	Strongly Disagree
Investor friendly	47	11	33	5	4
Cutting down red-tapism	53	16	20	8	3
Introduction of counselling cells	66	4	22	4	4
8- member expert panel to redress grievances	65	5	25	4	1
48 hours' deadline to resolve issues	67	2	27	1	3

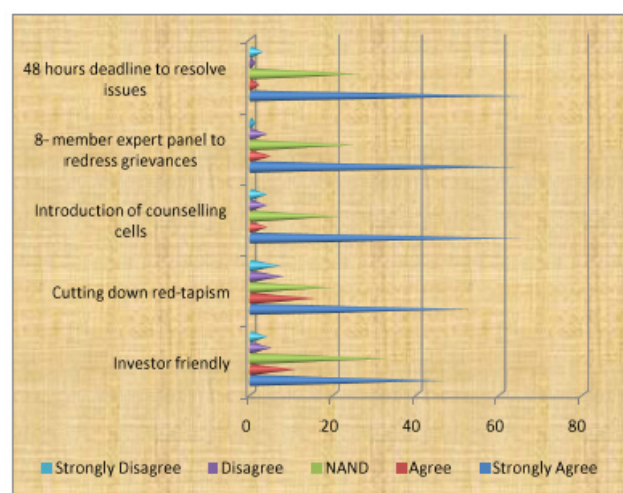


Figure 3. Strengths of Make in India.

Either of the cases calls for corrective measures i.e. if it's because of lack of awareness, then an intensive awareness drive explaining the need and significance of the call is a must. Lack of trust over the call may be because of the past experiences of people where people have seen big promises just as promises without any implementation later. This lack of faith of the people can only be won by step by step timely implementation of the call through the manner and ways as promised.

3.4 Weaknesses of Make in India

One of the biggest hurdles for the execution of this campaign is the existence of high corruption in India. There is a scarcity of honest implementation which prevents the achievement of goals.

Moreover, there is a serious shortage of skilled labor in India which may come in the way of its growth¹⁹.

The focus on export promotion measures appears to be unsustainable in the shorter as well as the longer run. Apart from these factors, the labour laws in India are not conducive to the goals of the campaign, and the government is facing criticism for not implementing the relevant laws.

There is not much in store for the technology based companies through the campaign. These companies still prefer to manufacture in China. Also, the requirement of entrepreneurship in all sectors is not collectively addressed. There is less Make for India in the Make in India campaign.

With this background researcher tried to study the response of population with respect to the perceived weakness of India today and arrived at Table 4.

In Figure 4, 'Corruption in India and stringent Labor laws in India' was accepted as the weakness. But, in Table 3, 56% strongly agreed and 18% agreed but with little intensity that 'Shortage of skilled labor in India' is not a weakness. One more thing that cannot be ignored here is the fact that where on one side 69% people are of the opinion that 'Scarcity of honest implementation' is a weakness of the country, 31% are neither agreeing nor disagreeing to it.

3.5 Opportunities of Make in India

Investors from a number of sectors, foreign countries, NRIs, even the Indian businessmen have started investing a lot more in the Indian markets. There has been a good amount of inflow of capital. Due to the boost in economy, India is now being seen as an important constituent of the global market. India has been ranked the

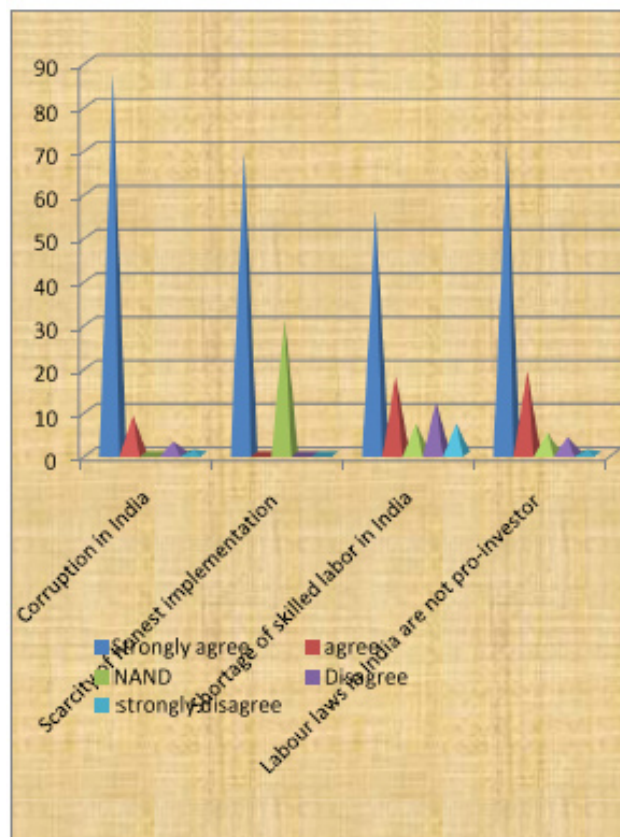


Figure 4. Weakness of Make in India.

no. 1 investment destination in the world as per the 2015 Baseline Profitability Index (BPI)²⁰.

The foreign relations with various countries have also improved. Many countries such as Australia²¹ and the USA have softened their stands, earlier there were prejudices and hostility. Many industrial sectors such as automobile, defence manufacturing, tourism, etc. have shown a positive growth in the last one year. The campaign provides a lot of opportunities for entrepreneurship, as the purpose of the campaign is to boost manufacturing. Make in India campaign has also increased the demand of both skilled and unskilled labour in India which has in turn increased employment. Prime Minister Narendra Modi has been trying to improve ties with the NRIs in an attempt to have more investments from the Indian origin entrepreneurs.

Here we must note that rather than any set of events actually being an opportunity it's important as to how do people perceive it. Their positive perception shows their faith and faith makes implementation easy.

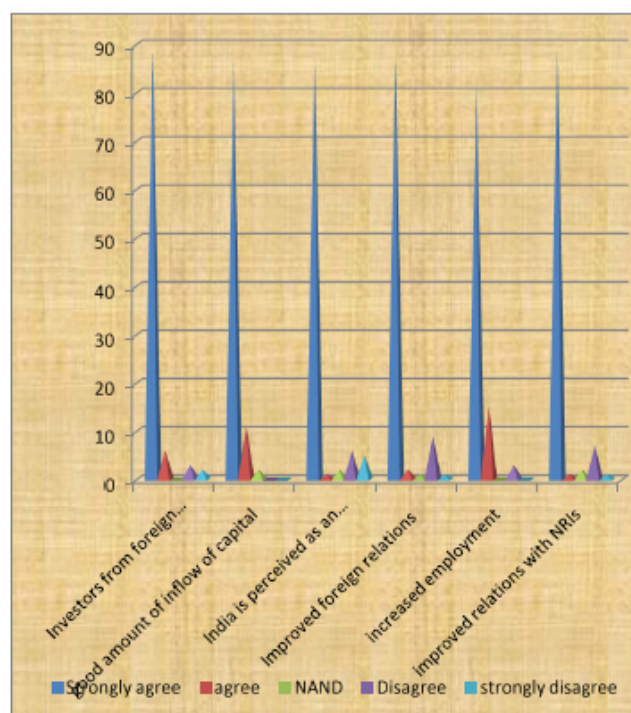
The responses of Table 5 and their graphical representation in Figure 5, confirm that even sample perceives these circumstances as opportunities thus

Table 4. Weakness of Make in India

	Strongly agree	agree	NAND	Disagree	strongly disagree
Corruption in India	87	9	0	3	1
Scarcity of honest implementation	69	0	31	0	0
Shortage of skilled labor in India	56	18	7	12	7
Labor laws in India are not pro-investor	71	19	5	4	1

Table 5. Opportunities of Make in India

	Strongly agree	Agree	NAND	Disagree	Strongly Disagree
Investors from foreign countries & NRIs have started investing in India	89	6	0	3	2
good amount of inflow of capital	87	11	2	0	0
India is perceived as an important constituent of the global market	86	1	2	6	5
Improved foreign relations	87	2	1	9	1
increased employment	82	15	0	3	0
improved relations with NRIs	89	1	2	7	1

**Figure 5.** Opportunities of Make in India.

implementation of MII under such a scenario should not be a problem at all.

Nevertheless, if the campaign keeps going the way it has been planned and structured, the future in on the brighter side.

India is an emerging economy in the global scenario. Many countries of Europe are undergoing economic recession and are desperately seeking new partners. India is the world's second fastest growing economy and hence has a brighter future as a business partner.

With the attempts of the Prime Minister in trying to improve the relations with the other economies of the world, the improved relations will help in higher investments, better business and better bilateral ties. We have signed nuclear deals with countries such as Australia which will help us in more power generation and hence the ease of setting up industries would be more.

In today's era, the consumers are better informed and their demands would be governing the market in the near future. Hence the setting up of the industries would be addressing both the customer demand and also the satisfaction.

3.6 Challenges and Threats

The challenges which the campaign is facing at present and might face in future are mentioned in Table 6.

Firstly, the "Made in China" label. Besides sheer scale, China is years, if not decades, ahead of India. According to International Monetary Fund and World Bank data, China's gross domestic product per capita is almost five times that of India²² and its manufacturing sector is 10 times.

Secondly, the existing rules and laws in India that govern the taxation and establishment of the ventures do

Table 6. Challenges to Make in India

	strongly Agree	Agree	NAND	Disagree	Strongly disagree
"Made in China" label	87	4	3	6	0
Existing taxation rules and laws in India not entrepreneur friendly	91	3	5	1	0
Insufficient energy resources to cater to the needs of the new industries	78	4	0	15	3
Land Acquisition Laws	71	0	5	22	2
Bad rank of India in "ease of doing business"	72	13	0	11	4

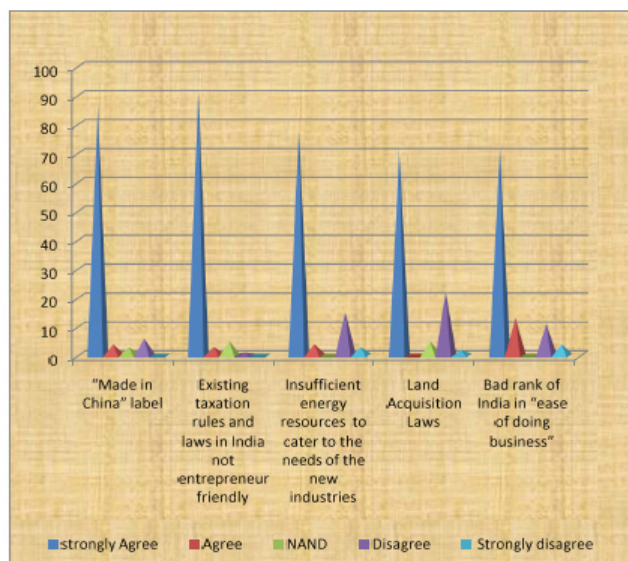


Figure 6. Challenges to Make in India.

not match the expectations of the entrepreneurs and are not too favourable to the foreign investors and entrepreneurs. These stringent laws impose many limitations and prevent the ease of business.

As per Figure 6, one of the most important factors in setting up industries and production units is the “energy and power” factors. Here in India we don’t have enough energy resources at present to cater to the needs of the new industries which could set up in India.

3.7 Land Acquisition Laws

Some of the provisions of these laws have still not been passed which would have been in favour of the industries to be set up. Until and unless there is ample availability of land and the permit by the law to utilise whatever is available, it is not possible for a number of industries and production units to set up.

Also, India’s rank in “ease of doing business” is poor and moreover has gone down to 142 from 134 last years.

The challenges mentioned above have duly been accepted as challenges by the population as is clearly being reflected by the Table at the end. These challenges should be kept in mind by the people who are involved in the process of translating MII to action.

4. Conclusion

Through the study, it is inferred that Make in India is certainly a challenging initiative to implement. The aims are

highly ambitious, but the campaign is one that India must kick-start and thus accelerates its growth momentum. The purpose is to increase the contribution of the manufacturing sector in the GDP of India, which is currently just 15%. ‘Make in India’ program represents an attitudinal shift in how India relates to investors; not as a permit-issuing authority, but as a true business partner. The businessmen who already have established manufacturing and production units in India, such as the CEOs of automobile industries such as Honda and Harley Davidson take the initiative on a positive note and see a bright future.

Finally, the key to success lies in the procedural aspect of the campaign; more or less the prospects and the timings for its launch appear perfect and highly optimistic.

Indian economy, demography and laws prove beyond doubts that India today is presently capable to implement Make in India

This move will create more jobs and will increase the tax paying potential of the citizens leading to generation of more revenues and thus will make available more funds for spending for the citizen’s welfare and economic growth of the country. All this will help India to hold a stronger position in the global scenario.

The researchers would like to bring to notice of the readers that if India, when it had an extremely slow growth rate and was stemmed with stagnation could make itself from being an importer of milk products to being the biggest exporter of it with the onset of white revolution then, thus the ‘Make in India initiative’ is nowhere near impossibility.

5. Recommendations

5.1 Government

The government will have to pay head to the challenges identified in the study here. They cannot ignore the fact that they are working under limitations i.e. they have weaknesses also and thus they should not ignore them. Government will have to ensure that the accuracy, speed and efficiency are the words they cannot ignore if they want to attract FDIs. As laid down in the charter of MII, they will have to implement these without any delays.

5.2 Young Entrepreneurs, Citizens and Corporate

The young entrepreneurs must make best use of this opportunity which is offering them a unique opportunity

to grow with the growth of the country in a win – win manner. The citizens and corporate of the country will have to have faith over themselves and understand that the wind in country is flowing perfectly in the right direction and they simply have to take a plunge and make best of it. The global citizens have to understand that India today is a fit place with respect to both human as well as non-human resources to become a manufacturing hub.

With the current growth rate and increasing inflow of FDI, this is the best time to rollout such a national initiative.

5.3 Limitation and Future Scope

The newness of topic was the biggest challenge and thus not much literature was available. Many people were not aware of the topic. Therefore, the sample was restricted to professors and students of professional colleges in Pune only. Others may carry out the similar research in other parts of India and with sample belonging to higher age groups ranging from 40 years to 60 years. Also, another topic of research could be the 'Invest India' unit exclusively.

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