

## A Study of Impact of “Make in India” Campaign on Indian Economy & Manufacturing Sector.

Mrs. Agrawal Nikita Kachrulal  
Research Scholar

### Abstract:-

*‘Make in India’ initiative was launched in September 2014 by the Government of India with the aim to promote manufacturing in India. As the name suggests, it calls on Industries, Entrepreneurs and small business houses to set up their manufacturing facilities within India. Make in India is an international marketing policy slogan given by the Prime Minister of India, Narendra Modi to attract businesses from around the world to invest and manufacture in India. This policy has been implemented to fulfill the purpose to create employment opportunities, Enforcement to Secondary and Tertiary sector, to enhance national economy, facilitate investment, foster innovation, Converting the India to a self-reliant country and to give the Indian economy global recognition.*

*Make In India which is the policy of PM Narendra Modi’s aims to make India the manufacturing hub of the world. The primary objective of this initiative is to attract investments from across the globe and strengthen India’s manufacturing sector. The “Make in India” initiative is based on four pillars, which have been identified to give boost to entrepreneurship in India, not only in manufacturing but also other sectors.*

**Keywords:-**(Make in India, Secondary and Tertiary sector, foster innovation, self-reliant. Manufacturing hub)

### Introduction:-

**P** rime Minister of India, Mr. Narendra Modi said while introducing the programme, at Independence Day speech from the Red Fort on August 15, 2014. “I want to tell the people of the whole world: Come, make in India. Come and manufacture in India. Go and sell in any country of the world, but manufacture here. We have skill, talent, discipline and the desire to do something. We want to give the world an opportunity that come make in India,” The focus of Make in India programme is on 25 sectors. These include: automobiles, aviation, chemicals, IT & BPM, pharmaceuticals, construction, defence manufacturing, electrical machinery, food processing, textiles and garments, ports, leather, media and entertainment, wellness, mining, tourism and hospitality, railways, automobile components, renewable energy, biotechnology, space, thermal power, roads and highways and electronics systems.

It is an initiative campaign run by the Government of India to cheer up multinational companies as well as domestic companies at national and international level in order to manufacture products in India. It is a big step taken by the government of India to reduce the level of unemployment faced by the youths of the country. This campaign is to lead India towards an effective destination as well as grow the Indian economy ahead. It provides a successful track of employment to the youths of country which will surely help in reducing the poverty level and other social issues in India.

- To understand the concept & Objectives of Make in India Initiative.
- To understand the impact of Make in India.
- To know the & Benefits of Make in India Campaign

### Research Methodology:-

For this research paper I have collected secondary data only. This data is collected from different websites, research journals, media, books, government reports etc.

### Aims & Objectives of Make In India Initiative:-

- ❖ First and most important objective is to convert India into a global manufacturing hub.
- ❖ To help create jobs and boost economic growth.
- ❖ Providing employment opportunities to youngsters
- ❖ To make healthy relationships with worldwide nations.
- ❖ To make India digital Country.
- ❖ Companies across the globe would be invited to make investment and set up factories and expand their facilities in India. Using India’s highly talented and skilled manpower to create world class zero defect products.
- ❖ To urge both local and foreign companies to invest in India.
- ❖ The initiative also aims at high quality standards and minimizing the impact on the environment.

### Objectives:-

### Advantages of Make in India:-

1. **Develop Job Opportunity:-**

One of the main purposes of Make in India Campaign is to provide Job Opportunities for as many people of India as possible. It has targeted the young generation of the country as its prime beneficiary. The investments in the targeted sectors, i.e. telecommunications, pharmaceuticals, tourism etc. will encourage the young entrepreneurs to come forth with their innovative ideas without worrying about the source of speculation. It will lead to the creation of many job opportunities. Around ten million people are expected to get jobs. An increase in investment will bring employment opportunities for the skilled labor force and this will form a job market.

2. **Attract More Foreign Direct Investment (FDI):-**

It will welcome more FDI. Since the government had promised to improve the ease of running businesses in India, many foreign Industrialist will start up their manufacturing in India which will help to attract many FDI.

3. **Boost India's Economic Growth:-**

The make in India campaign will lead to an increase in exports and manufacturing. An increase in exports will improve the economy and India will be transformed into a global hub of manufacturing through global investment using the current technology. Manufacturing will also boost India's economic growth and GDP.

4. **It will help to develop Rural Areas :-**

It is well-known, when a factory set up not only it improves a particular area, but also provides for the local people with employment, and due to that per capita income of the individual increases thus the quality of life and standard of living of the people will automatically enhance. Amenities like schools, hospitals, Roads, Railway connectivity, Infrastructure Facilities, Bridges, Electricity & water supply and other public conveniences will be developed for the betterment of the public.

5. **Attracting the Young generation:-**

As we know that there are many youths who are educated and skilled but are facing the problem of unemployment. Make in India is a boon for this people. These initiative helps to young generation of India to move out of the country in the hope of a better future. With the make in

India campaign, the youth will be attracted to stay in the country and contribute their creativity and new ideas for the betterment of the country and for better future of themselves.

**Impact of Make in India on Indian Economy:-**

Make in India policy Creates a policy to ease foreign investment, ease of business and management of intellectual property. This helps industries to develop their businesses in India. In turn, this helps create employment and to reduce the poverty of India. Exports from such industries help in contributing to our foreign exchange reserve. Most importantly, such an initiative helps bring critical knowledge about manufacturing and production into the Indian population.

This initiative, by Mr. Modi is like inviting the developing and developed countries to step up their branches in India and invest their money for the future of India. It's like inviting the countries to set up their companies in India and manufacture in the territory of our country.

This initiative has positive impact on India. when big and multinational companies will set up in India, it will help to increase the GDP of India. Almost every sector is capital-intensive and demands a lot of skill. So, with the more and more investment in these sectors, the main focus will be on increasing employment and the use of advanced technology.

**Impact of Make in India on Manufacturing Sector:-**

The prime motive of Make in India initiative is to strengthen the manufacturing sector. This policy mainly focuses on this sector just because there is a lot of scope of growth, employment, and contribution in the economy from this sector. This sector can create products which can be ecofriendly as well as they can reduce the negative effect on environment. Another main motive of the policy was to increase the employment in this sector. Since manufacturing is to be increased, then the employment opportunities will automatically rise up.

The poor and the unemployed will get a chance to get involved in this sector. The employment will generate income, and that, in turn, will increase the purchasing power of the people and will be helpful in reducing poverty and raising the standard of living of the people. If we produce goods which carry zero defects, then our exported goods are never returned to us.

**Findings:-**

❖ As we know that maximum population from our Country is busy in Primary sector

that is agriculture sector & the importance to industrial sector will impact our agriculture sector.

- ❖ Maximum focus to industrial sector will reduce our natural resource & may result in various types of pollution and its adverse effect on environment, health of general public etc.
- ❖ As the Initiative is to welcome Foreign Direct Investment (FDI) on large scale will affect our domestic & small entrepreneurs and which in turn will impact on our GDP.
- ❖ For fruitful result of the Campaign it is necessary to improve our infrastructure facilities.

**Suggestions:-**

- ❖ Skill development program:- This program should be organized for employees to upgrade their skill and knowledge so that we can produce new & innovative product which will result in for domestic players to stay alive in the market.
- ❖ Ease-up import restrictions:- This will help to import new technologies from other countries which will develop our Manufacturing Sector.
- ❖ Development of Infrastructure facilities:- As goods will be manufactured in the Industry but it requires good transportation system to transfer this goods all over the country.

- ❖ Good Salary packages:- As maximum of our educated & skilled youths are working for foreign countries due to their attractive packages. So it is necessary to motivate our employees by giving them good packages and incentives.

**Conclusion:-**

Make in India is an ambitious project, with an aim for sustainable growth of the country. Make in India is well recognized part of India's economic future. It remains an ingredient of economic affair but still many are not aware about its contribution to the growth. Make in India creates job opportunities and looks for overall development of India. "Make in India" mission is one such long term initiative which will realize the dream of transforming India into manufacturing Hub. Make in India scheme also focuses on producing products with zero defects and zero effects on environment.

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