



## MAKE IN INDIA: FROM THE REEL TO REAL

**P.SHILPA ROY**

Asst .Professor in MIPGS,  
Hyderabad,Telangana  
ms.shilparoy@yahoo.com

### **Abstract**

*MAKE in India is a strategy, conceptualized by Shri Narendra Modi, the Prime Minister of India on 25 September 2014 to attract investments from businesses around the world and make India the manufacturing Hub fostering innovation, intensify skill development, generate employment opportunities, preventing brain drain and making the use of internationally standardized technology affordable for INDIAN citizens. The main theme behind this paper is to highlight the role of HR in making "MAKE IN INDIA" campaign a destiny understanding that this government would achieve and turn the reel to a reality unlike the former governments who had a bureaucratic approach, lack of robust transport networks, and widespread corruption making it difficult for manufacturers to achieve timely and adequate production.*

**Keywords:** HR, MAKE IN INDIA, Skill development

### **Introduction:**

The head of the nation calls the youth -"Let' s resolve to steer the country to one destination. We have it in us to move in that direction. Come, make in India" , " Come, manufacture in India" . Sell in any country of the world but manufacture here. We have got skill, talent, discipline, and determination to do something. We want to give the world a favourable opportunity that come here, " Come, Make in India" and we will say to the world, from electrical to electronics, " Come, Make in India" , from automobiles to agro value addition " Come, Make in India" , paper or plastic, " Come, Make in India" , satellite or submarine " Come, Make in India" . Our country is powerful. Come, I am giving you an invitation." The aim is to take a share of manufacturing in country's gross domestic product from stagnant 16% currently to 25% by 2022, as stated in national manufacturing policy, and to create 100 million jobs by 2022. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. The sectors are Automobiles, textiles and Garments, Biotechnology, Wellness, Defence, Manufacturing, Ports, Food Processing, Mining, Media and Entertainment, IT and BPM, Pharmaceuticals, Renewable Energy, Roads and Highways, Railways, Thermal Power, Oil and Gas, Space, Leather, Construction, Aviation, automobile components, chemicals and Electronic System.

### **Objectives :The 6 E Strategy :**

- To provide a challenging **Environment**
- To create **Employment**
- To **Engage** the talented
- To **Empower** them
- Strive for **Excellence**
- Help become an **Entrepreneur**

### **Challenging Environment:**

Create a conducive Environment for the development of 65% population of the country which is less than 35 years of age – there is enormous manpower. We do not want to see any



company or enterprise leave India due to business constraints .An environment of trust will convince industry leaders of the government' s commitment to developing industry. FDI is a responsibility for the people and an opportunity for the global investors; FDI for Indians should be “ First Develop India” and Foreign Direct Investment for the investors. Only when India moves away from poverty will purchasing power in the country increase and when this happens the country will start to bloom as a grand huge market for industries.

**Employment:**

The movement away from poverty will come from increase in employment; employment will come only when we start developing the manufacturing sector in India. Investors are not attracted by incentives; investment will be attracted only by friendly policies and a secure environment. Ease of business is important for development; India has slipped low in the list of countries in terms of ease of doing business .Scrutiny and red tape should not create barriers for development; simplification of processes should be the focus and redundancy done away with the government needs to reassure investors of its effectiveness in promoting business and industry Skilled manpower mapped to the natural potential and creation of sustainable growth will be the focus of ‘ Make in India’ . Private-public partnership must be the basis of skills development in the country. “ Make in India” boosts manufacturing trade and economy. Over 10,000 training centers will be opened within 2 years. 10 million people will be employed. Make in India raises the share of the manufacturing sector in gross domestic product (GDP) from its current level of around 16 per cent to 25 per cent by 2022, and creating 100 million new manufacturing jobs over the same period.

**Engage the talented work force:**

After the indigenous development of Mangalyaan, a fillip for the talented HR in India which exhibits to the world the progress India has made in manufacturing processes, technology, science and innovation. Indian brain is immensely intelligent and talented but due to lack of ample and relevant job opportunities, excellent Indian talent is going abroad and working for companies outside Indian borders. And if India is converted to a Manufacturing hub and most preferred investment destination for domestic as well as foreign investors and manufacturers, it will create job opportunities for the immensely talented Indian youth. It is essential to tap, exploit and enhance the immense talent and potential of the work force available in India. Rightfully once said by the Walt Disney,“ You can create, design and build the most wonderful place in the world but it requires people to make that dream a reality.” Continuous investment in up gradation of their skills, knowledge and competencies is essential for an organization if it wants a guaranteed survival in the immensely competitive environment. The organization which does not understand the importance and talent of its human resource cannot withstand the competition. A motivated, up to date human work force will help an organization achieve its mission and vision. Various modern HR policies include performance and career management, development of various continuous improvement and learning programs. Focused on the up gradation of employee' s knowledge, skill and abilities, programs such as employee development should be promoted.

**Empower the youth :**

“ Dollar is not getting stronger, rupee is getting weaker and nobody else is responsible for the fall, except us.” The youth in the country should wakeup for consuming Indian made



products. Lot of money is spent on foreign exchange on products such as cosmetics, snacks, tea, beverages, etc. which are grown, produced and consumed here. In 1970 1\$ = Rs. 4 Today 1\$ = Rs. 68. A Cold Drink produced for 70-80 paisa sold at Rs. 9-10. Stop drinking them, Drink Desi – Lime juice, Lassi, butter milk etc instead of foreign drinks. Likewise start to use Indian made products in all needs. If we check most of the products we use, half of the things are foreign made. People use these foreign made products & Government has to pay in dollars for the same, thus value of rupee Decreases.

### **A call for Excellence:**

**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.**

**Zero defect:** Zero defects concept is a concept of *quest for perfection* in order to improve quality. Though perfection might not be achievable but at least the quest will lead towards improvement in quality. ZED has presented a model where the concept of quality has a holistic change from a tool for compliance to a source of competitiveness. Operationally, it is meant to evolve from a total dependency on inspection of the final product to correct defects, to a proactive process of improving processes like quality planning, product and process designing, optimum processes, efficient resource management, effective outsources activities and breakthrough outcomes. Along with a focus on quality of products and services, there is an equal emphasis on the elimination of impact on the environment through adequate planning at product and process design, pre-production (start-up activities), production and maintenance activities, post production (disposal after use) and outcome of environment performance. Overall, the net result is sustainable development.

The ZED scheme is an integrated and holistic certification system that will account for quality, productivity, energy efficiency, pollution mitigation, financial status, human resource and technological depth including design and IPR in both products and processes.

### **Fostering Entrepreneurship:**

Fostering entrepreneurship is a difficult task. A skill gap is the primary cause for a lack of finance for entrepreneurs looking to create their own small or medium-sized enterprises (SME) .Entrepreneurs, start-ups and SMEs developing and retaining talent can be especially difficult in developing economies where employees are often more willing to work for multi-nationals that can generally pay better and can be considered more prestigious.“ It’ s a greater challenge to find the right people at the right price with the right skills,” Once talent is found and instilled with the skills necessary to succeed, it should be empowered so that it feels it is linked to the business’ s success . At this Juncture the government is not calling its youth a job seeker any more but addressing them as job creators.



Addressing the gathering during the Startup India and Standup India event, Modi announced certain policies benefiting new entrepreneurs. Entrepreneurs have welcomed these initiatives with open hands and are expecting that these policies will fuel growth for Indian startups.

1. Now run your own business with ease
2. No Capital Gains tax for startups
3. Single point access
4. Special schemes for women entrepreneurs:
5. Bringing sector-specific incubators:
6. Startup profits not taxable for first three years
7. Patent fees for startups to be slashed by 80 per cent
8. Rs 10,000 cr fund for startups @ 2500 cr each year for the first 4 years.

### Research Methodology

Research Type: Descriptive Research

Data Source used: The present study is based on secondary data. Articles from Newspapers, Magazines and Journals ,the various related web-sites.

### Limitations of the study :

1. The study is based on published data and information. No primary data is being collected.
2. The objectives, nature and methods used to collect secondary data may not be appropriate to the present situation.
3. Secondary data may be lacking in accuracy, or they may not be completely current or dependable.
4. Time constraint remained the major limitation in the study
5. Biasness may exist

### **Conclusion :**

To take part in Make in India ,The first and the foremost concern for today' s youth is Education .Skill based education and practical learning in the curriculum should be strongly recommended. Helping youth to improve their employability by instilling soft skills also play a major role. Youth in India must know what they want and how they want because good and bad co-exist in the society. Youth have to speak out from the very beginning of their career and life that they won' t compromise and will adhere to ethical values. Display honesty even if you are not questioned or watched. Show fairness and transparency in whatsoever you do. This will bring change in you and your surroundings. The government of India has also taken number of steps to encourage the business climate as well investors. Keeping the above strategies let us strive hard to be the change agents and help the nation improve its economy



and thereby create a brand MAKE IN INDIA and move to the next level for growth and prosperity.

“ You must be the change you wish to see in the world.” -Mahatma Gandhi

**References:**

1. [http://www.ijar.org.in/stuff/issues/v2-i2\(5\)/v2-i2\(5\)-a002.pdf](http://www.ijar.org.in/stuff/issues/v2-i2(5)/v2-i2(5)-a002.pdf)
2. <http://trak.in/tags/business/2015/01/14/make-in-india-reality-illusion>
3. <https://www.linkedin.com/pulse/make-india-dream-reality-rajiv-aserkar>
4. <http://www.makeinindia.com/home>
5. <http://economictimes.indiatimes.com/news/india-unlimited/make-in-india>