



Make in India an Analytic Study of the Country's Technological shift for Transformation

Showkat Ahmad Dar^{1*}, Dr. Naseer Ahmad Lone²

^{1*}Research Scholar of Public Administration Annamalai University Tamil Nadu, India

²Assistant Professor Chandigarh University Punjab, India.

Corresponding Email: ^{1*}darshowkat41@gmail.com

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Abstract: India has long been an economic powerhouse, and today it's among the five fastest-growing economies. Several Make in India reforms led to this. The government's announcement of measures to boost the business environment in India has shifted the approach to governance. Make in India was introduced by Narendra Modi, India's prime minister, in 2014. The programme aims to increase India's manufacturing competitiveness and attract foreign investment. India's 100th rank shows that attempts to make it a manufacturing centre are paying off. India must overcome a few challenges to continue its winning streak. This article depicts and looks at the Make in India drive, which expects to change India into a monetary center point that draws in worldwide enterprises to contribute and create there. The examination uncovers its concerns, which upset its development. As a general rule, the review's discoveries support the production in India crusade, which means to make India a manufacturing hub. The data is assessed qualitatively utilizing the MAXQDA thematic software tool to arrive at on conclusion.

Keywords: Make in India; Technology; Investment; Projects; Manufacturing; Challenges.

1. INTRODUCTION

The famous Indian nobleman Swami Vivekananda reportedly predicted that India would lead the world in peace and progress in the twenty-first century. It appears that the moment is now. Honourable Prime Minister Narendra Modi has developed into a (Puneet Kaur 2020) change agent as a result of successfully implementing and practicing the Gujarat Model. He and his cabinet members have unveiled new policies and initiatives as a result of their electoral campaigns, in which they promised Indian citizens an open, responsible, and transparent government. India has suffered as a result of its huge debt load, rising imports, and high duty rates. After experiencing a high level of corruption, frauds, and lack of accountability, Mr. Modi created Make in India, a programme where he advocates for



producing and developing everything in India. India has perhaps of the most youthful populace. Make in India is a public drive that was sent off determined to make India a focal point of assembling until the end of the world. Youngsters who are inventive and ready to face challenges can without a doubt uphold the allure that was made by the Honorable Narendra Modi, the Prime Minister of India. It proposes different arrangements determined to draw homegrown and unfamiliar organizations to put resources into India and changing the country into a significant assembling center point.

The time has arrived, according to Prime Minister Narendra Modi, to demonstrate India's power to the rest of the globe. Recognize our demographic dividend and promote an educated India to the rest of the globe. Focusing on job creation and skill development in 25 economic areas is the initiative's main goal. High standards are also a goal of the campaign, as is reducing the environmental impact (Puneet Kaur 2020). Through this endeavour, money and technology investment are sought after in India. Wieden and Kennedy created the campaign. As part of the endeavour, a web portal and brochures pertaining to each of the 25 areas were made available to the public. Since the launch of this historically significant programme, the government of India has embarked on a series of initiatives to reform the system in order to create an atmosphere that will encourage manufacturing, design, innovation, and new business ventures. The economy of India is currently expanding at the quickest rate seen anywhere in the globe.

India's 8.7% growth rate is increasing, and it continues to be a growth hotspot in the middle of a global economic downturn. With numerous creative programmes like Make in India, Digital India, 100 Smart Cities, and Skill India, the Honorable Prime Minister has accelerated progress. The better business climate and economic expansion brought about by Make in India have had a significant influence. India-made products are a LION'S DIRECTION. On the one hand, this programme will spur manufacturing expansion, and on the other, it will directly assist the nation's youth by creating jobs.

2. RESEARCH OBJECTIVE

- To shed light on the meaning, objectives and nature of Make in India programme
- To explain and analyze the Make in India program, a technological shift for transformation.
- To demonstrate the challenges which come in the way of the Make in India Programme which hamper its growth?

3. METHODOLOGY

In the current examination, both ex post facto and analytic research is applicable. Because of this, the study is analytical and descriptive in nature. A combination of primary and secondary sources is used in the research. Secondary data was analyzed qualitatively using the thematic analysis tool MAXQDA. These secondary data sources included books,



websites, newspaper articles, various Indian reports, and several international journals and magazines. In addition, the research is based on personal observations.

4. DISCUSSION AND RESULT

The goal of this national initiative was to make the nation a centre for international trade because it provides appealing proposals for both domestic and international businesses. The goal of this initiative is to create a number of respectable and important jobs. Additionally, it offers skill development in practically every field to raise the status of the nation's youth. To lessen any kind of burden on investors, the Indian government is working really hard. As a result, a special web gateway has been set up to handle all inquiries from commercial companies. The reception to this website, www.makeinindia.com, is presently fantastic a particular back-end support group has been laid out by the public authority so reactions can be given in 72 hours or less. The public authority has picked almost 25 fundamental enterprises, including avionics, synthetics, IT, cars, materials, ports, drugs, cordiality, and the travel industry, health, and rail lines, to work for financial backers and start to lead the pack on the worldwide stage. The organization looks to help monetary development by resuscitating the striving fabricating industry. By rising the country's "Ease of Doing Business" positioning, the GOI likewise desires to captivate foreign companies to invest in and manufacture in the nation.

Long haul targets incorporate continuously changing India into a middle for worldwide assembling and furthermore further developing the business potential open doors accessible in that country. Why the public authority puts a high accentuation on modern creation. Apparently the assistance area has been the essential motor behind India's monetary development during the beyond twenty years. This strategy was powerful temporarily, and thus, the data innovation and business process reevaluating enterprises in India experienced significant extension. There was a typical statement that alluded to India as the "administrative center of the globe." Even while the commitment of the administrations area to the Indian economy arrived at 10.8 percent in 2022, it only accounted for 60 percent of jobs in the country. It was necessary to develop the manufacturing industry further in order to raise the number of available jobs. This is due to the fact that, given the demographic dividend in the nation, the services sector now has limited absorption potential. The bad state of Indian manufacturing is another justification for starting the campaign. Only approximately 16 percent of the Indian economy is made up of industry. Compared to our neighbours in East Asia, this is far lower. When it comes to products, there is a generalized trade imbalance. India's trade imbalance in products is only around one-fifth covered by the surplus in services. This trade deficit cannot be solved by the services sector alone.

The manufacturing sector must contribute. The government wants to entice domestic and international companies to invest in Indian manufacturing, which will boost that industry and create both skilled and unskilled jobs. Since no other industry appears to have such a significant multiplier impact on economic growth in a nation, it is important to concentrate on manufacturing. Since the manufacturing sector had more connections in the past, an increase in demand there fuels growth in other industries as well. This raises the level of living in an economy by creating more jobs, investments, and innovations.

A. Symbol

The endeavour is represented by a lion whose body is made out of clogs and which takes its design cues from the Ashoka Chakra. The roaring lion that appears in the company's emblem represents vigor and force, while the wheels that appear on the animal's body stand for innovation and forward movement. The administration has made significant progress toward its goal of lowering the rate of youth unemployment in the country through the implementation of this mission. This campaign was kicked off the day following the Mars Mission, when the Prime Minister needed to leave for his first trip to the United States. The start of this campaign had the intention of elevating the level of the manufacturing sector in India, which will unquestionably be beneficial to the economic growth of India.

LOGO OF MAKE IN INDIA PROGRAMME



Source: The CSR Journal (<http://thecsrjournal.in> Fig 1)

B. Initiatives for Make in India

Interestingly, the railroad, protection, military, and clinical gadget enterprises have been delivered more open to foreign direct investment (FDI). The programmed course presently remembers a 75 percent roof for unfamiliar direct interest in the safeguard business, up from 50% beforehand. The money serve, Nirmala Sitaraman, proclaimed the expansion in FDI official on May 16, 2020. The mechanized course has supported 100% FDI for projects including development and explicit rail framework. The Investor Facilitation Cell helps financial backers from the second they show up in India till they leave. This organization was established in 2014 to give financial backers administrations all through the venture cycle, including pre-speculation, execution, and post-conveyance. The public authority has taken endeavors to work on India's "Simplicity of Doing Business" score. India raised 23 focuses to 77th spot out of 190 countries in the World Bank's 2019 Ease of Doing Business review, giving it the most noteworthy score in South Asia. The Shram Suvidha Portal, the e-Biz Portal, and different drives have been sent off. The e-Biz gateway gives one-stop admittance to eleven taxpayer supported organizations expected to beginning a business in India.



Less licenses and allows are expected to begin a business. Changes are being made in property enrollment, charge installment, power association, contract implementation, and bankruptcy. Different changes incorporate permitting techniques, cutoff times for unfamiliar financial backer applications to get clearances, mechanization of the Employees State Insurance Corporation and the Employees Provident Fund Organization enrollment processes, reception of best practices by states in giving clearances, a decrease in the quantity of reports expected for products, and companion survey and self-confirmation to guarantee consistence. The public authority expects to further develop framework through PPP speculations. Expanded port and air terminal venture. Cargo hallways are additionally being created. Plans call for five modern courses started. These passageways are spread across India to speed up industrialization and urbanization through comprehensive turn of events. Ability India was sent off to support Make in India. This program intends to yearly train 10 million Indians. Make in India needs to prepare its enormous human asset. Just 2% of Indians have formal preparation.

The Make in India project has various objectives, for example, expanding producing area development to 12-14% yearly. By 2022, we will add 100 million new positions in the assembling area. By 2022, the assembling area's GDP commitment will ascend to 25%. Fostering the essential ranges of abilities among provincial transients and the hindered in urban communities to advance comprehensive development is key an expansion in the assembling area's mechanical complexity and homegrown worth creation. It is critical to have environmentally sustainable growth. The Indian manufacturing sector's global competitiveness.

C. Make in India – Schemes

Several programmes support Make in India. India's skills lead. This programme aims to train 10 million Indians each year. Make in India requires a competent workforce. Only 2% of Indians have formal training.

The second step is Startup India, a programme that fosters business creation, economic growth, and employment. Third, Digital India, this aims to make India a knowledge-based, digitally-enabled economy.

The Pradhan Mantri Jan Dhan Yojana is the fourth programme to learn more about Digital India (PMJDY). Financial inclusion is envisioned as a way to guarantee affordable access to financial services, such as banks savings and deposit accounts, remittances, credit, insurance, and pensions. To learn more about the Pradhan Mantri Jan Dhan Yojana, visit the linked article (PMJDY). The idea of smart cities is the fifth. The goal of this mission is to revitalize and transform Indian cities. Through a number of sub-initiatives, 100 smart cities are to be created in India.

Another programme that seeks to revitalize and improve cities is AMRUT. It intends to construct fundamental public facilities and improve the livability and diversity of 500 Indian cities. The Swachh Bharat Abhiyan and the journey both continue. India's cleanliness



as well as basic sanitation and hygiene are the goals of this project. The Sagarmala plan intends to expand ports and encourage port-led growth throughout the nation.

The creation of the International Solar Alliance is the biggest project in terms of solar alliances (ISA). The ISA is an association of 121 nations, the majority of which are sunny nations and which are entirely or partially located between the Tropics of Cancer and Capricorn. The advancement of solar technology research and development as well as the implementation of related legislation are the goals of this project being undertaken by India. The AGNII plan, whose acronym stands for "accelerating the growth of New India's innovation," was established to boost the innovation ecosystem of the nation. This was accomplished by linking individuals with one another and supporting them in the commercialization of their ideas.

D. Make in India: the Path to Advancement

The Goods and Services Tax (GST), which was implemented as part of the Make in India programme and streamlined the tax administration procedure for businesses, is one example of the key milestones that have been reached as a result of the project's efforts. The Goods and Services Tax (GST) has been beneficial to the "Make in India" campaign. The transition to digital culture is gaining momentum across the country. There are a variety of processes, such as the preparation of tax returns and the establishment of businesses that are now available online. This allows for operations to be streamlined and increased efficiency. Because of this, India currently holds a higher position in the EoDB index. All of the laws and regulations that are relevant to insolvency have been consolidated into a single piece of legislation known as the Insolvency and Bankruptcy Code 2016, which is the new insolvency code. Because of this, India's bankruptcy code is now in pace with the norms used internationally. As of the month of May in the year 2019, there were 356 million additional bank accounts that had been opened as a direct result of efforts to promote financial inclusion such as the PMJDY.

The advancement of FDI has been valuable to India's economy as estimated by the EoDB list. Expanding unfamiliar direct venture will prompt expansions in speculation, incomes, and business. Framework and network have acquired significant help because of projects like as Bharatmala and Sagarmala, as well as a few rail route foundation improvement programs. The Indian government chose to build the nature of computerized networks in country regions; in this way they established BharatNet as a telecom framework supplier. This is maybe the most aggressive country broadband task at any point embraced. As far as its ability to accumulate wind power, India is positioned fourth on the planet, and its ability to gather sunlight based energy is set 6th. As far as the limit of sustainable power sources previously introduced, India is today positioned fifth around the world.

E. Make in India – Advantages

"Make in India" has created new job openings and other benefits for India. It boosts GDP by promoting economic growth. More FDI means a stronger rupee. Small manufacturers will benefit from foreign investment. Other countries will bring cutting-edge inventions to India when they invest. The Mission's initiatives have increased India's EoDB



index ranking. Rural areas will flourish and prosper as production hubs and enterprises are established.

F. Is There Any Potentially Negative Connotation Associated with the Idea of make in India?

Every idea has a number of facets, some of which are positive, and some of which are negative. The concept of "Make in India" falls into this category as well. The agricultural sector will be overlooked because the majority of the Indian population depends on it as their primary source of income. This is because the "Make in India" campaign places a high demand on numerous industrial sectors as well as the development of new technology. The expansion of industrial sectors has a high demand on both land and water, in addition to other types of natural resources. At this time, India is not in a position to permit the wasteful depletion of natural resources in order to grow its industrial sectors. This is because India has not yet reached that point. The industrialists will employ the lands that are available for agricultural uses because plots are greatly necessary in order to create a certain industrial Sector. In addition, the path of everyday business people and aspiring business owners will come to an end. Due to the growing need for financial resources, the desire to seek assistance from franchisees will become increasingly urgent as industrial sectors continue to develop. It is only possible for worldwide private sectors to arrange for large amounts of capital to invest, and doing so will be in direct opposition to the objectives of the campaign. Additionally, there is a possibility that existing pollution will worsen as a result of the expansion of industrial sectors.

G. Sectors in focus

The public authority of India has laid out 25 need fields for advancement. The Indian government intends to support foreign direct investment (FDI) specifically region of the nation where the chance of getting such venture is higher. The improvement of these enterprises, as indicated by the Honorable Prime Minister Mr. Modi, would guarantee that individuals from everywhere the world would go to Asia, especially to India, in light of the fact that the country's majority rule conditions and predominant assembling made it perhaps of the best objective, especially when joined with the effective administration that his organization expected to execute. This affirmation was made by him similarly as the mission had begun. Cars, flying, synthetic substances, data innovation and business process the board (BPM), drugs, development, guard, fabricating, electrical hardware, food handling, materials and clothing, ports, calfskin, media and diversion, health, mining, the travel industry and friendliness, railroads, auto parts, environmentally friendly power, mining, biotechnology, space, nuclear energy, streets and interstates, and electronic frameworks are only a couple of instances of the numerous ventures that are represented.

H. Make in India: Obstacles

Despite the fact that the campaign has been successful in certain circles, there have also been critiques leveled against it. If the nation is going to attain the lofty goals that have been set by the establishment, then she is going to have to overcome a lot of obstacles. One of the many arguments against India is that it only possesses roughly sixty percent of land that is



cultivable. It is stated that agriculture suffers as a result of the emphasis placed on manufacturing. It is also capable of causing a disruption of agricultural land that is irreversible. It is also claimed that rapid industrialization might contribute to a loss of natural resources, even with the emphasis placed on "becoming green." The possibility exists that domestic farmers and small business owners won't be able to compete successfully against their overseas counterparts as a result of welcoming large-scale FDI. Because of the campaign's emphasis on the industrial industry, it may have unintended negative consequences for the environment. The overall level of quality of the country's physical infrastructure facilities is severely lacking, and the country is suffering as a result. It is essential, in order for this effort to be successful, to strengthen the infrastructure that is now available in the country while simultaneously working to alleviate concerns such as corruption at the most fundamental levels. Really at that time could the work at any point find success? In this sense, India can gain some things from China, which has emphatically expanded its portion of the global manufacturing industry, going from 2.6 percent during the 1990s to 24.9 percent in 2013. The development of China's actual foundation, which incorporated its railroads, motorways, power, and air terminals, in addition to other things, was finished in a somewhat short measure of time.

5. CONCLUSION

To be successful, a campaign must overcome multiple challenges at once. In India, political debates of all shades affect the industrial sectors. In India, many people lack the basic skills needed to further their careers and contribute to the economy. Indians struggle to complete work due to a lack of electricity. Underdeveloped infrastructure slows India's industrial sectors. Poor drainage systems in India make it difficult to remove factory-made poisons. Any marketing in India must be modified fast to succeed. This policy must promote growth and development to end India's unemployment. To reduce poverty in India, we must reduce youth unemployment. This programme will boost the country's economy. Thus, the country's social problems may be solved.

Make in India has revitalized India's IT and BPM industries. Even as global IT investment slows, the Indian IT-BPM industry continues to flourish. India's global sourcing market share is growing. India is becoming a digital powerhouse with its skills and capabilities. Start-ups are reinventing India's innovative capacity. Consistent domestic market growth can be accelerated by implementing described efforts. It shows that India's IT and BPM industries will reach their goals by 2025. Future growth, diversity, and influence of the Indian IT industry may require several direct and indirect indexes. Expanding industrial growth is vital if India wants to become a high-income economy. Services alone won't get us there.

We must also educate the youth. "Make in India" might convert India into a manufacturing hub, but the government must put its ideas into action. Despite grandiose policy declarations, little has changed in India's manufacturing sector. According to the 2012 National Manufacturing Policy, manufacturing's GDP share will climb to 25% by 2022. Medium-term, it hoped to boost industrial growth to 12–14%. In 2015, most observers say



the goal of increasing manufacturing's share of the GDP to 25% is unattainable due to the industry's slow growth. Politicians should heed opponents like Raghuram Rajan. They shouldn't adopt the "jeans" mentality to escape underdevelopment. Instead of emulating China, we should learn from its experience and apply the lessons to India and the world.

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Conflict Of Interest Statement

The authors affirm that they have no known financial or interpersonal conflicts that would have appeared to have an impact on the research presented in this study.

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