

MAKE IN INDIA - INCEPTION OF A BRAND

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Abstract

Make in India is a brand launched by the Indian Prime Minister Sri N. Modi. Under this brand many sectors have been included where production, manufacturing and development is possible. For this initiative the government has already taken a lot of initiatives and the first phase of work is supposed to be completed by 2019. The objectives include conversion of India into a manufacturing hub. The benefit of this project includes earning of foreign exchange, attracting FDI, apt use of unexplored resources, etc. Through this study the present journey of the brand make in India is examined with the help of secondary data.

Key Words: Brand, Goods, Investment, Manufacturing, Resources

Introduction:

"Brand refers to a name, term, symbol or design or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of the competitors."

A brand name should be short and simple, appropriate, versatile, economical and easy to produce. Make in India is also a brand name launched by the prime minister of India, Sri Narendra Modi for marketing the Indian produce in international market on September 25, 2014. It is still in a nascent stage of development and the work under this policy is continuing in full swing. The logo of make in India is a roaring lion which is made of industrial wheels and other machinery parts. Wheel denotes peaceful progress and dynamism. The lion is described as "vibrant and dynamic". Since time immemorial, lion has been the official symbol in the emblem of India" and it stands for "courage, tenacity and wisdom — all Indian values". The logo is designed by Wieden & Kennedy.

Another slogan which is coined by Prime Minister of India, Sri Narendra Modi is "Zero Defect Zero Effect" which signifies production mechanisms wherein products have

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no defects and the process through which product is made has zero adverse environmental and ecological effects.^[28] The slogan also aims to prevent products developed from India from being rejected by the global market. The people of Japan are using a technique called Total Quality Management, which tries to improve the quality of the product from all aspects. Another technique being discovered and coined by Bill Smith of Motorola company is the Six Sigma which tries to eliminate defects in the manufacturing process upto 3.4 DPMO. (Defects Per Million Opportunities). These techniques did yield a lot of success in their respective fields. Thus applying it in the manufacturing and production process in India too will yield success. The zero defect slogan is assisting in making the Make in India brand a more prominent one. For supporting the international campaign the government of India has made a wide plan regarding classification of various products, construction of infrastructure, training manpower, inviting investments, bringing changes in policies, etc.

Research Methodology: The study is based on secondary data collected from papers and journals, websites. It is a descriptive study.

Objective: To know the present status of Make in India campaign.

The current scenario of India is as follows

- * **Agriculturally dependent:** Until recently India has been an agriculture based economy. In India we find the number of people inclined towards farm, farming and related jobs to be more. In such an environment bringing transformation to take up manufacturing products is a massive task.
- * **Less exports:** The type of products which are being exported out of India consists of semiprecious stones, mineral oils, organic chemicals, pharmaceutical products, electrical machinery and parts, footwear, etc. The quantum of export of these items is very less in comparison to the world exports. An immediate increase in the quantum of exports is an urgent need so as to earn foreign currency.
- * **Lack of Professional skills:** India possess manpower both man and women. The younger age group population is more in India which is a very strong factor to initiate the process of industrialization in the country. But, there is a dearth of professional skills in India. Although skill development initiative had been initiated by the government, but this initiative is yet to gather momentum.
- * **Unutilized Resources:** India possesses a lot of unutilized resources. These resources include natural, human, mineral, biotic, abiotic, etc. But these resources are not harnessed to the fullest extent. To use the various resources like money, materials

Role of MGNREGA for Empowering Rural India

and machine, man is required which is available in abundance but they are direction less. The energy of human resource has to be channelized in the right direction.

- * Unsupportive socio-cultural factors: The Indian traditions, values and culture does not support many issues which are accepted well in the global arena. This backwardness, change in mindset and perception of people can play a dominating role in the path of India's development.
- * Huge population: The uncontrolled population growth is one of the major reason of hindrance in the growth and development of India in industrial front. The human resource power should be guided and channelized in the right direction for the calculated growth of the country.
- * Unemployment: The mindset of Indian population is such that engaging oneself in service is a work worth respect and status. But someone engaging in business activities is not a profession of respect. Especially in the North Eastern part of India this mindset prevails. So the youngsters are least interested to start business. They wait to get employment and work under somebody which results in the increase in unemployment level. Indirectly, affecting country's development.

Solution to all problems :

The idea of Make in India is the solution to all problems. If this campaign succeeds the benefit which is to be derived from it is abundant and for a long term period.

The objectives of Make in India are as follows:

- * Transformation: Transform India into a Manufacturing Hub
- * Employment: Generation of Employment

The aims of Make in India are as follows:

- * Laws: Eliminating the unnecessary laws and regulations
- * Project clearance: Time-bound project clearances through a single online portal

The make in India campaign includes the following sectors:

Automobiles, Automobile Components, Aviation, Biotechnology, Chemical, Construction, Defence Manufacturing, Electrical Machinery, Electronic Systems, Food Processing, IT and BPM, Leather, Media and Entertainment, Mining, Oil and Gas, Pharmaceuticals, Ports, Railways, Renewable Energy, Roads and Highways, Space, Textile Garments, Thermal Power, Tourism and Hospitality, Wellness.

Updates about a few sectors are as follows:

SPACE:

- * **Reason to invest**-India's space programmes are cost-effective
India's space program has launched 40 satellites for 19 countries. With ISRO undertaking the development of technologies & interplanetary exploratory mission, there is a scope in contribution to realization of operational mission and new areas.
- * **Growth Driver**-The Indian Space Research Organization
- * **FDI Policy**-FDI up to 74% is allowed in satellites- establishment and operation, subject to the sectoral guidelines of the Department of Space/ISRO.
- * **Sector Policy**- Satellite Communication Policy

THERMAL POWER:

- * **Reason to Invest**-Government is targeting a capacity of 88.5 GW during 2012-17 & 86.4GW during 2017-22.

Growth Drivers

- * Expansion in industrial activity
- * A growing population
- * Increasing market penetration and per-capita usage
- * Large capacity additions (174.9 GW) are targeted upto 2022.

FDI Policy

- * 100% FDI is allowed in the power sector

Sector Policy

- * Electricity Act 2003 & National Tariff Policy 2006

WELLNESS

Reason to Invest

- * Indian system of medicine & homoeopathy are widely recognized for their holistic approach to health & capability for meeting health challenges.
- * 2nd largest exporter of Ayurvedic and alternative medicine in the world.
- * The sector is growing at 20% every year

Growth Drivers-Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy

- * Central Sector Scheme for promotion of International Cooperation
- * **FDI Policy**-100% FDI is permitted in the AYUSH sector.

Sector Policy

- * The National Rural Health Mission
- * National Policy on Indian Systems of Medicine & Homoeopathy – 2002.

MEDIA AND ENTERTAINMENT

Reason to Invest

- * India has a large broadcasting & distribution sector, comprising 800 TV channels, 6000 multi-system operator, 7 DTH operator.
- * 3rd largest TV market in the world, 800 TV channels.
- * Total market size of Indian entertainment industry growing every year

Growth Drivers-Television

FDI Policy-Broadcasting Carriage Services, Broadcasting Content Services

Sector Policy-The Cable Television Networks (Regulation) Amendment Act

AUTOMOBILE

Reason to invest

- * By 2015, India is expected to be the fourth largest automotive market by volume in the world.
- * 2.15 million vehicles produced by 2013-2014

Growth Driver

- * Two-wheelers and three-wheelers are projected to expand at a CAGR of 9% between 2013-20.

FDI

- * Automatic approval for foreign equity investment up to 100% with no minimum investment criteria.

AUTOMOBILE COMPONENTS

Reason to invest

- * 4th largest steel producer in the world
- * 2nd largest steel producer by 2015

Growth driver

- * Geographically closer to key automotive markets like the ASEAN, Japan, Korea & Europe.

FDI

- * 100% foreign equity investment in auto components manufacturing facilities.
- * Establishment of automotive training institutes and auto design Centre's, special auto parks
- * OIL & GAS

Reason to invest

- * 4th largest consumer of crude oil and petroleum products in the world.
- * 2nd largest refiner in Asia.

Growth driver

- * New Exploration Licensing Policy and the Coal Bed Methane Policy have been put in place to encourage investments
- * Oil imports constitute over 80% of India's total domestic oil consumptions of May, 2014.
- * IT sector

Reason to invest

- * The IT sector constitutes 8.1% of the country's GDP and contributes significantly to public welfare.

Growth driver

- * The sector includes 600 offshore development centres (ODCs) of 78 countries.

Sector policy

- * National Policy on Information Technology 2012 aims to increase revenues of IT industry to USD 300 Billion by 2020 and expand exports to USD 200 Billion by 2020.
- * Allocation of INR 5 Billion for launching a pan-India programme – Digital India and a national rural internet and technology mission for services in villages and schools, training in IT skills and government service delivery and governance scheme.

Live Projects

- * The project is featured in KPMG's 100 Most Innovative Global Projects.
- * Delhi-Mumbai Industrial Corridor (DMIC) and it utilizes the 1,483 km-long, high-capacity Western Dedicated Railway Freight Corridor (DFC) as the backbone.
- * Twenty four manufacturing cities are envisaged in the prospective plan of the DMIC project

Future of Make in India:

The concept of make in India tries to give benefit to many different industries, parties and countries. The flagship feature of this concept is the inclusion of many sectors under a single head. This concept is still in a nascent stage. But the pace of work indicates a favorable outcome in the upcoming years. Although the gestation period of make in India is very long yet time will dictate its success.

