

MAKE IN INDIA: A KEY FOR ESTABLISHMENT OF NEW INDIA

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ABSTRACT

Make in India campaign is aimed to make the country a manufacturing hub that will help boost jobs and growth. This will help revival of investment cycle in Asia's one of the largest economy. The manufacturing sector is required to play a crucial role for Indian economy to achieve its role of employment generation and economic development of the country. India is second largest populous country in the world with 1.2 billion population strength. To cover up this large population, there exists large potentiality of job market in India. This study will attempt to study the objectives and efforts being made by Indian Government. The study also assesses the initiatives, bottlenecks and effectiveness of Make in India campaign and the achievement so far.

Keywords: *Make in India, Employment Generation, Business Growth, Population Growth.*

Introduction

Make in India is an initiative of the Government of India to encourage multinational as well as domestic companies to manufacture their products in India. It was launched by Honourable Prime Minister of India, Mr. Narendra Modi on 25 September 2014. The Government of India's development strategy has been to establish a socialistic pattern of society through economic growth with self reliance, social justice and alleviation of poverty. India initiated planning for national economic development with the establishment of planning commission. Make in India is a national programme designed to transform India into a global manufacturing hub. The initiative aims at high quality standards and minimising the impact on the environment. This programme will play a significant role in the growth development and industrialization of the economy. It's a flagship initiative of the government of India intended to build a strong eco system for nurturing innovation.

Manufacturing currently contributes just over 15% to the national GDP. The aim of this campaign is to grow this to a 25% contribution as seen with other developing nations of Asia. In the process, the government expects to generate jobs, attract much foreign direct investment, and transform India into a manufacturing hub preferred around the globe. The logo for the Make In India campaign is an elegant lion, inspired by the Ashoka Chakra and designed to represent India's success in all spheres. The campaign was dedicated by the Prime Minister to the eminent patriot, philosopher and political personality, Pandit Deen Dayal Upadhyaya who had been born on the same date in 1916

Objectives of Study

This is conducted with the following objectives:

- To present the overview of Make in India campaign.
- To find out the major initiatives taken by the government of India to make the campaign successful.
- To identify the major bottlenecks in the implementations of the Make in India.
- To assess the major achievements of the campaign so far and their contribution in Indian economy.

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Research Methodology

This paper seeks to explore the opportunities and challenges of Make in India campaign for investors, the Indian Economic, and its advantages. For the fulfillment of the objectives of the study we have undertaken the exploratory research. I have gone through several websites, news groups and official blogs including official website of Make in India. I have also critically analyzed the various official articles, government report, schedules and literature review in order to assess the initiatives and their impact. This study is mainly based on the secondary data. This study is descriptive and conceptual in nature.

Initiatives of Government of India

- Invest India cell
- Consolidated services and faster security clearances.
- Dedicated portals for business queries.
- Easing policies and laws.
- Interaction with the users and visitors.
- The Companies (Amendment) Act,2015.
- An Investors Facilitation Cell
- The Department of Industrial Policy and Promotion
- Protecting Minority Investors

Opportunity

For the Make in India campaign, the government of India has identified 25 priority sectors that shall be promoted adequately. These are the sectors where likelihood of FDI (foreign direct investment) is the highest and investment shall be promoted by the government of India. On the campaign launch, the Prime Minister Mr. Modi said that the development of these sectors would ensure that the world shall readily come to Asia, particularly to India where the availability of both democratic conditions and manufacturing superiority made it the best destinations, especially when combined with the effective governance intended by his administration.

Automobiles	Food Processing	Renewable Energy
Automobile Components	IT and BPM	Roads and highways
Aviation	Leather	Space
Biotechnology	Media and Entertainment	Textiles and garments
Chemicals	Mining	Thermal Power
Construction	Oil and Gas	Tourism and Hospitality
Defence manufacturing	Pharmaceuticals	Wellness
Electrical Machinery	Ports	
Electronic Systems	Railways	

Further, the following decisions taken by the Government of India have paved way for boosting 'Make in India' progress:

- GST has relaxed the procedural system involved in tax and also aided in reducing the production costs.
- In the recent past, digitization has taken the centre stage. The birth of the company and its survival has been made easier by a seamless online system.
- The new Insolvency and Bankruptcy Code has your back during your rainy days by a robust restructuring mechanism.
- Schemes like Jan Dhan Yojana and Prime Minister's Jan Dhan Yojana aim at financial inclusion of all the citizens.
- Liberalization of Foreign direct investment has been brought about an increase in the inflow of funds and has also helped in making India an open economy. The after effects are sure to be positive due to job creations.
- Connectivity is key to expand the businesses. The Sagarmala programme and Bharatmala Pariyojana Programme are trying to achieve the same.

Major Achievements

The status of individual sectors under Make in India scheme

Name of the Sector	About the sector	Incentives offered/Programs Launched	Progress so Far (Based on Latest Reports)																						
Automobile and Automobile Components	India is the largest manufacturer of two-wheelers, three-wheelers, and tractors in the world. India has a competitive cost advantage over its counterparts. We also have a pool of masterminds who are serving worldwide as a strong workforce	<ol style="list-style-type: none"> 1. Faster Adoption and Manufacturing of Hybrid and Electric vehicles (FAME) and National Electric Mobility Mission Plan 2020 (NEMMP) has been launched to promote electric cars. 2. National Automotive Testing and R&D Infrastructure Project (NATRIP) centres are set up 3. 100% FDI under automatic route subject to all applicable regulations and law is available 	<p>The top players have inaugurated manufacturing units namely:</p> <ol style="list-style-type: none"> 1. ISUZU motors in Sri City Andhra Pradesh 2. Tata Motors & Fiat jointly have opened up in Ranjangaon, Pune 3. Suzuki Motors in Ahmedabad 4. Mercedes Benz In Chakan <table border="1"> <thead> <tr> <th>Rise in Automobile</th> <th>Percent age</th> </tr> </thead> <tbody> <tr> <td>Production</td> <td>2.60%</td> </tr> <tr> <td colspan="2">Domestic sales:</td> </tr> <tr> <td>Passenger vehicles</td> <td>7.24%</td> </tr> <tr> <td>Commercial Vehicle</td> <td>11.51%</td> </tr> <tr> <td>Three-wheeler</td> <td>1.03%</td> </tr> <tr> <td>Two-wheeler</td> <td>3.01%</td> </tr> <tr> <td>Exports</td> <td>1.91%</td> </tr> <tr> <td colspan="2">Rise in Automobile Components</td> </tr> <tr> <td>Turnover</td> <td>8.80%</td> </tr> <tr> <td>Exports</td> <td>22%</td> </tr> </tbody> </table>	Rise in Automobile	Percent age	Production	2.60%	Domestic sales:		Passenger vehicles	7.24%	Commercial Vehicle	11.51%	Three-wheeler	1.03%	Two-wheeler	3.01%	Exports	1.91%	Rise in Automobile Components		Turnover	8.80%	Exports	22%
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Aviation	The aviation sector is expected to take a boom when we land in 2020. India currently occupies 9th position in the world and is soon expected to reach the skies	<ol style="list-style-type: none"> 1. Ude Desh ka Aam Nagrik (UDAN) was introduced for regional connectivity 2. Incentives in the form of tax concessions are provided 3. National civil aviation policy 2016 was announced for establishing an integrated ecosystem, to encourage tourism and increase employment 4. Airports are being developed under the public-private partnership mode to encourage private participation 5. GPS Aided Geo Augmented Navigation system (GAGAN) to support direct air routes, reduce fuel consumption and improve safety is initiated 	<ol style="list-style-type: none"> 1. The passengers carried by scheduled domestic airlines have increased by 29% 2. Common User Domestic Cargo Terminals have been operationalized in 13 cities so as to facilitate everything related to cargo services under one roof. 																						
BioTechnology	The biotechnology industry is an industry where India has grown in leaps and bounds. The industry owes its success to the R&D activities and growing government initiatives	<ol style="list-style-type: none"> 1. FDI Policy 100% FDI dor Greenfield Pharma via the automatic route 100% FDI for Brownfield Pharma. Here, in case of FDI up to 74% automatic route is available and beyond 74% government route has to be taken 100% FDI for medical devices via the automatic 	<ol style="list-style-type: none"> 1. Current Good Manufacturing Practices (CGMP) a plant was inaugurated in 2016 for the manufacture of Phytopharmaceuticals 2. A virtual centre was launched across five Indian Institutes of Technology, in 2015, to 																						

		route 2. Biotechnology Industry Research Assistance Council (BIRAC) was set up to assist the industry through funding, mentoring, handholding and infrastructure support	develop and advance technologies in the area of biofuels 3. 30 Bio-incubators and Biotech Parks were supported/established from April 2014 to September 2016 4. First indigenously developed and manufactured rotavirus vaccine 'Rotavac' was launched in 2015
Construction	The demand for real estate and infrastructure projects has been on an uphill over the years. The identification of smart cities has been a smart move which intends to utilize the resources in the best possible manner	1. A city challenge competition was held under the 100 smart cities missions with an intention to achieve infrastructure development 2. Atal Mission for Rejuvenation and Urban Transformation (AMRUT) is a mission which concentrates on providing basic infrastructure facilities 3. Swachh Bharat mission established to promote healthy sanitation practices 4. Heritage City Development and Augmentation Yojana (HRIDAY) focuses on revitalizing the Indian Heritage sites 5. The Real Estate (Regulation & Development) Act, 2016 has been the shining star of this sector	1.7 million houses have been constructed under Pradhan Mantri Awas Yojana (Gramin) houses
Defence	India has opened its doors of the defence sector to privatisation which was a very essential step to leverage the domestic markets and meet the defence needs	1. The opening up of the defence sector to the private sector is paving the way for strategic partnerships 2. 100% FDI i. Upto 49% automatic route ii. Above 49% government route 3. A 'Make in India' portal for Defence Production (www.makeinindiadefence.com) has been launched Which provides policy and procedural issues which are of importance for the defence manufacturing industry	1. Various products manufactured in India like HAL Tejas Light combat aircraft by sourcing 95% of the resources required locally 2. Defence equipment amounting to INR 2059.18 Crore have been exported to 28 countries in FY 2015-16
Electrical Machinery	In the electrical machinery sector, Indian manufacturers are at their peak of competitiveness with regards to product design, manufacturing & testing facilities. A big chunk of investments are made in research and development which will help India accelerate its manufacture	1. Incentives for capacity addition in power generation will serve as a means to increase the demand for electrical machinery 2. 100% FDI is allowed in the automatic route subject to rules and regulations	1. This industry recorded a double-digit growth rate of 12.8% over 2017-18 2. India has turned around from a net importer of electricity to a net exporter of electricity

Electronic Systems	Electronic system is an area where the focus has been on import substitution. India being a labour rich country has a forte which needs to be taken advantage of.	<ol style="list-style-type: none"> 1. The Modified SIPS scheme has been developed in order to attract investment into this sector 2. Export incentives 2-3% are made available under the Merchandise export from India scheme 3. The export promotion capital goods scheme offers zero customs duty for import of capital goods used for pre-production, production and post production 	<ol style="list-style-type: none"> 1. Around 38 mobile manufacturing units have been set up which have created employment of about 38300 2. Under Digital Saksharta Abhiyan (DISHA) around 99.56 lakh candidates have been enrolled for training
Food Processing	India is in a position to provide hygienic food processed and packed by utilisation of modern technology. Nivesh Bandhu is a platform which provides a one stop solution to investors in the area of food processing, aiding them in decision making and providing incentives	<ol style="list-style-type: none"> 1. Reserve Bank of India has classified loan to food & agro-based processing units and Cold Chain under agriculture activities for Priority Sector Lending (PSL) subject to the aggregate sanctioned limit of USD 15.38 million per borrower which will ensure a good flow of credit to the entrepreneurs 2. Reduction of excise duty and customs duty has been a fiscal incentive which helps boost up the industry 	<ol style="list-style-type: none"> 1. The growth rate of Gross Value Added has increased from 1.91% in 2013-14 to 5.78% in 2014-15 at constant prices 2. There has been a FDI equity inflow of USD 1.7 Billion from April 2014 to December 2016 3. 88 cold chain projects have been operationalised out of the 134 projects which had been sanctioned 4. The government had sanctioned 42 mega food parks of which 8 have been operationalised. Every mega food park is set to create employment opportunities for about 5000-6000 people and benefit 25000-30000 farmers
IT and BPM	IT + IT= IT Indian Talent + Information technology = India Tomorrow. The Information technology sector contributes a countable share to the exports. This industry is the largest private sector employer providing millions of job opportunities	<ol style="list-style-type: none"> 1. Favourable government policies and initiatives serve as an incentive to invest in this sector 2. The Digital India campaign has pumped in a lot of investment with digital delivery standing as a focus point 	<ol style="list-style-type: none"> 1. Total FDI equity inflow in Computer software and hardware sector saw a major growth from 2.3 Billion to 5.9 Billion
Media & Entertainment	Despite all the criticism against television, India has the 2nd largest TV Market in the world. Growth in the number of multiplexes, increased liberalisation and tariff relaxation serve as incentives to start exploring into this industry	<ol style="list-style-type: none"> 1. In order to give a lift to the exports, treaties have been signed with countries like Italy, Brazil, the UK and Germany 2. Basic Custom duty for digital still image video camera has been brought down to Zero 3. National Film Heritage Mission has been introduced to archive films through the National Film Archive of India 	<ol style="list-style-type: none"> 1. Growth in FDI in the information and broadcasting area from USD 1.9 Billion (2010-14) to USD 3.4 (2014-18) Billion which is a good 1.8 times within a span of 8 years 2. 283 billion to 263 Billion, a 20 billion leap is the growth recorded by the print industry 3. The 24*7 DD Kisan channel saw a huge response with a total viewership of 1.52 Crores within a very short span of 7 months
Mining	Mining is the crux of the Indian economy. Many industries depend on it to procure their rawmaterials.	District Mineral Foundation set up for grievance redressal and also to improve the image of mining	<ol style="list-style-type: none"> 1. In terms of Gross Value Added this sector has grown by 10.5% in 2016-17 and 12.5% in 2017-18

			<p>2. While the world market is shaky due to the Chinese economy issues, India has experienced a surge in the production of minerals</p> <p>3. By November 2016 17 mineral blocks across 7 states have been auctioned which has resulted in additional revenues amounting to INR 47551 Crores and total revenues of INR 59639 Crores.</p>
Oil and Gas	<p>The mushrooming population and the flourishing economy of India has helped the Oil and Gas Industry in a mighty big way. Many opportunities exist for the development of underground coal, its gasification and conversion to liquids</p>	<p>1. Hydrocarbon Exploration & Licensing Policy (HELP) provides for a uniform licensing system, no awaiting a formal bid round and incentives on royalty rates for offshore blocks</p> <p>2. An additional depreciation of 15% on installation of capital equipment acquired is permitted</p>	<p>1. In Gujarat India has invested in refineries specially for exports which has made India a net exporter of petroleum while we are a net importer of crude oil</p> <p>2. Refining capacity of India has been expanded by 15 Million Metric Tonnes Per Annum due to the commissioning of Paradip Refinery In February 2016</p> <p>3. Crude Oil Strategic storage of 5.33 MMT capacity was built at Visakhapatnam, Mangalore and Padur</p>
Pharmaceuticals	<p>Medical Tourism is moving uphill due to the expertise India possesses in this space. India's cost of production is considerably lower than USA and half of the cost in Europe</p>	<p>1. In order to make healthcare more reachable new Health and Wellness centres have been established</p> <p>2. The National Pharmaceutical Pricing Policy 2012 mainly focuses on the regulation of the price of drugs</p>	<p>1. The pharmaceutical industry has seen an upturn from INR 158671 Crore in 2013-14 to INR 177734 Crore in 2014-15 to INR 204627 Crore in 2015-16</p> <p>2. Indian Drugs and Pharmaceuticals Limited has enabled the mass manufacture of products in the field of Oncology, Nephrology and Cardiology</p> <p>3. Pharma Jan Samadhan, a customer grievance redressal system launched in March 2015</p>
Railways	<p>India stands tall with a ranking of World No 3 in terms of the railway network spanning more than 66030 Kms. 100% FDI provides an opportunity for high speed railways and electrification. Automatic Ticket Vending Machines and computerized passenger reservation systems aim at passenger convenience</p>	<p>1. Public Private Partnership mode to enhance passenger amenities</p> <p>2. Project Swarn targets on improving passenger experience and in order to facilitate this 14 Rajdhani and 15 Shatabdi trains are identified</p> <p>3. Mission Raftaar has at its core the doubling of average speed of freight trains and also increasing the speed of all non suburban trains</p>	<p>1. A noteworthy achievement in the year 2017-18 is 51 trains have been speeded up by more than an hour</p> <p>2. The Gatimaan Express is the fastest train in India which covers a distance of 188 Kms in 1 hour and 40 mins</p> <p>3. In order to set up an electric locomotive factory at Madhepura India has joined hands with M/s Alstom Manufacturing India and for setting up a diesel locomotive factory with GE Global Sourcing India Pvt Ltd at Marhowra amounting to a total of INR 40000 Crores</p>

Renewable Energy	There has been an ever increasing demand for energy in the country and it is imperative to use renewable sources of energy. Reducing India's dependence on expensive imported fossil fuels is the goal in this sector	<ol style="list-style-type: none"> 1. A bouquet of fiscal incentives have been provided which include: <ol style="list-style-type: none"> i. Enhanced Depreciation ii. Concessional Custom duty iii. Excise duty exemption iv. Income tax holidays for 10 years 2. In order to encourage usage of renewable energy sources clean environment cess has been doubled from INR 200 per tonne to INR 400 per tonne. 	<ol style="list-style-type: none"> 1. The world's largest solar power plant was commissioned in Tamil Nadu with a huge capacity of 648 MW 2. 140% increase in the solar power capacity (2014-16 vs 2012-14) 3. 34 Solar parks have been sanctioned to 21 states and INR 356.63 Crores has been provided to Solar Energy Corporation of India for the same
Roads and Highways	The government is taking a major step in upgrading highways and expressways.	<ol style="list-style-type: none"> 1. The government takes burden of cost on project feasibility study, shifting of utilities, environment clearance etc 2. Subsidy of upto 40% of the project cost is provided as an incentive 3. The Ministry of Road Transport and Highways(MoRTH) has provided funds to the state government to develop state roads 	<ol style="list-style-type: none"> 1. Achievement for the year 2017-18 are 8088 km of road length awarded,7589 km of construction completed and 2156 km of highways tolled 2. The length of the national highways has seen substantial growth from 91287 km in 2014 to 115435 km in 2017 3. After the introduction of Electronic Toll Collection System the fee collected has increased from USD 27 million in Jan 2017 to USD 43 Million in Nov 2017
Textiles and Garments	Textiles and Garments sector has made India a one-stop solution for textile and garment needs. Being one of the largest producers in the world and second largest exporter of cotton in the world, this scheme has made India world famous. Women empowerment is seen in the right sense here as 70% of its workforce consists of women	<ol style="list-style-type: none"> 1. The Merchandise Exports from India Scheme served as an incentive by providing duty rewards to the extent of 2-5% of FOB value 2. To reduce the burden on Indian investors, interest equalisation scheme was introduced 3. Special Textile Packages have been approved with a view to create jobs, encourage exports and also to draw in investments 	<ol style="list-style-type: none"> 1. The total exports took a leap from 13% to 15% (2013-14 vs 2015-16) 2. There has been a substantial growth in FDI of 2.5 times (2010-14 vs 2014-18) 3. The existing textile park has seen the entry of new production units totalling to 200 in number in the recent past creating jobs for 11000 persons
Thermal Power	The thermal power industry has various incentives which ensure adequate return on investment to companies. Expansion in industrial activity and growing population are factors which will encourage companies	<ol style="list-style-type: none"> 1. The revised tariff policy 2016 guarantees a good return on investment and ensures safety of the investments to the investors 2. The Ultra Mega Power Projects having a huge capacity of 4000 MW have been set up by the government of India in order to bear the fruits of economies of scale and fast capacity addition 	<ol style="list-style-type: none"> 1. India boasts of having the fifth largest installed capacity in the world 2. The electricity generation increased by 5.9%(2016-17 vs 2015-16) 3. April 2014 to October 2016 has witnessed an addition of 50471.41MW to the generation capacity. 4)98.8% of the villages have been electrified
Tourism and hospitality	The tourism and hospitality is the lifeblood of an economy. Tourism is the third largest foreign exchange earner next in line after gems and readymade garments in	<ol style="list-style-type: none"> 1. Swadesh Darshan scheme had been launched to serve mass and niche tourism 2. The National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive had the beautification of 	<ol style="list-style-type: none"> 1. India crawled up 13 places from 65 to 52 as per the Travel and Tourism Competitiveness Index 2015 of the World Economic Forum 2. Foreign Exchange Earnings have increased from INR

	India. Private-public partnerships will be the focus for India to see this industry makes its mark in the future	pilgrimage sites as its focus 3. The e-tourist visa facility has been extended to travellers of 150 countries	1351 Billion(FY 2015-16) to INR 1556 Billion 3. This sector is among the top 10 sectors when it comes to the FDI inflow.The FDI inflow has increased by 72% (2015-16 vs 2014-15)
Wellness	The demand for AYUSH (Ayurveda, Yoga, Naturopathy, Unani, Siddha) has seen an upsurge over the years. The adverse effects of other drugs and its high cost has caused this turnaround and this is here to stay	1. 100% FDI is permitted in the AYUSH sector 2. Central Sector Scheme for promotion of International Cooperation has as its aim the creation of awareness about the strength and utility of AYUSH and its promotion at the international platform 3. The government of India has set up the AYUSH Sector Innovation Council	1. India stands as the second largest exporter of AYUSH and herbal products 2. This industry has a huge potential to create jobs to the level of 3 million jobs

*The source of data is Annual report of the Ministry of Commerce & Industry, Gol and also Internet

Major Bottlenecks

The Make in India is an inspiring initiative of the Indian government which has reduced the risk factors for investing in India for foreign industries, but the pace of the progress is slower as decided and predicted. However, there are certain major bottlenecks which are hampering the growth of this inspiring concept.

Infrastructure

No business can succeed without the availability of high quality and modern infrastructure. Industrial zone equipped with basic needs of modern and high-speed communication technologies, integrated logistic arrangements, regular power supplies, connectivity to transporting areas, ease of availability of raw materials etc. No infrastructure is possible without the availability of land. This requires a new, transparent, effective and equitable land acquisition law. However, the approval of such laws is interrupted due to political gridlock.

Power Supply

There are many villages in many of the Indian states where still there is either the limited power supply or no power supply. Thus providing the basic need of the industry i.e. power supply is the major issues to be dealt with. Throughout the country, power failures and blackouts are very common endemic particularly in summers, making Make in India a challenge.

Skilled Manpower

Another hurdle in the path of Make in India is the shortage of skilled manpower. A nation requires skilled human resources in order to prosper and move atop in the global scenario. India stands second after China as far as its population statistics are concerned. In spite of this, India is still in the list of developing countries. No doubt the power of the India is its youth, but this power is not utilized in a fruitful manner. The youth is not skilled in a right way and the major reason for this is our education system. In spite of mushrooming of educational institutions in the last two decades, skilled manpower is limited. The curriculum is not updated according to the needs and demands. Even no skilled trainers, teachers and instructors are employed in these educational institutions. The students are educated theoretically rather than practically. The majority of the talented students passing out from the different universities and colleges move to foreign countries as the incentives are lucrative in foreign countries as compared to India. This issue of brain drain and migration is still another cause of the shortage of skilled manpower in India. The inadequacy of the skilled manpower has a direct effect on the country's GDP and economic progress. However, in order to tackle this problem Indian government have started 'SKILL INDIA program' the main aim of which is to develop multi-skill development programme with a mission for better and highly payable employment and entrepreneurship for all socio-economic classes.

Conclusion

Make in India is a program designed to transform India into a global manufacturing hub. It contains a raft of proposals designed to urge companies -local and foreign- to invest in India and make the country a manufacturing powerhouse. The major initiative is to focus on job creation and skill

enhancement in 25 sectors of the economy. There is a laudable attempt to reduce red tape, enhance foreign direct investment limits, prune labour laws and environmental clearance processes and in general to speed bureaucratic processes up. Some sectors like IT, Automobile components, Pharmaceuticals etc. are globally quite competitive. Some sectors such as food processing, defense manufacturing and electronics are not competitive. Make in India policy aims to turn India into a “global manufacturing hub” ignoring rhetoric, the demographics of India are all about a young, under-skilled workforce.

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