

MAKE IN INDIA : An Initiative in Information & Technology Sector in India

ANAND_V, ABHISHEK_K and ZAFAR ALI KHAN

Abstract

For an international marketing effort ruling party leader introduced the came up with the term Make in India . It was established on 2014.through the objective of creating the better world. Making India a commercial hub that will draw investors and firms from all around the world India is the source of production. This campaign's primary goal and aim is to create jobs.By improving the main sectors it will help in growth of the Indian economy. And it makes india not to depend on other countries for products and production. Most important Heavy industries and public companies are priority sectors for creating jobs and ensuring proper usage of human capital. It entails a concentration on manufacturing in an attempt to emulate China's export-led economic model. There is no reason for such a narrow concentration. Dr. Raghuram Rajan, the former Governor of the Reserve Bank of India, has warned against focusing on a single sector for support as it worked successfully for other countries.as india is developing very fast then other countries it should be open-minded about what will work. The purpose of this article is to comprehend the goals, objectives, and vision of Make in India, as well as its impact on India's information and technology sector. Make in India, marketing, national economy, and manufacturing are some of the key terms.

Introduction

Swami Vivekanand, India's great noble son, famously predicted that the twenty first century would be India's time, and that India would lead the way to peace and progress. And that thing is going to be real now . the prediction is going to be successful.

Indian leading political party after effectively implementing and practising the Gujarat Model . His election campaigns, in which he promised Indian residents the clear and visible government . India has suffered from huge debt, rising imports, and high tariffs. Then the Idea Make in india arrived after observing the loss and disadvantages of importing from other countries .By make in india concept he believes that everything should be manufactured and developed in india. As india is having more youths then the old people population. Youth who are imaginative and willing to take risks can certainly contribute to the call made by India's Prime Minister, Hon'ble Narendra Modi. Zero defect Zero effect is a slogan by Prime Minister which shows the quality of the production and products have zero defect and also it is not harmful for the Environment.and has no economical effect .This shows the quality of the products which are manufactured in india . its main goal is not only to manufacture products in india and make india economically stable nation. Its main goal also includes to give customers a good and quality product with reasonable price. By this initiative many multinational and domestic companies manufacture more products .This initiative will give the people of india more opportunities like jobs , self development business ideas

etc . it makes india highest position in economy because of many investors national investors and international investors. Its main goal is to mainly to focus on the 2 things job creation and skill development opportunities in 25 different sectors . and development of those sectors. some sectors in that 25 sectors are Defence , Ports , Railways , Media etc .

Creation Of Logo :

Make In India Logo was Designed By : Wieden-Kennedy.

MAKE IN INDIA LOGO:

When asked about Make in india logo to the Prime Minister he said that “ make In India is a lions step “.

The lion in the Symbol represents strength of the people and strength of india. And also Ashoka Chakra also have four lions. This logo was inspired by the Ashoka Chakra which represents India's success in all fields. The wheel represents progress and energy in a peaceful manner and the symbol of the goals and achievements achieved by india in the past.



Make in India program:-

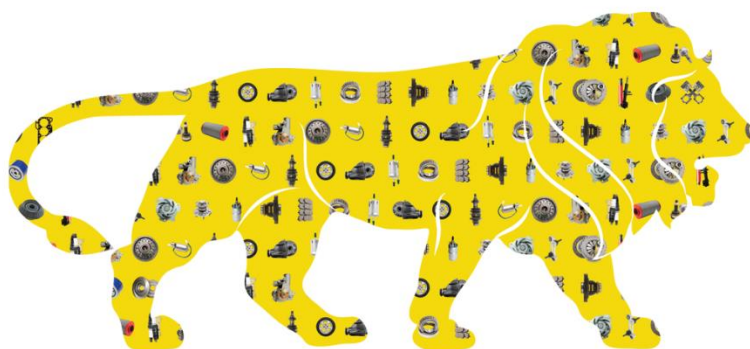
Growth opportunities and challenges :

On September 25th, 2014, PM Narendra Modi started The Make in India campaign, represented by a roaring lion, to develop India into a global design and production hub.

The concept consists of four main key aspects:

1. Introducing new projects
2. Offering in direct foreign investment
3. Manufacturing at the national scale for a worldwide reach
4. High performance of business.

India has a numerous advantages, such as a large domestic market and rising household demand, that can help this strategy successful. However, we as a nation will only be able to make good on these benefits if we remove certain significant obstacles in the external world of individual small and medium enterprises.



1.Introducing new projects: New Initiatives- Advantage India From April through December 2020, nation has experienced largest foreign direct investment inflow.

New Infrastructure : Industrialization and Urbanization

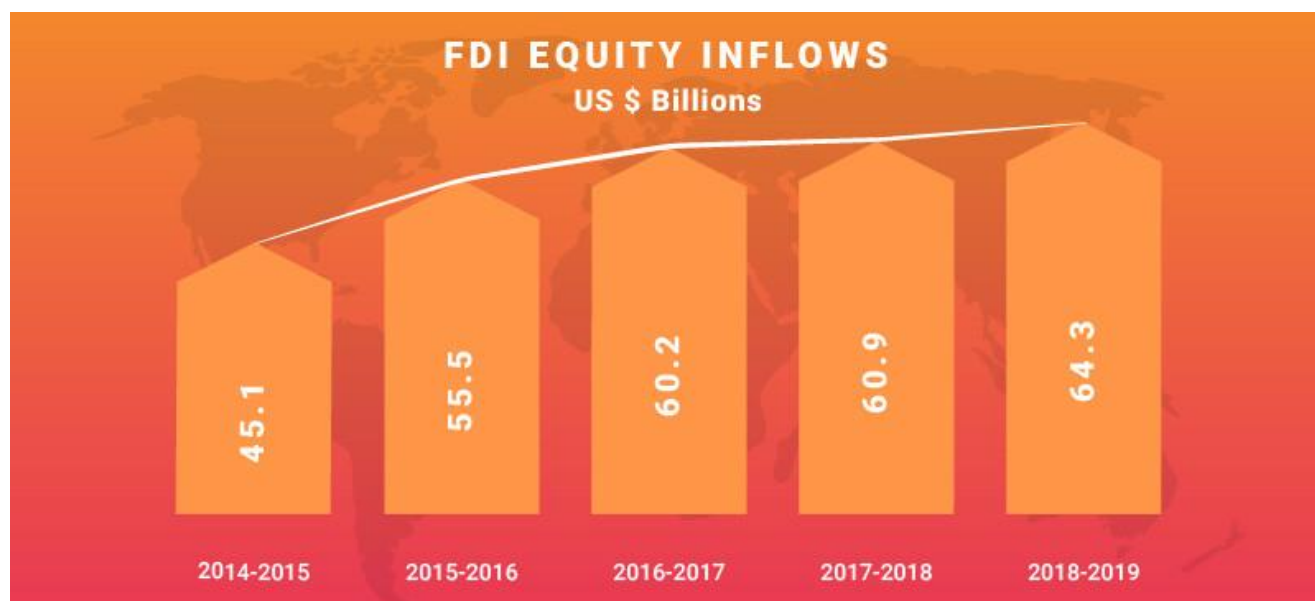
The Delhi-Mumbai Industrial Corridor and 21 new key urban centers would be developed (CBIC),(BMEC),Industrial Corridor (VCIC), (akic), and Smart Towns Mission, with a \$7.69 billion project expenditure, is moving forward, with Special Purpose Vehicles now in place for 19 cities.

Offering in direct foreign investment and Increasing of fdi equity Inflows:

Foreign Direct Investment:

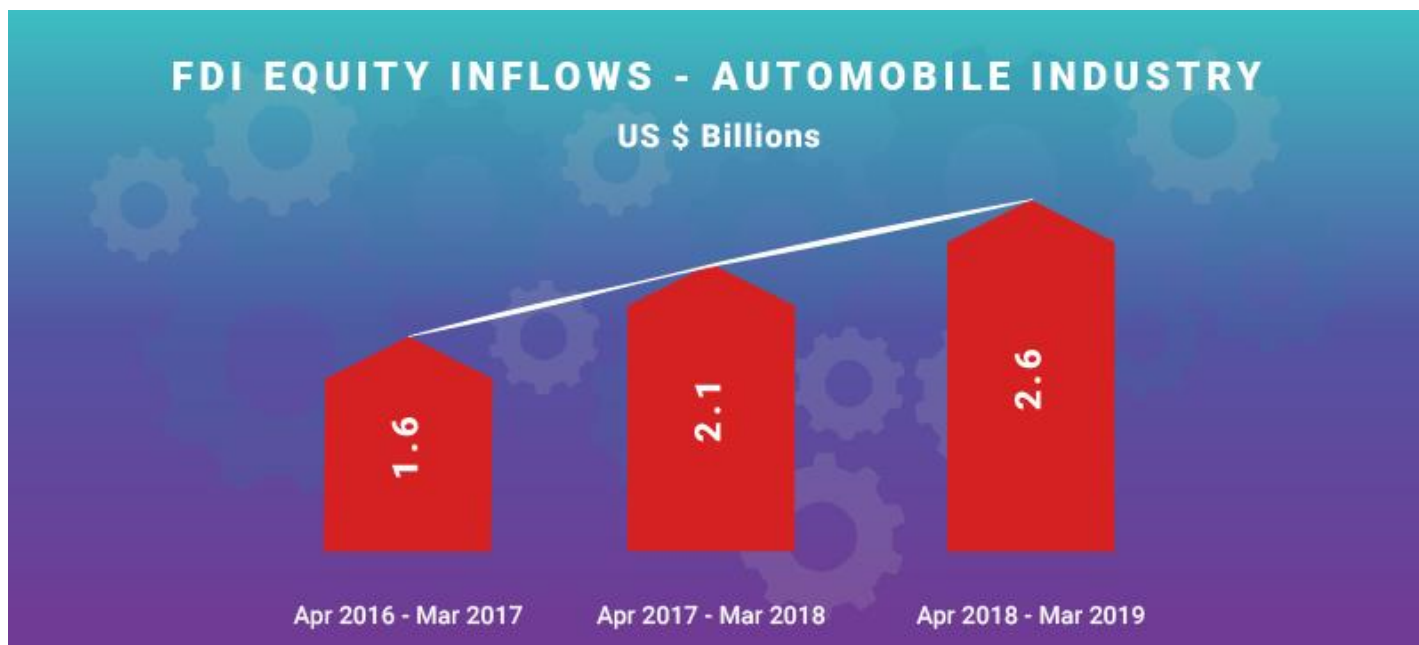
From the time of this launch of MII Foreign direct investment increasing through 2014 to 2019, Inflow of Foreign direct investment reached 286 billion dollars taking into consideration for 46.94 percentage (approx.) Foreign direct investment allowance for so many sectors, India passed the \$60 billion new record in FY 2017-18, with \$55.55 billion in FDI. Because of thr friendly investment policies.

If the foreign direct investment is increased in india then the economy of the india will increases throughout the decades. To increase the economy of india many leaders tried many things but this is going to be the best one as it offers Foreign direct investment, jobs to youths , better skills for the young minds of the nation. The graph shows the Foreign direct investment inflow increasing year by year from the launch of this project.



The Automobile industry : From 2017-18 to 2018-19, India's automobile sector increased by 25.54 %. FDI equity inflows grew dramatically to \$2.09 billion in 2017-18. Inflow of fdi reached \$1.598 billion in the first 6 months of 2018-19, comparing to \$2.09 billion in the whole 2017-18 financial period.

ELECTRICAL MACHINERY:



As compared to April 2011 to March 2014, the Electric Equipment sector in India had a stunning 242 percent higher in Total fdi inflows. During 2017-18 until 2018-19, the industry increased by 99.81 %. Total fdi imports grew at an annual rate (Compounded annual) of 15.02 % between April 2014 and March 2019. Till March 2019, the Electronic equipment industry received a total of \$8.03 billion in FDI.

Manufacturing at the national scale for a worldwide reach:

The Make - In - india initiative is built on levels of cooperation. DPIIT started the work by inviting Federal Minister, Secretariat to the Govt . Of india, state and local governments, technology companies, and multiple knowledge partners to contribute. Having followed that, in Dec 2014, a National Workshop on Sector Specific Industries brought together Clerks to the Indian government and industry leaders to discussion and propose an implementation plan for the next three years, with the purpose of raising the mass production sector's charitable donation to 25% of GDP by 2020. On behalf of state governments, the Directors to the Union Government and the Permanent Secretary, Mumbai presented this strategy to the Party Leader, Government Ministries, industry associations, and industry leaders.



There will be Advantages and Disadvantages such as :

*Advantages	*Disadvantages
* Develop Job Opportunity	* Negligence of Agriculture
* Improve the Environment	*Natural resource scarcity

* Expand GDP	* Loss for Small Entrepreneurs
* Strengthen the rupee	* Land Disturbances
* Increase in Brand Value	* Interest in International Brands
* Ease of Business	* Pollution

Conclusion :

Our nations IT-BPM business has taken off thanks to the "Make in India" idea. Despite slowing global tech spending growth, the Indian IT-BPM industry continues to grow in double digits. In the global sourcing sector, India continues to grow in popularity. With the rapid development of capabilities and offers, India is quickly becoming a global digital powerhouse. India's innovative capacity will be redefined by start-ups. The domestic market is growing steadily, and expedited implementation of previously announced plans will accelerate that expansion. It demonstrates that India's IT-BPM business is on track to meet its goals for 2025. In order to capture the development, diversity, and effect of the Indian IT industry, multiple indexes (direct and indirect) may be required in the future. To erase unemployment in india and making india developed country is the main goal we have in front of us ,this is possible only when the poverty is reduced and all the youths of the country should get jobs and The success of the Make in India project would surely boost the country's economy to greater heights. As an outcome, different social concerns in the country may be solved.

References

- <https://www.mapsofindia.com>
- <https://www.makeinindia.com>
- <https://www.businessalligators.com>

- <https://blog.ipleaders.in>
- <https://www.indiabix.com>
- <https://www.chronicleindia.in>
- <https://www.careerride.com>