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“Make In India; An Initiative of Govt. of India- A step forward to Motivation”

Mr. Jigyasu Kumar

Research Scholar

Dept. of Management

Birla Institute of Technology Mesra

Patna Campus, India

&

Senior Manager (HR)

Rashtriya Ispat Nigam Ltd. (A Public Sector Undertaking by Government of India)

Abstract: India is continuously emerging as knowledge-based economy in the world. It has been possible because of its profusion of capable, competent and qualified human resource. Apart from it India has an added advantage of its “Demographic Bonus,” which can be further used to develop a skilled and motivated workforce in the coming scenario.

Apart from availability of competent and skilled manpower which can meet the demands of today's global economy there is still lack of motivation and opportunity where this manpower can showcase their talent. Lack of financial support, proper platform, talent is somehow vanishing. Hence, employment/start-ups/incubation etc has become the need of hour for the country's global competitiveness.

Assessing the urgent necessity of such platform in the current scenario, the Indian Government is also dedicatedly striving not only to initiate but to achieve the formal/informal skill development of country's working population through providing them platform under the umbrella of “Make in India” to make them competent and employable, job creator rather than job seeker.

Index Terms - Demographic Bonus, Global Competitiveness and Make in India, Motivation.

I. Motivation of the Study

If we have to develop a balance between imports and exports, we will have to strengthen manufacturing sector. If we have to put in use the education, the capability of the youth, we will have to go for manufacturing sector and for this Hindustan also will have to lend its full strength, but we also invite world powers. Therefore I want to appeal all the people world over, from the ramparts of the Red Fort, “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 an favorable 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. - Hon'ble Prime Minister of India, Shri Narendra Modi; From the ramparts of Red Fort on 68th Independence Day Speech.

II. Introduction

“Make in India” initiative is a part of wider set of nation-building initiatives. Devised to transform India into a global design and manufacturing hub, “Make in India” seems a timely response to a critical situation. By 2013, the much-hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade. The promise of the BRICS Nations (Brazil, Russia, India, China and South Africa) had faded, and India was tagged as one of the so-called ‘Fragile Five’.

“Make in India” has been proven a powerful, galvanising call to action to India's citizens and business leaders, and an invitation to potential partners and investors around the world. But “Make in India” is much more than an inspiring slogan. It represents a comprehensive and unprecedented overhaul of outdated processes and policies. Most importantly, it represents a complete change of the government's mindset – a shift from issuing authority to business partner, in keeping with Prime Minister's tenet of ‘Minimum Government, Maximum Governance’.

Sectors Involved

A total 25 sectors have been identified under the project:

1. Automobiles	2. Mining
3. Automobiles Components	4. Oil and Gas
5. Aviation	6. Pharmaceuticals
7. Biotechnology	8. Ports
9. Chemicals	10. Railways
11. Construction	12. Renewable Energy
13. Defence Manufacturing	14. Roads and Highways
15. Electrical Machinery	16. Space
17. Electronic Systems	18. Textile and Garments
19. Food Processing	20. Thermal Power
21. IT and BPM	22. Tourism and Hospitality
23. Leather	24. Wellness
25. Media and Entertainment	

Figure 1: Source: <https://www.makeinindia.com/sectors>

Motivational factors

Factors of Motivation varies person to person, situation to situation; however looking into the current scenario of young brigade in India, employment and job-security has emerged as the most affective factor of motivation. In this regard “Make in India” has given a platform to this brigade to showcase their talent and make their own way for success. The below mentioned model of Motivation (Figure 2) show the key factors of Motivation. This figure also shows that how “Make in India” Exercises are very significant in development of motivation by achieving the key attributes namely, employment and job security.

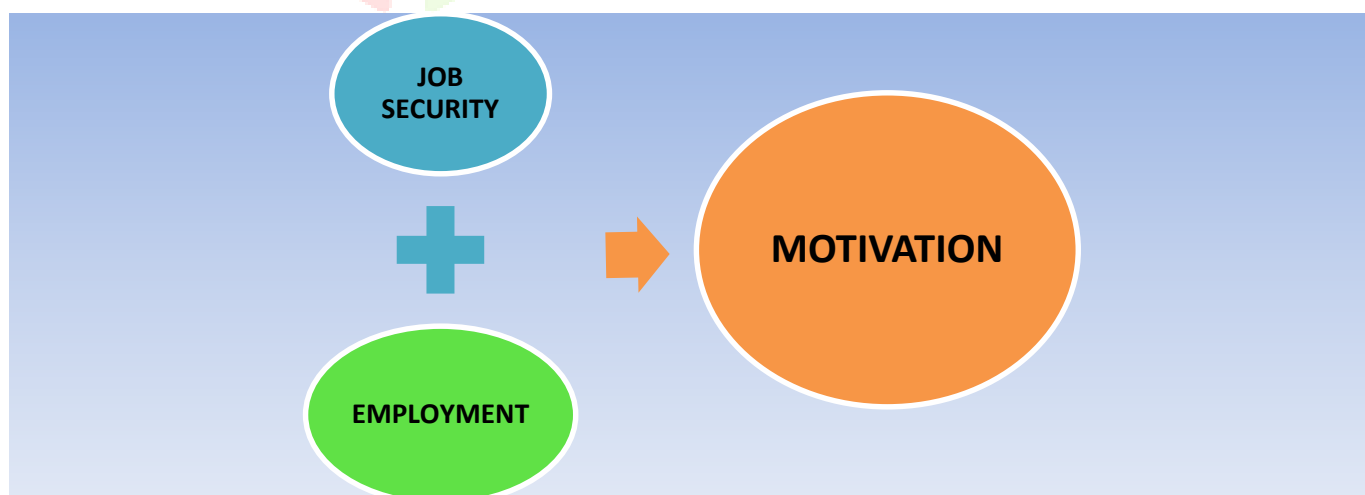


Fig 2: Development Model for Motivation

III. Objective of the Study

The present paper tries to study the need and role of “*Make in India*” with respect to Motivation. The objectives of the paper are:

1. To study the Concept of “*Make in India*” and major initiatives under this Program and its effect on Motivation.
2. To provide Background of Developing Employability Skills in India.
3. To suggest measures to improve “Motivation” with the aid of “*Make in India*”.

IV. Methodology

Current study is based on secondary data sources which include books, journals and Internet etc. The present paper is categorized into Six Sections:

1. Introduction
2. The Background for “*Make in India*” Mission
3. Ideology for “*Make in India*” Mission.
4. Objectives of “*Make in India*” Mission
5. Contribution of “*Make in India*”
6. Conclusion

The Background for “*Make in India*” Mission

In a bid to stimulate entrepreneurship the blue print of “*Make in India*” policy was released on 25th September 2014. The programme urges the need for foraying into the fascinating world of entrepreneurship instead of ending up in queues of job seekers. “*Make in India*” have the potential to change the economic landscape of India if given proper support in terms of transparent policies, easy to do business processes. The young population is determined to take up the start up route as their prime source of engagement than doing a job. The most important benefit we as nation going to derive out of this start up culture is job creations as well as regional development. As many as more than three lakh new employment opportunities in the next few years will be created by Start Ups, while a significant per cent of job-seekers are opting for such ventures, which are already attracting funds from investors.

Ideology for “*Make in India*” Mission

The ideology behind the Make in India plan can be categorized into:

1. To generate more and more employment.
2. To save the nation’s money by reducing exporting goods.
3. To create a conducive environment for investments.

As a result, India emerged globally as the favorite destination for Foreign Direct Investment in 2015. According to the new policy, 100 % FDI is permitted in all 100 sectors, except the defense industry, space industry, and Indian media. In terms of FDI, (Foreign Direct Investment) India even surpasses the United States and China in 2015. India is becoming the new hotspot for foreign investments. At the start of “*Make in India*” movement, there were 25 economic sectors targeted for job creation and skill enhancement.

Objectives of “*Make in India*” Mission

“*Make in India*” was launched by keeping three objectives, appended below in mind and if achieved successfully can transform India and stand out among the major developed countries.

1. To enhance the growth of the manufacturing sector of India by 12-14% annually.
2. To create 100 million additional manufacturing jobs in the Indian economy by 2022.
3. To ensure the contribution of the manufacturing sector in GDP is increased by 25% by 2022.

The direct impact of the “*Make in India*” movement was seen when World Bank in 2019 acknowledges India’s jump of 23 positions against its rank of 100 in 2017 to be replaced now by 63rd rank among 190 countries.

“*Make in India*” is at the initial stage at the moment and as it has not achieved its goals yet. The growth rate of the manufacturing Industry is 6.9% per annum between 2014-2015 and 2019 -2020. The contribution in GDP from the manufacturing sector dropped from 16.3% in 2014-15 to 15.1% in 2019-2020. This could also be the negative impact of the worldwide attack of [COVID-19](#). The manufacturing sector is put on hold since the end of 2019. But the situation is moving towards normalization and much positive figures can be expected in future.

Contribution of “Make in India”

In the backdrop of India’s employment scenario, it becomes imperative to formulate a National Policy on development of young minds by providing them a platform to showcase their talent and initiate a Program of Action. Inline to the same following contributions can be accepted:

Self- Dependency: With the development of homegrown products in the nation, & the improved rate of production will result in minimizing the dependency on foreign products to balance supply & demand. It will make India a self-sufficient country with a complete dependency on domestic products.

Reduction in Import: Greater domestic products with high quality will soon reduce the need to import products from foreign countries. This will increase the brand value of Indian merchandise & manufacturers.

Cost-Effective Manufacturing: It increases in the demands which attract an increase in the number of units & services will develop cost-effective manufacturing for businesses.

Skill Development: Skill Developed skills always lead to a better competitive edge. The government initiative for skill development aims at improving the skills & quality for the individual as well as organization.

Motivation of Fresh & Young Minds: This project provides motivation and good opportunity for young minds to grow & conquer the world with their innovative skills. New startups have the power to change the purchase & buying behaviour of India.

V. Conclusion

1. Employment and Job Security has emerged as major factors of Motivation.
2. New job opportunities have been created by the initiative of “Make in India” scheme.
3. Motivation can play a pivotal role to develop skilled and competent workforce.
4. “Make in India” is designed as per the requirement to fulfill the need.
5. “Make in India” is playing a significant role in developing skilled and competent human resource.
6. “Make in India” initiative plays crucial role in enhancing skill development, employability, build manufacturing infrastructure and make India a global manufacturing hub.

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