

Make in India

Gandhiji's Swadeshi Movement gets a global leap



A Major new national program designed to facilitate Investment. faster Innovation. enhance Skill Development. protect Intellectual Property and build Best-In-Class manufacturing infrastructure was launched by Prime Minister Narendra Modi in September 2014 at New Delhi

Make in India' movement and the mega launch of the same in September 2014, at New Delhi by Prime Minister Narendra Modi in the presence of a large number of industrialists, is indeed a turning point in the growth of industry, particularly in manufacturing sector in India. Enhancing the limits of Foreign Direct Investment (FDI) in various industry and business sectors including in defense, is aimed at building sustainable partnership between Indian and global investors to enhance the technological & manufacturing co-operation for mutual benefit, along with the promise to ease

red tape, develop key infrastructure and speedup clearances and other factors which have kept India at the bottom end of the global 'ease of doing business' rankings. There is already a near-total national consensus on the merit and long standing benefits that promise a better future for Indian economy, reduction of unemployment as well as better employment opportunities for the multitude of young Indian work force. The Prime Minister stressed the point that "This is a nation of the youth. The agriculture, industry and service sectors have to get equal importance."

This is very similar to the pre-independence days of 'swadeshi' movement launched by Mahatma Gandhi. Gandhiji realised how Indian economy was steadily getting eroded through the system of exporting raw materials (like cotton) and importing finished products (like cloth), the consequences of which were idling Indian craftsmen and women and depleting wealth generating activities in India. In fact as a part of the freedom movement he had called for boycotting of foreign clothes and even burning them that brought a new awareness on the importance and mission of making goods within India for our use instead of importing.

We believe that the 'Make in India' mission will bring a nationwide upsurge on the one hand and build confidence in the minds of big ticket investors, whether foreign or Indian. In turn it will take the graph of GDP upward; one should not be surprised to double digits, within a not too distant future! The modern concept of 'Make in India' is addressing the manufacturing of various products for use within India as well as for export to the global market. Thus it is a call for investment in India and make in India by overseas industries (who up to now enjoyed selling to India) as well as to the Indian industries to partner with overseas industries. Indian Industries must spend more in R & D, partner with Indian R & D organisations and Academia, and innovate and develop products. Thrust is on partnership for growth, and making India a manufacturing hub, providing for increased employment opportunities of permanent nature to the semi-skilled as well as highly skilled youth of the country. It will benefit the Indian economy in a big way in addition to the Indian manufacturing industry making greater share of contribution to

the country's GDP in addition to creating more employment, wealth and welfare.

India has the largest youth power. India's private sector industries particularly SMEs have established excellent facilities for R& D/innovation and manufacture of a variety of products. The SMEs account for about 8% of GDP and about 40% of value of manufactured goods. SMEs are the second largest employment providers only second to agriculture. This sector should take advantage of the new development being brought in by 'Make in India' mission and strengthen their base.

Visiting Gandhiji's thoughts and deeds again, Gandhiji always kept expectations high, of course with positive fibre and force. And that is what we find in the 'Make in India' mission.

The govt. of India's 'Make in India' campaign at the higher level targets thousands of top companies of the world. Within India a number of domestic companies are expected to be involved, with focus on attaining leadership in technology so that they become part of global value chain. Prime Minister Narendra Modi wants to establish that small is not only beautiful but also BIG; turning small workshops and factories central to the plan of absorbing job aspirants and reviving the manufacturing sector. 'Make in India' mission provides attractive investment opportunities on low profile labour intensive industries. While the large foreign investors may go for high ticket, high profile industries, others including their supply chain partners can focus on the Small Scale Sector SMEs. There are lakhs of NRIs who hail from rural India and who can be motivated to focus on their native villages or Panchayats that will give

them emotional connectivity, beyond investing to earn a profit. In the process they will be bringing happiness to rural households. Patron of this journal late Prof.N.S.Ramaswamy always used to say “make others happy, you will be double happy”.

‘Make in India’ is a clarion call to all Indian industries and R&D organizations and overseas partners. India’s private sector industries, particularly SMEs, have established excellent facilities for manufacturing of equipment and also R & D capabilities and providing greater opportunities for overseas business corporations to invest in India as partners in the Indian PSUs and Private sector industries as well as SMEs. India has abundant supply of scientists, engineers and technicians and a string of training and academic institutions for skilled technicians and

for higher education and research. India has proven competence in Information Technology and the largest number of software engineers for high tech industries. ‘Make in India’ movement will benefit not only India and our people and industries, but also the partners from overseas industries and NRIs in the true spirit of our Hindu (Indian) philosophy, “Loka Samastha Sukhino Bhavanthu”.

All in all ‘Make in India’ will enhance the wealth and welfare of the whole nation; along with it the sense of self-esteem of the Indian diaspora, with the blessings of our Rastrapita, Mahatma Gandhiji and the New Vision and committed action plan of our Prime Minister Sri Narendra Modi and his committed team, let us all join and make it a success, adhering to our traditional cultural values and professional ethics.

Editor



A view of the industry captains who attended the ‘Make in India’ launch function